

EXPLORE YOUR ENTHUSIASM

EPISODE: 203: ADVICE TO A NEW BUSINESS OWNER: YOUR QUESTION ANSWERED

What would I go back in time to tell my self, right as I was starting my first business? Today I'm answering a listener's question and traveling back in time to give myself advice!

Welcome to Explore Your Enthusiasm, episode 203, with me, Tara Swiger. Today I'm answering another listener question, this time from [CC of JavaPurl Design!](#) You can get your question answered by calling (567) 393-8272 and leaving a message! And if you like the podcast but you want a more behind-the-scenes look at my business and life, be sure you're subscribed on YouTube, where I am posting a video every day in April and on Instagram where I share every thing first!

You can find links to all of that in today's show notes at TaraSwiger.com/podcast203

Now, let's hear CC's question:

"What advice would you give to yourself when you first started your business? And what's your favorite class or podcast episode?"

Thanks so much CC!

Ok, so I know you only asked for ONE, but I kinda have two :)

Well, the first answer is really - I've put the most important stuff I've learned - the foundations of a healthy business, into my books and classes. I ONLY make classes that are the foundational information that I see is holding back my students and friends... that I couldn't find anywhere else. So I wish I had all that info when I started out! I needed to know: goal-setting and map-making, profit math and marketing. You can find links to all that at TaraSwiger.com, in the [books and programs tab!](#)

So other than traveling back in time to give myself those classes, the advice is really simple: Trust Yourself. Your best business is built on YOU - your skills and abilities, but also on your preferences and your personality. The more you lean into that, the faster you trust yourself to do what YOU want to do, the better it will go.

When you trust yourself, you're going to end up in a business that you actually LIKE working on, which means you'll put in the work and the energy and the enthusiasm, which means it'll grow faster.

When you trust yourself you'll partner with the people you should and say no to the people you shouldn't work with.

When you trust yourself you'll really like the customers, clients, students, because they are people who are drawn to what you most like and want to do. They want from you what you WANT to give. That is an excellent, fulfilling business to be in.

When you trust yourself to BE yourself, you will totally stand out from all the other businesses. I don't have competition. And I didn't when I made yarn. Yes, there are other people talking to the community I talk to, but they teach totally different topics and they do it in a completely different way and they have completely different goals and ways of going about those goals. If I don't trust myself to go my own way, I'd fall in to doing what they did, in which case we WOULD be competing to be the same kind of business with the same kind of products.

The more I lean into trusting myself, the further I get from them.

I have been talking about this for a long time, I have a post in [July of 2013](#) (find it linked in the show notes!) where I talk about the importance of trusting yourself (and created a free mini-book!) and I did an episode titled Be Yourself, which is part of trusting yourself, it's [episode 14](#), way back in July of 2014. In that episode, I break down how to actually tap into what "Be Yourself" MEANS, for you.

I noticed both of those were created in Julys and I think it's because July is the anniversary of quitting my day job, so it's when I tend to reflect on the question of: What the heck got me here. And this message - trusting yourself to BE yourself in your business, is just a HUGE one.

Another reason this comes up again and again is because trusting yourself is HARD. It is so much easier to just do what everyone else is doing and use their measuring stick to beat yourself with. But when you do that, you end up with a business you don't like, or without any business at all.

This isn't just true in my life I've seen it repeated over and over in my client's and friends' businesses - when they lean more into their own special sauce, their business grows and grows and grows. It is MAGICAL.

Now CC also asked my favorite class to teach or podcast episode. I think the answer might be disappointing: first of all, I have no idea what I've been talking about for 200 episodes so there's now way I could tell you my favorite episode :) I have to search my own site to find references to when I've talked about this stuff before. And...I only teach live (online and in person), what I really enjoy talking about. So if I used to teach on something and I don't want to talk about it anymore, I don't teach it anymore (you can find these classes in the Starship library). My favorite thing to talk about, though, is probably what this episode is about: confidence, trusting yourself, building a business where you don't compare yourself to others, or worry about what they think. Because I actually think business is an excellent tool to the deeper, more foundational life stuff - being confident, going your own way, creating freedom for yourself, so you can decide what you want to do with your life and your days. Even if your business never makes a million dollars, it is still a tool teaching you to trust yourself, to rely on yourself. It is still building your confidence, your skills, your belief in yourself. And you can use those skills in another job, in parenting, relationships, and just making decisions for yourself.

So, ya know, that's what I'm here for - help you feel less alone on your path towards total self-confidence and maybe world domination.

Thank you for being here with me and sending in your questions!

You can find it all at TaraSwiger.com/podcast203! And if you've been curious about my essential oil business, check out essentialenthusiasm.com - it's where I use actual, physical tools to do the same work of building your confidence and improving your life. This is an excellent month to start with oils because when you do, you'll get \$50 back to use in your next order.

Thanks for listening, and have an enthusiastic day.