

# The Non-Planners Business Plan

## #9 Know what motivates you

Inspiration and motivation aren't outside of you. They're within your grasp, available whenever you need, so long as you know how to access them. This should be of keen interest, because it's expensive and time-consuming to forever seek inspiration and motivation from outside of you. So ask yourself:

1. Why do I do what I do?
2. In the past, when I've been in a highly productive state of 'flow', what were the conditions?
3. What part of my business do I feel most passionate about? How can I amplify this part of my business?
4. What part of my business do I find most draining, stressful or challenging? How can I minimise the impact of this? Can these things be cut from my business?

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### – Notes –

Self-employment is not an easy path, despite the popular propaganda. It can be lonely, it's easy to work long hours, income is often unreliable, clients can be challenging, there are few options to really 'turn off', and there's not a lot of help and support, unless you know where to go. In fact, there's little point in working for yourself if you don't derive keen satisfaction from it.

You can do this by reflecting on your progress, noticing achievements and internalising your joy. Here are a few ideas that work for me:

1. Keep a 'success list' to transfer tasks you've done from your 'to do' list.
2. Write a list of 20 things you most enjoy doing. Ensure these are ordinary, cheap or free activities. Put this list on your fridge and do them often! Mine include: having noodle soup lunch; a cup of coffee in the sun.
3. *Celebrate!* I recommend jumping up and down as high as you can on the spot.
4. Keep a 'sweet things' file, with compliments and kind words from email and social media kept on file to refer back to when in need of a boost.
5. I celebrate my business anniversary each and every year.