

# EXPLORE YOUR ENTHUSIASM

## EPISODE 190: WHAT IF YOUR SUCCESS IS A FLUKE?

What if last year was a total fluke?

What if it all goes away?

What if it \*seems\* like your business is going well, but it's all going to fall apart?

Have you been thinking that, when you have a business success? A good launch, a good year, a new client?

You are not alone.

Welcome to Explore Your Enthusiasm, episode 190. You find the transcript and a link to anything I mention at [taraswiger.com/podcast190](https://taraswiger.com/podcast190).

Now that many of us done our New Year planning and reviewed last year, I am hearing the same thing from so many of you: OH NO, WHAT IF THIS WAS A FLUKE?! What if it all goes away? What if I don't actually deserve this?

For many of you last year was a REALLY good year. Yay! That's awesome! But as soon as you looked at those numbers or your successes, almost immediately, you heard a voice say: well that was a fluke, you'll never do that again.

Or: Don't make that investment, this could all go away tomorrow!

First of all, I want you to know this is *REALLY* normal. Almost everyone I talk to, who has an AWESOME business, is afraid (at least occasionally) of losing it all.

And when you've just had your best year ever, it's totally normal to be afraid of not being able to recreate it.

However! I want to tell you a few things.

### First:

This is just doubt, this is not reality. You have NO REASON to believe you can't continue to create and grow an amazing business. In fact, you are now more capable, more skilled, more knowledgeable! If your current biz did fall apart tomorrow, you know what? You could build another one! I feel like my 2017 was a massive experiment in: Can I take my skills and knowledge and superpowers and apply them to a totally different biz model and industry? The answer was yes, and it's not because I'm special. It's because I've learned stuff that it is IN ME. Even if your business fell apart, you still have everything you've learned IN YOU.

And if your business doesn't fall apart? You are now even MORE ready to build and grow than you were last year - you've learned all these lessons from the last year.

You have to work on accepting that, on starting to see yourself as the person who did these awesome things because...

### Second:

This fear is a real problem, if you let it stick around.

In his book, *The Big Leap*, Gay Hendricks talks about having an Upper Limit Problem - it's based on the idea that however you have been living, even if you're unhappy with it, it is MORE comfortable than changing. It's what you're USED to. To live in another way, like as a fancy business woman, is going to be uncomfortable for a while. He suggests when things are too good it makes you uncomfortable so you do something to make yourself more comfortable...and sabotage either the area that improved or a different area. (Have you ever had a GREAT day in your business and then gotten in a petty argument with your partner? That's what I'm talking about.)

What can happen is that you hit your goals and it immediately scares you: OH NO! CAN I KEEP UP? WHAT NOW?! so you backpedal. You either flat out cancel the thing or you're Upper Limit Problem is more subtle and you just kinda sabotage yourself - you don't get the wholesale order out on time. You make several small mistakes that you usually don't make. You just stop working and start scrolling through Facebook.

Now, if you're nodding along and thinking, I have totally done that! Take heart! It's ok! This is super normal, we all do it! Your job is to NOTICE it. That's it! Just notice when it comes up, when you do it and over time you'll stop the behavior before it affects anything.

If you don't...

## Snapbacks

This is when you have a success, hit a new level and fall back to your old level soon after. In your business this might look like hitting a certain monthly sales goal or a certain rank or getting in a certain shop or show...and then you fall back - in how things were before. It's like there's a rubber band around you or your business and even though you hit the goal, and you maybe felt AMAZING while you were pursuing it, you get snapped back to the old, doubting you.

This happens in part because of the Upper Limit Problem and because you haven't fully lined up yet, with the new, awesome, capable self. You're still seeing yourself and still acting like the Old Version of You, the one that was afraid of selling, or the one that didn't believe in herself, or the one that felt incapable of doing what you've already done.

If you've experienced a snapback, hey, that's ok! You're success isn't a linear line up and up. We all have dips!

But if you wanna keep from snapping back EVERY TIME, then there are a few things to do:

1. Acknowledge it.
2. Notice where you're letting your ULP get in the way. Try to identify what's making you uncomfortable about the new level. Are you worried you'll waste money if you make more? Are you worried you'll be a bad person if you become an effective salesperson? Are you worried that if you become comfortable you'll lose it all and feel worse than ever?
3. Forgive yourself for it. (I like the essential oil blend "Forgive" for this).
4. Spend time writing about who you are NOW. Visualize the new, capable you, going through your business, doing what you need to do.

This may sound extraneous, like you don't have to do it...but I can't tell you how many makers I meet who have done awesome things and STILL don't see themselves as capable, so they don't take the action or make the decisions that would lead them closer to where they want to be.

So I want to end the podcast with a suggestion: You are more capable than you know. You have skills, abilities, and superpowers that you have developed through your life and your business. Can you spend a few minutes holding that possibility in mind?

And then ask yourself: If I am confident in my ability, what decision would I make? What action do I need to take from this focused, smart place?

I'll be honest: A lot of the time, you may not *\*feel\** like the new smart capable version of you (especially if you've spent a lifetime believing you aren't). That's ok. Just ask yourself to accept that it's POSSIBLE that you are. And then ask "If it were true, what would I do in this situation?" As much as possible, try to make decisions from that mindset: If I were capable and skilled, what would I do? If I were a complete rockstar, what would I do? If I were confident this would succeed, what would I do?

With that in mind, go forth into your confident, enthusiastic day.