

How to Make Yourself Shine When You Just Don't Feel Like it.

By Kaya Singer

Maybe you started your own business selling a cool product or offering a service that you just knew people needed. You are happy to be rid of your corporate job, or tired of working for peanuts at a dead end job and you look forward to people knocking down your door to get what you are offering. In your head you are counting all the money you will be earning.

Very soon you realize that the hoards are not crowding through your door, so you have to do something called "marketing." If you are like most people that word conjures up a big fog in your brain and sounds tiring as well. Marketing is really a no brainer. It is all about relationships. The backbone of all business is about relationships. If you like people its easy. If you don't like people go back to your job washing dishes or learn to like people. It just might be fun.

Networking is one of the cornerstones of marketing. It is not about going to tons of networking events, making small talk, filling your pocket with business cards and then waiting for them to call you. It will never happen. It is about meeting someone who you would like to get to know, knowing how to say what you do, sitting down over a coffee, getting to know each other and then say thank you and staying in touch. Marketing is all about looking for ways to put yourself in front of people.

But what if you just don't feel like it, you are tired, or feel reclusive. Here are five ways to give yourself a lift when you are feeling dull and don't want to do any of the

above.

1. My marketing guru says every successful entrepreneur needs to do two hours of marketing per day. This keeps your business ticking along. Go to a local coffee shop with your computer and cell phone and work from there. I do that once per week. I schedule coffee meetings with a couple people and in between write copy and set up meetings for the next week. And because I am in the coffee shop, it feels like I am having a break.

2. Make your to-do list shorter and put your favorite things on the top. If the list is long and nothing looks fun it can feel discouraging. Make sure your list has no more than three things on it. When you complete one of the three, cross it out and celebrate.

3. If your state of mind is that marketing is hard or boring, you may find that getting started is the biggest challenge. Commit to spending just five minutes. Anyone can do anything for five minutes. Once you get going you might not want to stop, if not then do it in five minute increments.

4. Talk to someone who believes in you. and has a positive attitude. Success and positive thinking is contagious and will make you feel inspired. If you can't find someone then read something inspirational. I saw a poster once that said "Get behind yourself and push." It had a person with an elastic leg stretching back and pushing herself forward. Energy is flat when it is stuck but once it gets moving it perks up and can move on its own.

5. Revisit your purpose for doing your business. Your purpose will inspire you and remind you why

you are doing what you are doing.
Your purpose is a larger reason of how and why
you are wanting to give value to people.
Remembering this will help you to take the next
steps in your marketing because you will have a
reason that has a greater value than your
resistance.

So the next time you feel dull, bored or
resistant about marketing look at this list and
pick one thing. **Even the simplest act will make
a difference, will make you shine again and
remind you why you quit your day job.**

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