

EXPLORE YOUR ENTHUSIASM

EPISODE 178: HOW I MADE TIME FOR A WHOLE NEW BUSINESS

In April of 2017, after 8 years of self-employment, shifting my business focus a few times and having my best year ever in 2016, I started an entirely new business...while keeping my current business almost exactly the same. I record a weekly video and audio podcast, hold live weekly chats, teach classes around the country and started a whole second business, based in collaboration. How the heck did I find the time for it?

Today I'm going to answer the question I just got asked: How the heck did you find the time to create a second business? You can find links to everything I talk about in this episode, including the free webinar I'm holding tomorrow, where I give you a look behind-the-scenes of my new business, along with my business mentor, Leonie Dawson, at TaraSwiger.com/podcast178.

HOW DID I FIND THE TIME?

First, I wasn't working 40 hours a week in my first business.

I streamlined, systematized and hired out a lot of the things in my business that didn't ME, so that I could focus on a few things:

1. Spending my time on the things that only *I* can do.

In this biz that's just a few things:

- ★ writing these episodes and recording them
- ★ creating classes and teaching them both online and in person
- ★ leading my paid online community, the Starship, with weekly chats and monthly Q+As
- ★ connecting with my bigger online community on Instagram and Facebook.

2. Taking care of myself

I can't write podcast episodes and teach classes and lead communities if I'm scrambled and tired and worried about if the podcast is going to post on time. So in order to serve you best and make the biggest impact in the world, I either: Stopped doing, streamlined, or systematized everything

that isn't that. After systematizing it, I hired people to do it. Jay lays out the transcript, Joeli edits the videos, Jess manages the admin side of the Starship and Holly puts all the pieces of the podcast together on my website and in the emails.

I'll be honest: I was forced into streamlining and just stopping doing stuff in the summer and fall of 2016. When my depression was at it's worst, I worked as little as an hour or two a week. I learned that my business didn't need nearly as much out of me as I thought. And then I tested it again when I went to the UK for 12 days in November and didn't answer any emails for around 3 weeks.

AND LIKE I SAID, I HAD MY BEST YEAR EVER IN 2016, HITTING SIX FIGURES IN SALES.

So with all that in mind, when I considered joining a collaborative business, one of my biggest concerns was the time - I didn't want to trade in my 20 hour workweeks (that's 20 hours/week, not per day!) for a lot more work without a BIG upside. You guys know by now that I'm not at all motivated by money - I care way more about quality of life and *IMPACT* towards my mission. I want to do the work that has the biggest impact on the most lives, without sacrificing my laziness and reading tons of books in my hammock.

I decided to start this second business because I realized that although I would be working more hours in the beginning, it would have an a MUCH bigger impact. I wouldn't just be working with people to *encourage* them to build their business, we would actually be building their business side by side, and everything I figured out about the biz, I can teach to them directly. (Because the business model, unlike selling your art and craft, is entirely duplicable - what works for one artist may not work for you (because the products are different), but what works for me selling essential oils is very likely to work for you, because the products are the same). I talked more about choosing this direction in [episode 168](#)

So with the vision of the impact I'd be creating in my biz partners lives, I decided I was willing to put in more work. But WHERE did that time come from?

Before I started the second business here's how my week looked:

Monday - writing the podcast episode, any classes I was working on, and answering emails

Tuesday - recording the podcast, doing any webinars, monthly Q+A for the Starship

Wednesday - Leading the Starship chat all day (I do one at 11am and 2pm)

Thursday and Friday - I was basically done with all the must-do work of the week and would work on bigger projects. In the months before my second biz, that looked like re-shooting and

launching Pay Yourself, creating and publishing Map Your Business, launching the Starship each quarter.

So when I started the new business, it started just as a "Project" and worked on it Thursdays and Fridays. Since then, it's expanded into other parts of my week, but I'm still not working 40 hours/week. It's more like 30-ish, depending on if I do a coffee date or an in-person workshop that week.

This method is what I recommend to anyone who has a big new project they wanna work on - create time slots for the stuff you need to be consistent with and create time slots for working on your new goal. For me, it just worked out for days of the week, but you can put your new project in hour-long slots in your schedule. I talk more about creating buckets for different projects in [my CreativeLIVE class](#).

So that's how I did it: I treated as any other project, which means the major stuff I needed to make was just to not take on other projects! Now, obviously I have taken on other projects, now that it's more established and to be honest with you, it's now hard to find the time for THOSE projects. So something like CreativeLIVE has added another whole project to my schedule and that's added some more hours to my workday. I'm basically just starting a little earlier, which is actually pretty easy because I have WAY more energy now. (I did a whole workshop about why and what I'm doing, you can find it at essentialenthusiasm.com/llv)

If you had asked me a year ago if I wanted to add a new business, new income stream and a bunch of totally new tasks and a team of totally new people to mentor to my To Do list I would have probably cried (but I was crying a lot last year). Now, I totally can't imagine not having this business and these collaborators in my life. I really love it. It's expanded me, what I believe is possible, and it's expanded what I'm capable of (this biz is challenging me to find all the places where I'm holding myself back...and move through it).

I'm going to be sharing more about how the business works, why I chose to do it and exactly how I work with my business partners in a free webinar tomorrow afternoon. My friend and mentor, Leonie Dawson, who has built 2 different million-dollar businesses is going to join me and talk about why SHE chose to start this new biz and how she roped me into it. You can sign up for that at taraswiger.com/podcast178, just scroll down and put in your email address, under the video for this episode!

Or if you're listening in iTunes or YouTube, look in the description of this episode for a link!