

# the solopreneur zone

*the resource place for solo-entrepreneurs*

## Are You Putting in Too Much Effort?

### Are You Lazy, or Just on the Wrong Track?

When I first discovered the concept of effortlessness, I thought it was perfect for me because I've always called myself "lazy" (I've made a lot of progress on my name-calling habit since becoming a coach, I promise)! After analyzing my laziness in more detail, however, I realized that it was actually a gift that I had mislabeled because it flew in the face of the traditional work ethic.

I tend to make unbelievable progress on my work when it is "easy" and no progress at all when it is an "effort". Like any good hard-worker, I had always discounted the easy things and struggled harder to complete the things that were an effort for me to do. That was until I discovered the wisdom of effortlessness.

### Striving and Efforting Only Result in More Work

Have you ever spent all day working hard, only to discover that you got very little done? If so, then you are probably putting in too much effort. The only thing lots of efforting creates is more work!

### Would You Rather Swim Upstream or Go With the Current?

So what is effortlessness? It is paying attention to your gut and energy levels. It is taking steps when they present themselves to you and stopping to re-evaluate when you find yourself struggling against something.

I'm sure you've experienced times when everything flowed smoothly, your work got done easily and you had energy to spare. I'm sure you've also experienced times when everything you did felt like you were pushing uphill, seemed to take triple the time you expected, and left you feeling exhausted.

Looking at things this way, it would only make logical sense to do those things that go with the current rather than cause us to swim upstream. So why do we continue to strive and effort in our businesses and personal lives?

### What's Wrong with Easy?

Since I've heard it so many times now, I'm never surprised when a client is suspicious of things that are "too easy". Many clients will actually say they aren't getting any work done because they don't count the easy stuff. Instead, they strive hard to push through things they don't enjoy because it feels more like "work" is supposed to.

### Your Struggles are Trying to Tell You Something

When something is effortless, it's a sign that you are on the right track. Pay special attention to following what seems effortless and stop if you notice something has become a struggle. Maybe it's not the right thing for you, or maybe the timing isn't right? If you stop and pay attention, you'll learn a lot more than if you continue to struggle.

### Sometimes the Best Thing to "do" is to Let it Go...

Have you ever struggled to remember something and try as you might, you couldn't make yourself remember? Then, once you left it alone, suddenly you effortlessly regain your memory.

This technique works just as well in business. If you've been struggling to attract clients or find your niche, do the opposite – let it go. Instead of pushing to get what you want, leave yourself open for clients or ideas to come to you.

### Can You Build a Business around Things that are Effortless for You?

I personally can't imagine building a business any other way. When you are doing things that are effortless for you, not only are you enjoying yourself, but your clients benefit too. Your job as a business owner is to package your gifts and share them with the world. Your ideal clients want to buy the services and products you love to produce. Successful Solopreneurs know that struggle and effort keep their unique gifts from their clients because it wastes too much time and energy.

So, effort *less* – for your clients' sake!