



WHAT DO YOU
DO WHEN YOU
LOSE YOUR
PASSION FOR
YOUR BIZ?



It's important to remember...

...that it's normal to 'fall out of love' with
your work at times.


The Creative Cycle

- You can't be 'switched on' all the time.
- Like anything in existence, your passion for your work will ebb and flow in cycles – and this is normal.
- I call this The Creative Cycle - periods of creation and expansion followed by periods of lull and rest.
- You may simply be in a period of lull – and if so? Embrace it.
- Also – accept that running a business – even a creative/handmade business – is not all sunshine and lollipops all the time.



Some strategies...

...for moving past this feeling.




Ask yourself:
'Am I simply
exhausted?'

- Does your lack of passion stem from simple exhaustion because your life is stressful and busy?
- If so, you need to:
 - 1. Invest in some self-care.
 - 2. Get help where and if you can – outsourcing the things you don't really need to be doing.
 - 3. Stop working to other people's schedules and set your own – and protect it!



Or perhaps...

- Do you feel like you're 'not earning enough to be doing this!'?
- THAT is a sign that you really, desperately, need to raise your prices!
- **If you're feeling undervalued, you'll start to resent your work** – which is the killer of passion.



Assess the
REASON you're
feeling this way.

- Is it related to a particular part of the business, rather than the business as a whole?
- Perhaps you feel worn out by the hamster wheel of social media.
- Perhaps you feel overwhelmed by bookkeeping or other administrative tasks.
- Try to tease out what it is that is making you feel negatively towards your business.

Reconnect with your 'Why'.



- If you haven't already, make sure you're very clear on your 'Why' - why are you doing this?
- Remember to reconnect with your core values.
- Is your Why the same, or has it evolved?
- By contemplating why you started this business, and why it matters - to you and the world - you may reignite your passion.




Design something new.

- Have you fallen in the rut of only making orders?
- When's the last time you created something new?
- Set aside some time to just design and play.
- Here, I'm talking about creating new potential products.



Make something purely for fun!

- Is everything you design made with the end goal – saleability – in mind?
- You may need to just make for yourself – for fun – to remind yourself why you fell in love with your craft in the first place.
- Make something for yourself, or just for no other reason than to create it.



Do something
else you're
passionate
about/enjoy.

- Is there something that lights you up, that energises you, that you simply haven't made time for?
- Or, is there something you've been wanting to try, but keep putting off?
- Go do it!
- Passion in one part of life often spills over into others.

Try setting new goals.

- Sometimes, taking a step away to focus on vision and goal setting and planning can reignite your passion.
- This is where planning days and planning retreats can come in very handy!
- They act as a pause and a milestone, and allow you to plan future things to get excited about and work towards.

Is it time for a new direction in your business?

- Do you have a fresh urge to try something new?
- Maybe it's a new craft entirely.
- Maybe it's a new business idea, or a new addition to your business.
- Perhaps you have to let go of something you're currently doing to make space for the new.
- This is what I did when I gave up *bespoke* to start Create & Thrive!



But sometimes...

...it might simply be time to let go.

Is it time?



- There may simply come a time when you're ready to let go of your craft or your business.
- **And that is OKAY.**
- *The key is to separate the true 'I'm done' from the temporary 'I'm just not feeling it right now'.*
- Think about what letting go would mean for you and for your future.
- Remember: this doesn't mean you'll never make your craft again!



It's okay to 'fall out of love' with
your work.

But you can rekindle your love for you work if
you decide that's what you want to do!



The question I always ask
myself is this:

**‘If I wasn’t doing this, what would I be
doing instead?’**

And is the alternative preferable?



5 Minute Activity

- What is it that you are struggling with in your business right now?
- Can you experiment with any of the strategies in this workshop? Which one/s stands out and appeals to you the most?

Further Resources

- Workshop: [What's your Why](#)
- Workshop: [The Power of a Planning Day](#)
- Workshop: [Your Vision, Goals and Priorities for the Year Ahead](#)
- Workshop: [Crafting your Ideal Weekly Routine](#)