

EXPLORE YOUR ENTHUSIASM

EPISODE 193: WHAT TO DO WHEN SALES ARE LOW AND YOU FEEL AWFUL

What do you when sales are low and you feel awful? We just survived January, which in many industries is the slowest, lowest-sales month of the year. I got a message on Instagram this week of a maker who was having a REALLY bad month. Her sales were at at all-time low and she felt horrible. She was asking me what was something she could do to increase sales? So today I'm going to share with you what I told her.

This oh-no, my-business-is-dying fear is one I have heard a LOT in the last week or so. Many of you are having your lowest month in a long time. In the retail world and the restaurant industries, January is traditionally the lowest month. Even in my collaborative wellness business, January has been the slowest month since I started last April!

But hey, *THIS IS GOOD NEWS.*

This means that a slow January is a sign of...nothing. It's a sign you have a business and the business has peaks and valleys! That's really it!

YAY!

For some of you, that's really all you need to know - January is a slow month. You had a slow month. Now get back to work!

But if you've been having slow months or you're feeling totally overwhelmed or sad or depressed about the direction of your business, let's talk about how to fix this.

1. Acknowledge that this is a normal part of having a business. It is NORMAL to have slow months. It is normal to do shows where you get no sales. It is normal to have classes where no one shows up. If this is happening EVERY time then you have a problem that needs fixing. But if this is just starting to happen, take a deep breath, it's ok!

You REALLY need to believe this. You need to accept that there are cycles in your business.

Why? Because otherwise, every time you have a bad month, it's going to kill your momentum and send you into a spiral of self-doubt and low motivation. If you accept it's a part of a cycle, you can more easily just get back to work.

2. Your business is always changing. Maybe what you were doing before isn't working. Maybe you need to try a new product, a new marketing message, a new sales channel. Your business changing isn't a bad thing. It's not a sign something's wrong or that you should quit. It's just a sign that you're growing and changing, so is your market and so is your business. You have the privilege of moving and growing with your business!

3. Don't try to change anything when you feel horrible. REALLY. Take a break, maybe a week, maybe a day, maybe a week and spend your time doing something that makes you feel GOOD. Maybe your office is a wreck and spending time cleaning it up (and listening to encouraging podcasts) would feel good. Maybe you walk your dog on a long walk. Maybe you go to the coffeeshop get a big latte and pull out your journal and write a gratitude list. Whatever you can do to feel good is VITAL in helping you move past this.

Studies show that when we're feeling stressed, our brain isn't able to see opportunities and option. We're not as creative. So you don't wanna try to solve your problem of low sales from a state of stress and worry. You gotta spend whatever time it takes to feel really good before you can problem solve. It's not a waste of time, I promise.

So put on a playlist and dance around and then (only when you're feeling great), immediately sit down and start brainstorming different ways you can shift and grow.

4. Build on success. In my class Pay Yourself (which you can find at taraswiger.com/pay/), we fix your profitability problems by building on success - you do more of what's working. So if you have a profitable item, look at ways of expanding it - you could sell more of that product by going into different sales channels or you could expand that product into a whole line. If you have a best-selling product, you can increase your profit margin on it or expand it into new products that go with it, then market to people who have the first product.

There are soooo many ways to expand on what's working - but you'll only be able to see them when you're coming from a place of creativity and opportunity.

I've created a worksheet to help you through this process. It includes prompts that studies show will help you get into a creative frame of mind, then it asks you the questions I ask clients. You can download it at TaraSwiger.com/podcast193. Scroll down past the video and put your email in the bottom of the post.

Thanks so much for listening! I'm wishing you a full-of-sales February and an enthusiastic day.

BRAINSTORMING MORE SALES

List 20 things you're grateful for in your business (don't stop short of 20):

What is going really well in your business?

What is your best-selling product (in the last year)

What is the thing you love most in your business?

What is your most profitable product (biggest profit margin)?
(If you don't know, you need the class Pay Yourself {link: taraswiger.com/pay }

What are 3 other things you could make for people who bought your best-selling product?

What are 3 ways (no matter how improbably you may find them) that you could increase the profit on your best-selling product?

What are ways you could expand on your most-profitable item?

What are your customers asking you for that you haven't done?

What are 3 ways you could increase sales of your most profitable item?

*Need ideas? I give a million suggestions for increasing your profitability in the class [Pay Yourself](#).
Join now and get immediate access.*