

EXPLORE YOUR ENTHUSIASM

EPISODE 144: HOW TO LOVE YOUR BUSINESS

I want you to have a business you love. And by that, I don't just mean that you love making what you make, but that you also love how you're spending your time and you feel fairly compensated. Today we'll talk about the most common reasons people don't love their businesses and solutions for each one. We'll also cover the thing most likely to make you love your business.

Last year I held a 30 day challenge to love your business more and I learned so much about what is keeping you from feeling deeply in love with your business. Today we'll talk about the most common reasons and their solutions.

1. You don't have enough sales/make any money.

A. Do the work.

List more things, take better photographs, and write better descriptions. You can't list 5 things and expect to make money!

B. If you're saying: I'm doing work! I have no time!

Then the issue is: How are you spending your time? Are you going where your people are, giving them value, and bringing them back to your shop? In other words, do you have a Customer Path that leads new people to find you, fall in love with you, and then BUY? If you're spending any time on anything that it is not finding potential customers and selling to them, or listing stuff in your shop, stop doing it.

2. Your life doesn't fit your business dreams

If your personal obligations don't give you the amount of time you need to build the business you really want...you gotta make tough decisions.

Either: Give up some obligations.

Or: Change your biz goal. Maybe you get to a full-time salary in 10 years instead of 2. Maybe you stop comparing yourself to people who have less obligations or more help or flexibility.

3. You realize you don't actually like what you do.

Hey - that's ok!

Maybe you thought you'd love to make 100 necklaces a week, and you realize your wrists can't stand it.

Maybe you thought you wanted to work with clients, and realize they're driving you crazy.

At this point, a lot of people quit, because they realize they don't want to build a business around their hobby. And that is totally good and the right thing for them.

However, if you're like me, and you're in love with having a business, then you need to figure out what the next step is.

- ★ What specifically don't you like?
- ★ What are the bits you do like?
- ★ Could you build a business around the parts you like?
- ★ Or could you hire out the stuff you don't like?

We all have to do the stuff we don't like, for a time, in order to grow.

4. You don't like the direction you're going.

You work more hours than you wanted. You don't really like your customers. You seem to be heading in a direction that just doesn't excite you. Maybe when you looked at your goals for the year (growing sales or subscribers or doing more craft shows), you just thought: Meh.

That's ok!

SOLUTION: This is why we start every year by zooming WAY back and not just looking at where you could go next in your biz, but what you want out of your whole entire business.

When I've done this, I've transformed whole areas of my business - For instance, now I travel more to teach because I realized I want to do more of that.

The main solution to this is to acknowledge that you're allowed to go in whatever direction you want!

If you need to get clearer on what you would love, check out Map Your Business. I guide you through discovering what you want, where you want to be, and then breaking that down into a doable plan. It's available on [Amazon](#) in both paperback or Kindle, or you can get a signed version on my site at TaraSwiger.com/map. If you have one and you love it, please share it with the hashtag #mapyourbusiness.