

EXPLORE YOUR ENTHUSIASM

EPISODE 171: HOW TO GET MORE REJECTION & GROW YOUR BIZ

Today I want to talk about something that is so vital for your business success, but so very unpleasant: Rejection. We're gonna talk about why it matters and why you need to focus on getting MORE rejection in order for your business to grow. I just had a month full of rejections, so I think it's time to talk more about it!

We'll start with my own rejections, then talk about why rejection is something you WANT, and how to get more of it.

MY OWN REJECTIONS:

My book was rejected! From everyone it was sent to! The feedback was actually genuinely awesome, the editors liked my writing and my "voice"... but many of them have already optioned books on this same topic. However, no one bought it. I'm gonna be honest, it sucked. I cried. And yes, I have other options, like self-publishing or submitting a different proposal (which my agent encouraged me to do), but... I just don't want to yet. I've got other projects I'm happy to work on.

We got another pile of rejections this month: From banks for buying the comic book shop. Like with the book, there was actually a ton of great feedback and it was hugely encouraging because the banks really liked my business (just not the business we're buying), but it still came back, no, we can't do this.

That sucks.

Yes, we have other options, but this is actually something I want to be sure you understand:

1. There are always other options when you get rejected. No "no" is a total "no." There is always another way.
2. And yet... that doesn't make it hurt less. Just because you have other options doesn't mean you want to take them or that you feel better.

Both of these things are important to have in mind: it sucks. You are allowed to mourn and be sad. If you try to push past the sadness too fast, you're missing out on the real gem of rejection: Realizing you'll be OK no matter what. Look how bad you feel! And yet: you're fine!

This FEELING the awfulness and sadness and realizing you're surviving anyhow - this is key to building confidence. And it's how you're going to push past your fear of rejection.

You see, we often like to sweep rejection aside: Oh, no problem. But when you do, then you forget you know what it's like to be rejected and still survive. So then the next time you're afraid of something you'll think: OH NO I MIGHT BE REJECTED! IT WILL BE THE WORST!

Uh, no, it'll just suck and you may cry but then... you'll realize there are other options.

Some of the reasons rejection is important:

- ★ It makes future possible rejection less scary - it's like a muscle and the more you get used to it, the less it freaks you out.
- ★ It's a numbers game - you will get into 0 craft shows if you apply to 0 craft shows. To ensure you get any acceptances, you have to be willing to take some rejections. In other words, anything you will do to grow your business - invite people to learn more, share your product, apply to a show, contact a shop - rejection will be a possible outcome.
- ★ Fear of rejection is what holds most of us back from doing most of what we know we need to do. It's not that you don't have the time. It's not that you don't know what to do. It's that you're afraid of getting rejected, so you don't do it.

Conversely: Racking up rejection is the surest way to know you're doing the things you need to do grow your business.

I tell my students and biz partners to look at it like this: your job is to get however many rejections you need in order to get 1 yes. For applying to shows, that might be 3-4 nos before you get a yes. For approaching retail shops, that might be 10-20 nos before you get a yes. For book proposals, it's more like 75 nos to 1 yes (but you only need 1 yes). For direct selling, it's often 10 nos to 1 yes. (And that applies to inviting people to a workshop and to selling the product.) If you just get that in your head: My job is to get 50 nos... you're going to get some yeses.

So have I convinced you that rejection is something you NEED to have? It's time to think about it: How many times have you been outright rejected in the last month? (This isn't when you list something and no one buys it, this is when you ask someone to do something or invite them to something and they say "no.")

Unless you racked up over 10 rejections last month, I'm gonna say you need to aim a little higher. The underlying principle is this: You know what you need to do to make sales or reach your goals, you just need to do MORE of it - a higher volume, with more consistency, and more often.

To make your own rejection plan, write down your next goal for the next month or so (if you have no idea what you want or how to get there, check out my book, Map Your Business, on [Amazon](#) and at TaraSwiger.com/map). Who needs to say yes to make that happen? What do they need to say yes to? How many people saying yes is that?

Ok, multiply that number by 10 - now you have the number of people you need to approach. This may be retail shops, craft show organizers, potential customers. ASK FOR THE SALE.

Then: Go out out there and contact that many people! Get yourself together so it's as easy as possible for them to say yes, but then, just do it!

I'd love to hear your progress - you can comment on [my Facebook page](#) or post on Instagram with the hashtag #exploreyoureenthusiasm.