



Your Emotional Turnaround (Part 1)

Achieve and Avoid

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Intro

Hello, and welcome. This is Naomi from Ittybiz, and you're listening to the Emotional Turnaround track, part 1, called "Achieve and Avoid."

In this section, we're going to look at getting you unstressed, keeping you happy, and making it a whole lot easier for you to do the things that will get your ittybiz turned around fast. Basically, if you're feeling totally screwed and worried that all will not go well for our hero, this will help you out speedy quick. You're going to want to keep this session handy for listening to when you need to break yourself out of that "I'm sinking fast" feeling.

Before we begin, I just want to thank for listening to this session. Because you're taking the time to focus on this training, you're setting yourself up for success in your ittybiz. You're not just sitting by the sidelines, waiting for things to get better. You're going to make it better.

So, let's get started.

Define "Screwed"

We'll begin by addressing the big feeling that every ittybiz owner in an emergency experiences on a daily basis: the feeling that you're totally screwed. We may be too polite to use those words in public conversation, but face it – that's how you feel when everything is going south.

Here's the problem with feeling screwed, though – it's a mind trick. It's this tangle of panic and worry and self-pity that generally doesn't have a solid basis in reality. It's a feeling, not a fact. And here's how I know.

When someone says "they're screwed," they mean a lot of things. But those things are vague. "Business is bad!" they say. But how bad? Literally, what are the numbers? And what is good? Literally? And what is good enough? I usually hear a lot of crickets chirping when I ask those questions. Or, I'll hear, "Well, I'm not making much money. And I kind of need to make more. Or else I'll be in real trouble soon."

The problem here is that there's rarely a solid number attached to these. "Not making much" isn't a number. "I need to make more" isn't a number. And "trouble soon" defines neither the "trouble" nor the "soon." And don't even get me started on "or else." Or else what? Someone shoots you out of a cannon?

If you're caught up in vague language – words like "more" and "not enough" and "trouble," you're setting yourself up for a world of pain, because your brain has nothing to latch on to so it can either understand the situation or know what to hope for. In other words, it has no idea what you're trying to achieve, or what you're trying to avoid.

Achieve and avoid. Remember those words. They're going to save your ittybiz, starting now.

People who are really into goals tell you that you have to define those goals in specific detail. There's a reason for that. And that reason is that you have to define what you want to happen on one hand, and what you don't want to happen on the other. And when I say define, I mean define.

I don't mean "I need more clients." I do mean "I need 5 clients at \$400 a month."

I don't mean "I need to not lose my house." I do mean "I need \$1,000 a month to pay for rent and utilities."

I don't mean "I need a bigger list." I do mean "I need 200 new people on my list every month, because that's how many leads I need to get my 5 clients."

If you need to achieve and avoid something vague, you're not going to be able to do either. That's all there is to it. Hell, you won't even know where to start, and that's no fun at all. Every day will be spent waiting for the Magic Client Fairy to wave his wand ... and while I'm a pretty big hippie, I'm not hippie enough to see that as a viable option.

But when you get granular about what you want to achieve, and you get detailed about what you want to avoid, then you'll have something to shoot for. You will be able to measure and know when you actually get it. If you have 3 clients, you know you need 2 more. If you know rent is due on the 1st, you'll know you need to have cash in the bank on the 31st. If you know you need 200 new signups, you'll know you need to start writing guest content for other people's websites.

Clarity makes you take action. That's why your landlord tells you rent is due on the 1st instead of "soon." He defines what he wants to achieve, and he gets it.

Now let's make sure you start getting it, too.

Now, we're in emergency turnaround mode, so we're not going to be setting lofty goals. \$5 million a year and your picture on the front cover of Oprah's magazine are not on the table. We're just looking to get back to stable and reliable money coming into your ittybiz.

So the first thing you need to do is start getting clear on what you want to achieve and avoid when it comes to your business. Get numbers and specific circumstances going on here. Maybe you want to achieve making \$2,000 a month so all your bills are paid on time. Good. Maybe you want to avoid going more than 3 months without paying your mortgage so you don't lose your house. That's specific. That's doable.

I won't get into too many examples here, because everyone's situation is different. Your situation is different. But you need to know what "different" means so you know when you've achieved what you want to achieve and avoided what you want to avoid.

So when you're done listening to this, think about the language you use when you're stressed about needing more or being in trouble. That feeling leaves you helpless. Define what you want to achieve and avoid in those moments, then ask yourself how you're going to do it. That's the first key to getting you moving.

Visualization – It's not just for hippies anymore

Now, speaking of achieving. Let's play a little hippie game that's not just for hippies anymore.

One of the biggest problems I see in my clients when they're looking at what they're trying to achieve is that not only do they have no concrete idea practically, like they don't even know what their number is. They also have no concrete idea what achievement looks like emotionally.

I'm going to take you through a little exercise that I have found incredibly, incredibly helpful in my own ittybiz. (And also in the rest of my life, to be honest.)

Think about your version of “achieve”. If you’re doing this exercise for the first time, you don’t have to have hard numbers or facts yet – I know we only talked about that a few moments ago – but use whatever concrete information you’ve got. As you do this exercise over and over – and you should do it as often as you possibly can – your facts will be a lot more concrete, and this will become a little more streamlined.

Think of your version of achievement.

Now think of how your life would change if you did it.

Most people, when they play this game for the first time, answer with things like, “I wouldn’t be so stressed all the time” or “I’d be so much happier.” Well, yes. Those are technically true. But they’re not good enough.

I want to know what would actually change.

Maybe you could answer your phone every time it rang because you’d know for a fact that it wasn’t a bill collector on the other end. That’s a hell of a change, isn’t it?

Maybe you’d have better sheets on the bed.

Maybe you could finally replace your dryer, and know every single time you did laundry that the clothes would be fully and completely dry at the end.

Or maybe your changes would be more business oriented.

Maybe you wouldn’t dread going into your inbox every morning, because it wouldn’t just depress you anymore.

Maybe you would feel absolutely zero tension starting every work day.

Maybe you could rent some office space.

Maybe you could buy that new supply cabinet, and you’d never have to look at that mess on your dining room table again.

These are concrete changes that your brain can understand.

Part of the problem with “I just want it to get better, dammit” is that your brain can’t really handle that as something to work towards. But if you visualize the difference, you’re a lot more likely to experience the difference.

There are a whole host of reasons why this works, and I won’t bore you with the details now. You can call it psychology or you can call it clarifying your goals or you can call it the Law of Attraction for all I care. Whatever makes you happy. Just know that you’re not going to get anything done that’s worth doing if you don’t know what you’re doing it for.

And by “know”, I mean KNOW.

Today, I want you to take ten minutes – do it in bed or in the shower if you feel like you can’t spend ten minutes staring at the wall – and think about EXACTLY how your life and business will change when you achieve what you’re trying to achieve.

Better computer? How’s that going to feel? What will be easier when you get it?

Enough room on your credit card? Maybe you’ll be able to rent a car without wondering if the deposit will bounce? That’d be nicer, wouldn’t it?

Your mother will stop looking at you like you’re a total failure? (Actually, I wouldn’t hold your breath on this one. A lot of mothers won’t ever stop doing that, no matter how many magazine covers you’re on. My mother isn’t like that, but yours might be.)

Visualize what you’re trying to achieve. Visualize what will be different in as concrete and psychologically impactful way as you can so your brain can start catching up with your desires.

Gratitude – It’s what keeps you from being really “screwed”

So let’s wrap this up with a little talk about gratitude. It is the third thing that will keep you sane and turn your ittybiz around.

I’m not talking about what you think gratitude means, though. We’re not having a cuddle fest and writing in a gratitude journal every day. (Not that there’s anything wrong with that, it just won’t pay your bills.)

I'm talking about giving yourself some damned credit for what you're achieving as you move through the next few weeks, months and years of your life. I'm talking about getting real and getting objective about what you're achieving so you can keep on achieving more. You can tell this is a pet issue of mine, because the way we see reality is nothing short of ridiculous.

We'll be plenty objective about feeling screwed. If we need \$2,000 this month and we've only made \$500 so far, we'll rush to the gates to beat ourselves up over not having that other \$1,500 yet. If we need to send out two newsletters this week and we've only sent out one, we beat ourselves up again and say we're total screwups. If we only get 3 out of those 5 clients signed on, all we focus on is how we don't have the other two.

That crap has to stop. Right. Now. Because it's unfair to do that to yourself. No, it's abusive. You might as well be punching yourself in the face.

Because here's the thing – if you're going to be realistic about the \$1,500 you haven't earned, you need to be realistic about the \$500 you have earned. If you're going to feel sad about the newsletter you didn't send, you need to be happy about the one you did send out. If you're going to call yourself a failure for not getting those last two clients, you need to call yourself a success for the first three you did get.

You can't pick and choose, people. If you have a child, and all you do is tell her what she's doing wrong and what a failure she is and you undermine her image at every opportunity you can while you're beating her, you get sent to jail.

And when you abuse yourself that way, you don't get sent to jail – you are the jail. And you never get out. And you, your ittybiz, and your life go down the tubes.

Basically, you need to ask yourself which camp you're in. Are you going to be an abuser who emotionally punishes yourself for the things that didn't go right? Or are you going to be like a referee, who calls both fouls and touchdowns, and helps keep the game going along until someone wins?

Do you want to win? Then you need to be the referee, not the abuser. Every time you get down on yourself, you have to decide. Every time you don't achieve what you wanted to this time, you have to decide. And every time you do something right and actually succeed, you need to get that ticker tape parade started now.

Gratitude. It's not emotional. It's logical. Get realistic on where you are winning, where you are achieving, where you are getting things right. When things don't go right, be as forgiving as you can. Find a way to turn it around or avoid the problem next time. But do not be an abuser. You will be so, so much happier as a referee.

And that's how it works. Get clear on what you want to achieve and avoid. Visualize it realistically so that you can make it real. And stop the cycle of abuse and start showing some gratitude. That's what turns your ittybiz around.

And that's all we have for this part – now you know what to do. And listen to this section every single time you feel even a hint of being screwed. You're not screwed. You're you. And I'm doing a whole lot of believing in you right now, honey.

Thanks for listening to part one of the Emotional Turnaround track, part 1, called "Achieve and Avoid." I'm Naomi from IttyBiz, and I'll talk to you very soon.