

# EXPLORE YOUR ENTHUSIASM

## EPISODE 185: PERMISSION TO REST

You are your business's number 1 asset. You are the producer, packager, marketer, seller and face of your biz. You know what that means? It doesn't survive without you!

Now, some of you use this as a reason you can NOT take time off, but I am telling you this is why you NEED to take time off!

Today we're going to get right into it: you need to rest. You are a human being, with a human body, and you need rest. And guess what? It's good for your business!

You are the heart and soul of your business, even if you hire people - YOU need to come up with ideas, generate marketing plans, write Instagram posts and email and product descriptions. You need to be the one who has conversations with new retailers, with customers at craft shows, and with possible partners.

And in order to do that - you need to feel good. That's why we talk about emotions, that's why we talk about anxiety and depression, that's why we talk about goal-setting, profitability, and confidence....if you don't feel good, you can't operate a thriving business... for very long!

### **BUT! I HAVE SO MUCH TO DO! I CAN'T REST!**

Listen, I feel you and here's the thing: There are seasons for everything.

There are seasons when your business is crazy-busy. There are seasons when your children are small and need you every second for their survival. There are seasons when you're pushing towards a big goal and you're stretching yourself and doing all you can.

But it has to be a SEASON. If YOU are going to continue on being the best, most awesome biz-creator you can be, you gotta have a season where you're NOT doing that.

And maybe the holiday season is the pushing, busy season for you and your biz. That's totally ok, i'm not telling you have to take a rest now, I'm saying: YOU are in charge of when you're crazy

seasons are and YOU are the only one who's ever going to decide it's time to rest. Your business won't tell you that. Your customers won't tell you that. If you have employees, it's not their job to tell you that.

## **YOU ARE THE BOSS.**

That means that you have to be the boss of Rest and Recovery. You have to be the Boss of Rejuvenating.

So today, I want to give you a big ole permission slip. Not only are you ALLOWED to take time off, but you NEED to take time off. You have permission, not just if you HAVE to, but because it will be GOOD for you and for your business.

Now if you are thinking: OMG, I could never! Stacey Trock and I wrote a guidebook to walk you through how to take time off in your business, you can find it at [taraswiger.com/leave](https://taraswiger.com/leave).

If you wanna be reminded in a different way, listen to [episode 33](#), *Permission to Take Time Off* (that was 3 years ago and I haven't listened to it, so I'm curious to know if I say the same thing :) ) and if you need permission to do whatever the hard next thing is for your business, listen to [episode 130](#): *Permission*.

As I got ready to record this episode, I asked Instagram what I should talk about and they voted that we cover taking time off for the holidays - but they also asked when I was going to take time off - so let me tell you :)

The Starship, my online community for makers and designers with access to every class I've created and weekly accountability chats, it opens on December 4 and closes as soon as it sells out. I've decided that this is the only time it will open for the next year - so if you want to work on your business with a community of encouragers and me, this will be the only time to get it. (You can go to [taraswiger.com/starshipbiz](https://taraswiger.com/starshipbiz) to get on the waitlist and be notified when it opens!) So I'm not going to take a break until the Starship is open and everyone gets a chance to join, but then, after December 15th, I'm taking a break until January 1st. I love my work and I love all of you, so I'm sure I'll still be on Instagram, but the podcast will take a 2 week break...but we've still got 2 more episodes to go, so stay tuned in and let me know when and how you're taking a break! Share it on Instagram with the hashtag #exploreyourenthusiasm.