

EXPLORE YOUR ENTHUSIASM

EPISODE 207: THE EMOTIONAL SIDE OF UNCERTAINTY

How do you deal with the emotional high and lows in your business? We talked about how to deal with financial uncertainty in your biz, but how about the emotional side of it?

A few weeks ago ([ep 205](#)) we talked about how to deal with the financial uncertainty in your business. That episode has gotten a lot of feedback and love, and as soon as I finished recording it, one of my Starship Captains said, Hey, that was good, but what about the emotional side of all these highs and lows? How do we handle the uncertainty?

To be honest, I had to think about this for a while. How DO you get through the uncertainty? This is one of those topics that going to depend a lot on who you are and what your expectations and needs are, when it relates to your business. So today I'm going to share what seems to help me and my students. Your job, this episode to reflect on how you've been handling the uncertainty and ask yourself what you need? And then experiment with some of the suggestions.

1. Keep in mind what I said in [ep 204](#) - there are GOING to be ups and downs in your business. By embracing this and reminding yourself of this, you're going to have a lot more peace of mind, you're going to feel better about your business, and the lows won't throw you for SUCH a loop. And when they do, come back to reminding yourself that this is a NORMAL part of having a business, this isn't a sign of your failure.

2. BE GENTLE with yourself. So one of the things we do to ourselves (and I am soooo guilty of this) is that we feel a feeling, then we judge that feeling (I shouldn't feel that way!). So maybe you have a low month and you freak out + feel bad about yourself, and then you remember "oh, this is normal, I shouldn't feel bad about myself. But I DO, I'm so bummed this wasn't a better month. UGH. I should get over it and move on...."

Yeah, that's normal, we all do it, but it's not helpful. What's helpful is to dig into those feelings, acknowledge them, FEEL them, and take away judgement.

We also do this around actions - we decide to do something, it doesn't work, and we judge what we did as wrong. But remember, everything in your business is an experiment. You gather data from EVERYTHING. After 12 years in business, 8 years in this exact business, I am STILL experimenting. I do not have even close to everything figured out. So don't beat yourself up that you don't either.

3. Now, when I said that everything in your business was an experiment, did you feel a little panic-y, a little nervous? One foundational step in feeling good in your business is to do some self inquiry and build a business that is suited to who you already are...instead of building a business that suits who someone else is.

I'm talking about this all the time, and if you'd like me to go deeper into this in future episodes, just let me know! But one of the aspects of knowing yourself that relates to this uncertainty is knowing your own comfort with risk. Are you risk averse? Does taking risks freak you out? How much uncertainty are you comfortable with? We all need both a certain amount of stability and safety and an amount of uncertainty and variety - but everyone needs different amounts in order to feel happy and fulfilled.

We can get these needs met in a bunch of different ways, both healthy and unhealthy, fulfilling and unfulfilling. We are each most comfortable getting these needs met in certain ways. Like I need a high amount of variety, but I also value feeling stable in how much I'm getting done. So I don't seek variety in terms of changing up my day (too much), I keep that the same (stability), but do different work, different projects, different clients, even start whole new businesses.

If you are a person who values stability and you're not getting it in your life, starting a business and ESPECIALLY relying on your business for money you need may not be for you. The overall growth of your business is going to almost always be a source of variety. You can add stability in a lot of ways (as discussed in [ep 204](#)), but for most people, especially in the first 5 years, their business is a source of variety/uncertainty. The exception would be if you work with the same clients and have a very steady source of work, that doesn't change. (This is like being a freelancer instead of an entrepreneur.) In other words, it's probably not a good idea to get your need for stability and security met by your growing handmade business.

But guess what? **THAT'S OK.**

Maybe uncertainty/variety is NOT what you need right now in your life. That's ok! Maybe you're looking for more stability/security. Then, friend, take a break from your business! Find security and stability in other areas of your life. Find variety in other areas.

4. Take extra good care of yourself. When business is bad, sometimes we want to just DO ALL THE WORK. We want to fix it. We want to work harder to get better. But if you're feeling distressed or freaked out, this is the time to take extra good care of yourself - be sure to eat three meals, move your body (dance party!), drink lots of water, sleep 8 hours a night. btw, you can do all this and still work hard. In fact, your work is going to be even better because you'll be more alert and feel good.

If you're in an uncertain time right now, I hope this has helped. Remember, this is totally normal! You will get through this.

Thank you so much for listening and I wish you an enthusiastic day!

If you liked this podcast, hit the thumbs up video on YouTube, leave a review on iTunes and share it with your friends! I love to see what you're working on when you listen, so share it on Instagram with the hashtag #exploreyoureenthusiasm.

Want your Q answered in an upcoming episode? Call me! (567) 393-8272