

EXPLORE YOUR ENTHUSIASM

EPISODE 172: BEHIND THE SCENES OF MY SECRET TRIBE COMMUNITY

The Starship. You may have heard me mention that in the past, but judging from your emails... you have no idea what I'm talking about. In today's episode I'm going to take you behind the scenes of my private online community.

Since 2010 I have led a private community for makers and artists who are serious about their business. I often mention it in passing, but today I was told I've never actually given you an idea of what it's like inside.

So today we'll cover:

- ★ What we've talked about recently
- ★ Who is in it
- ★ Who benefits most
- ★ What you get.

**"I LOVE HOW YOU BREAK THE BIG IDEAS AND CONCEPTS DOWN AND HELP ME APPLY THEM TO MY BUSINESS. I ALSO LOVE HOW MUCH ACTUAL HELP YOU PROVIDE. HOW OFTEN I CAN ASK QUESTIONS AND ACTUALLY GET RESPONSES AND GUIDANCE."
-DAWN OF [FAIRY TALE KNITS](#)**

The culture:

This is how I manage the culture inside the Starship to make sure that it's a supportive community for every member:

- ★ Answer only what's asked - I ask members to give advice + feedback in the forums, but to only answer the question they asked and not go off on a tangent (or rant), giving other unsolicited advice.
- ★ Make a Clear Ask - part of getting the answers you're looking for is to make it clear what type of answers or feedback you want, so we cover this in the beginning so that everyone posts with a Clear Ask in the forums and the Facebook group. (You can say things like "I just want

virtual hugs,” or “I just want some support” if you don’t want people to give you advice or opinions!)

- ★ You are your own best expert - I’m all about empowering you. The Starship is built to be a resource for you, not a formula that you must follow, step-by-step, exactly the same way someone else uses it. Come to the chats, or don’t. Use the Facebook group and forums, or don’t. Take every class, or pick one favorite - it’s all up to YOU!

“IT’S ABOUT CHOOSING THE RIGHT PATH AND CHOICES FOR YOUR OWN BUSINESS, NOT DO XYZ OR FOLLOW THIS PLAN.”

-MICHELLE, [MADE BY MEE](#)

Recently in the community:

Here are some of the conversations we’ve had recently in the forums. Every post is started by a member, and the other members chime in to offer support, advice, virtual hugs and virtual party horns as needed:

- ★ Help with how to handle a new wholesale account
- ★ Recommendations of books
- ★ Sharing articles they loved
- ★ Asking for feedback on how to deal with a customer situation

Who joins?

There are nearly 100 creatives on board the Starship. Here’s just a sampling of the types of businesses they run:

- ★ Yarn makers
- ★ Knitwear + sewing designers
- ★ Yarn and fabric shop owners
- ★ Writers and authors
- ★ Handmade artisans (jewelry makers, glass blowers, handbag makers, fine artists)

Who is best helped?

The Starship isn’t for everyone! I usually tell people that the Starship is for you if you’re “in the middle.” You’re not JUST starting your biz, but you also haven’t reached all the goals you hope to reach. For example, Starship captains are:

- ★ People who are super-committed to their businesses.
- ★ This doesn’t mean they’re full-time, though! Plenty of captains have day jobs.
- ★ Most people how get the most out of it DO know what they want to sell and have already gotten over the hurdle of setting up their shop with their first product, although people have used the Starship to set up their first shop, get their first sales, and keep growing!

What you get:

A community of people:

"At TNNA, it was like having a special club with built in friends that I met through the Starship... it is a feeling of being a part of something."

-Varian Brandon, [knitwear designer](#)

WHAT OTHER CAPTAINS SAID ABOUT THE COMMUNITY:

"Being in a group of creative people allows us to learn from other's experiences and have a network of people and resources to meet our current challenges."

"No matter your situation- you are not experiencing it alone!"

"I love that you have made it a place where people answer the question asked. THIS has been an issue in several groups for me recently."

Clarity on next steps:

- ★ Chart Your Stars - my guide that helps you set the whole tone for your year in life + biz
- ★ Map Making - every quarter we set a goal and break it down all the way to the individual To Dos

A lot of ways to be held gently accountable:

- ★ weekly check in (hosted by me and other biz smarties)
- ★ Accountability Partner Program
- ★ Monthly review

Education:

- ★ Monthly Q+As - ask your question and I'll answer it live!
- ★ Pay Yourself + Craft Your Marketing - my two most popular classes, held twice a year
- ★ Library of all my other classes (over a dozen)

Get it at taraswiger.com/starshipbiz to join!

Links about Community and Accountability

- ★ [How do YOU Get Stuff Done?](#)
- ★ [Getting Accountability + Support](#)
- ★ [The Secret of Reaching Goals](#)
- ★ [Why your business needs community](#)
- ★ [The grounding rhythm of review](#)
- ★ [3 reasons your crafty business dreams aren't coming true](#)

Interviews with Starship Captains

- ★ [Lisa Barnes, knitwear designer](#)
- ★ [Lisa Check, fiber farmer](#)
- ★ [C.C. Almon, podcaster/designer](#)
- ★ [Linda Tieu, graphic designer](#)
- ★ [Laureen Marchand, artist](#)
- ★ [Jill Wolcott, designer/teacher](#)
- ★ [Corrina Ferguson, designer](#)
- ★ [Sasha Torres, fiber artist](#)
- ★ [Varian Brandon, designer](#)
- ★ [Lynn Hershberger, intentional living coach](#)
- ★ [Karen Whooley, crochet designer/instructor](#)
- ★ [Violette Clark, artist](#)
- ★ [Alicia de los Reyes, writer](#)
- ★ [Jill Maldonado, toy maker](#)
- ★ [Ana Campos, fiber artist](#)
- ★ [Amy Crook, artist](#)
- ★ [Riin Gill, fiber artist](#)
- ★ [Karen Robinson, fiber artist](#)
- ★ [Joeli Kelly, tech editor](#)
- ★ [Grace Shalom Hopkins, fiber artist](#)
- ★ [Denise Twum, knitwear designer](#)
- ★ [Vanessa Laven, plushie maker](#)
- ★ [Gabrielle Krake, shop owner](#)
- ★ [Katie Franchesi, indie dyer](#)
- ★ [Karen LePage, sewing designer/seamstress](#)
- ★ [Gwen Bortner, teacher](#)
- ★ [Mercedes Tarasovich Clark, knitwear designer](#)