

the solopreneur zone

the resource place for solo-entrepreneurs

Don't Just Sit There, Do Anything

You Don't Always Have to Know Where You are Going to Begin

I've noticed that many Solopreneurs have tons of great ideas that they don't act on. Why? Because they aren't quite sure where they are going, or what step #52 is going to be. So, instead, they find themselves stuck at step 1 and afraid to begin.

We are often taught to begin with the end in mind. I am as guilty as anyone in subscribing to this logical theory. If you know where you are heading, you can then work backward and know which steps will get you to that end. While this theory has plenty of merit, it tends to cause many Solopreneurs to stay at a stand-still until they know all the steps they need to take.

We end up in that lovely place called "analysis paralysis" where we think so much about something, but do so little. We're afraid to move forward because we're not entirely sure where we're headed.

An Object in Motion Stays in Motion

You've heard of the phrase "an object in motion stays in motion and an object at rest stays at rest"? This is definitely true with self-employment. Sometimes, we just need to get in motion. Then, we often stay in motion long enough to do what we need to do and hardly notice how hard it was to do what we were procrastinating.

The Hardest Part is Starting

So what do you do when you know you need to do something, but can't seem to get yourself to take action? The answer: do *anything*. And when I say anything, I mean it. Just the mere movement in any direction will often generate enough energy to do what you need to do.

How do I get myself to start anything? I have a rule that I have to give at least 3 minutes of undivided attention to a task (most people have a 10 minute rule, but 3 minutes feels so much more doable to me)! With a commitment of only 3 minutes, I can usually get myself to start any task knowing that I can be done in 3 minutes if I want.

What happens then? Once I get started, I find the task is not nearly as horrible as I had imagined and suddenly 15 minutes or a half hour has passed. However, if I really don't feel like continuing, I don't have to feel guilty because I've met my 3 minute commitment. I win either way. And, best of all, I feel good about what I've accomplished which helps me take action on other tasks.

The 10 Minute Rule

In this week's free teleclass with Gillian Hood-Gabrielson, "What if You Were Paid to Exercise", we talked about how most of us don't exercise regularly because we don't have a spare 30 minutes or hour each day. Gillian countered this excuse by suggesting we simply commit to exercising in 10 minute increments.

Most of us would be hard-pressed to say we couldn't find 10 minutes to walk around the block or do some stretching. Just like anything, if you give it 10 minutes, you can get past your resistance to start and end up getting some great exercise. Again, if you stop at 10 minutes, you've accomplished your goal and have nothing to feel guilty about. Win-win. (See *the Resource Lounge* section of today's newsletter for a link to the recording of Gillian's class).

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Consistency Will Get You Everywhere

My clients often ask me what the successful Solopreneurs are doing that makes them so successful. The truth? They are consistently doing something every day. Every day, they take just one step forward. Sometimes, they take the right step. Other times, they learn a tough lesson. But they stay in motion. They aren't successful because they always make the right moves. They succeed because they continue to try things. They take action knowing that not all of their ideas will pan out. They don't just sit there, sometimes they just do anything.

Build in Time and Money for Mistakes

This is a wonderfully radical idea. I recently heard about how many large companies actually set aside 20% of their time and income for mistakes. Yep, they create time and money for mistakes! They realize the only way to be truly successful is to try new things. They also realize how valuable mistakes are, so they plan for them.

How freeing would it be if you did the same in your business? Would you then be more likely to take action, knowing that it's fine if it results in a mistake 20% of the time? Would you then be able to start some of the things you've been stalling on? Hmmmm...