

67 - What to Do When You Want to Quit Your Business

[00:00:00] Hello, friends. And welcome back to the crush, your goals with Christi podcast, the business podcast, where you'll find clarity over confusion. Community over competition and the confidence to crush your goals. I'm Christi Johnson, I am a wedding photographer and a business strategist for creative entrepreneurs.

[00:00:18] I am excited to have you here today. And today we're talking about what to do when you want to quit. I was just talking about this with my business partner, Stephanie. [00:00:30] We were talking about how it's been. A very busy fall. And sometimes we can think and look at our schedules and think. Is this really worth it? Is it worth the time that I'm putting into this? The stress that I'm putting on my family?

[00:00:46] Maybe this is not for me. And I told her, you know, what, every photographer wants to quit their jobs in the fall. So maybe we shouldn't make any decisions right now. So we're not. But I just want to acknowledge and [00:01:00] honor. If you're in a place where you feel like you want to quit, you are not alone.

[00:01:04] So we're going to talk about what exactly to do. And there are five steps that we need to take. When we feel like we want to quit, number one is to stop and reach out.

[00:01:16] If you feel those feelings of I'm not good enough. My business is a joke. I'm wasting my time. This is not worth it. What am I doing? Who am I to be doing this? I think the first step is to [00:01:30] stop. And reach out. You can reach out to your community. Tell someone, tell a friend, tell a mentor. Or you can just reach out within yourself and you can do some journaling. I love journaling. I like to talk about, um, the negatives. I like to write down everything that is taking up space in my brain. That is negative. That is not serving me. And that is getting me bogged down and making me feel bad about myself.

[00:01:57] And I like to see them because when I [00:02:00] see them, they don't look as scary. And also when I see them, I can look at them and I can make a change. So if I feel like I'm wasting my time, I can then change it to a positive and say, I'm investing time into creating the business that I want to

create. I may not be hitting all of my profit goals yet, but I am investing time into where I want to be in the future. So I like to write the negatives and then I like to.

[00:02:25] Right. The positives. What is, what can I create [00:02:30] instead of those negative thoughts? If I'm believing that I'm not good enough to be a business strategist, or I'm not good enough to have a podcast or to talk to people about their business or to help I write that down and I say, I feel like I'm not good enough for this.

[00:02:46] But then I change it and I say, I am successful. People want to hear from me, people enjoy working with me and I do have what it takes. I am valuable. I am worthy to have [00:03:00] this business. But also, I know that for me, I get stuck in my head and I can't just stop there. So that's where I reach out to my community. In fact, I reached out to my own business consultant and I talked to her about my feelings and what was going on and she gave me a pep talk.

[00:03:18] You can come to my biz besties meetings. You can join my membership right now, where we talk about the highs and the lows. So, number one, if you feel like you want to quit, stop and reach out to [00:03:30] your community.

[00:03:31] Remember, you're not alone. Number two, identify the problem once you've let yourself feel those feelings. Once you've gotten everything out and you've come away and you're a little bit more in a head space to do some tweaking, do some working. Then identify the problem. I don't recommend doing this right. When you are feeling those emotional feelings of, I want to quit right now because you may make some decisions that you don't necessarily [00:04:00] want to make. So.

[00:04:01] Allow yourself to feel, allow yourself to reach out, to process everything and to do what you need to do. And then when you're in that clearer mental head space, identify the problem. What is causing you to feel that way? Are you overworking yourself?

[00:04:17] Is the work that you're doing, not enjoyable or life giving. Are you not having fun, doing what you want to do? Are you doing too many things that you shouldn't be doing and not enough of the things that you need to prioritize? Are you letting other [00:04:30] people run your business? Are you following what others tell you that you want to do instead of what you want to do?

[00:04:36] Are your finances in a good place? Not are your finances, not in a good place. Are you not making the profit goals that you need to make? Are your profit margins? Not well. Are you spending too much money and not bringing in enough money?

[00:04:52] Are you not getting clients? Is that the problem? What marketing efforts are you doing? To bring in [00:05:00] clients, are they working? Are they not working? What can you do? You need to evaluate honestly, and to say, okay, what actually is the problem here? That's leading me to feel overwhelmed and like, I want to give up and like, I want

[00:05:14] To number two is identify the problem. Do some soul searching. Ask yourself. What's going on? Number three. Make the hard decisions. You have to cut out. What's not serving If the problem is that you are overworking yourself, [00:05:30] you have to figure out what can I cut out so that I'm not overworking myself.

[00:05:34] I had to do that this year. I had to let go of some things that I really, really enjoy doing. I was working with my parents. Um, for a venue that they help manage. And I enjoy doing that, but it was getting to the point where I was not able to keep up with everything that I needed to. And I was overworking myself when I was stressed

[00:05:53] And so I had to let go of that. I was doing some other tasks as well, that I've had to let go of. [00:06:00]

[00:06:00] Because. Um, it's more important that I set those boundaries that I have flexibility in my schedule. But if you cut something out, you have to figure out, okay, how can I bring in more money? How can I bring in more money?

[00:06:15] So make the hard decisions of cutting out. What's not serving you is the work you're doing not enjoyable or life giving. If you said that that was the problem. When you identified the problem. Then what can you do instead? Think about what lights you up? What kind of [00:06:30] work do you actually want to be doing? What can you do?

[00:06:33] That will bring joy back into your life. And what do you need to cut out?

[00:06:38] Or your finances, not in a good place. Where are you spending money? Maybe there's a software that you don't need to be paying for anymore. That is spinning you too much money. Maybe you have been spending money

on things that are not necessarily bringing in the results. That you wanted to do. I had this happen in my own business recently, I'm paying a good amount of money on a service.

[00:06:58] That is not [00:07:00] actually useful to me at the moment, but the only reason that I'm still paying for it is because I haven't Macon taken the time to go in and move things over to a software or a place that's going to be more affordable. And that's kind of how they get you. They get you on the monthly pants.

[00:07:14] But as business owners, we have to make the hard decisions. So maybe putting time into your schedule, where you have a chance to audit things and see what's working. See what's not is a good thing for you to do. So, where can you cut out the money? If the problem is that you're not [00:07:30] getting clients.

[00:07:32] Then.

[00:07:34] Is there a type of marketing effort that you're doing that is not bringing in money? Are you, are you spending a lot of time on Instagram reels, but they're not bringing you any clients. Are you spending a lot of time? Marketing in some area on Facebook or by pain ads to Google or whatever it might be. You doing ad campaigns through email. And is it, is it working? Is it not working? Are you not doing enough marketing efforts? Have you not really [00:08:00] created a clear marketing strategy?

[00:08:02] Whatever it is. We have to make the hard decisions to get rid of. What's not serving you.

[00:08:10] So. Number one, stop and reach out. Number two, identify the problem. Number three, make the hard decisions. And then number four. Reevaluate your goals. I talked about this on episode 66, the top three mistakes you're making that are making you feel overwhelmed, insecure, and lonely. You have to reevaluate [00:08:30] your goals. Everything comes back to your goals. And I recommend having regular time where you reevaluate, what is my mission? What is my vision? What am I doing? Why was I put on this earth? And what matters to me? What.

[00:08:43] Fuels that passion in me. What excites me? What is do I want to be doing? And if you're not doing more of that, how can you get more of that? If you're not doing enough of that, how can you get more of that? So reevaluate, reevaluate your goals. [00:09:00]

[00:09:02] If your goal is that you want to bring in more clients. And you want to bring in a certain type of client. Is your strategy set up in a way that you're going to attain that client are you attracting those clients? But before you get that strategy, you have to figure out what clients do you want, what type of work do you want to be doing? What do you want your ideal [00:09:30] schedule to be? So once you've identified the problem.

[00:09:33] You cut out. What's not serving you. You make those hard decisions and then you move forward from there in that place of clarity of, okay, I don't want this anymore, but what do I want instead? So reevaluate your goals and decide for yourself. What do you want instead? Don't just replace what wasn't working with.

[00:09:51] Something else that's not going to be aligned with your strategy or your goal. I mean your vision for your business, because then you're just going to be in the same place. [00:10:00] But three months down the road. With a different problem, but at the core, it's the same. So. If the work that you're doing is not lighting you up, don't just trade it for something else. That's also not going to light you up, figure out what it is that you actually want to take some time to reevaluate your goals.

[00:10:19] Why are you in business? What do you want out of your life? How much time do you want to be working every single week and how much money do you want to be making? What do you need for your family? [00:10:30] But beyond that, what do you want? And not only that, but what do you want your ideal day to look like? What type of clients do you want to be working with? How do you want to get those clients? I talked about this

[00:10:42] I think episode 65, how marketing your business can be easy. Reevaluate what you want and how you want to market yourself. The possibilities are endless. So reevaluating your goals is when you decide what you're going to do, instead of the thing that was causing you, the stress, I can't answer that [00:11:00] question for you. You have to decide what it's going to be.

[00:11:03] Once you've reevaluated your goals and set your goals and decided this is what I want. Then step five is to create a strategy. That's going to get you where you want. So number one, stop and reach out. Number two, identify the problem. Number three, make the hard decisions. Number four, reevaluate your goals and number five, create a strategy.

[00:11:23] Strategy is a big word. We get overwhelmed by I even M [00:11:30] still wondering, should I call myself a business strategist? You might've noticed that what I call myself has changed a lot on this podcast and that's, cause I'm still trying to figure out the right words that communicate what I want. And this is

[00:11:41] Process for me where I'm figuring out what do I want, what kind of clients do I want to work with? But for me, strategy is simply just taking what you want and writing out the steps to It's as simple as that. And that's what I love doing. I love. Love love, love, taking big things that seem overwhelming where people like, I don't know [00:12:00] how to do this and say, no, actually it's easy. These are just the steps that you need, but you can't create the strategy unless you have your goal. So the step before creating a strategy is knowing

[00:12:10] But creating a strategy is going to help you know exactly what you need to do to give you that path forward and give you that boost of energy to where you don't want to quit your business anymore. Because you know, these are the steps that I want to get done so that I can create the ideal reality that I want to

[00:12:27] Strategy is the answer. A [00:12:30] plan is the answer because then, you know, you're working on exactly what you need to be working on. So let's say that. You're not. Getting the type of work that you want to get and you want to book more. Clients of a certain type. So what you're going to do is you're going to create a strategy on how you're going to create on how you're going to attract.

[00:12:52] Those clients you're going to figure out, okay, what did these clients want? What are their pain points? So step one of [00:13:00] your strategy is going to be, do some market research. Come back next week. I'm going to talk about an easy way to do some market research. So number one, do some market research.

[00:13:08] What does your client, your potential client want? What are their pain points? What are they struggling with? And then you have to talk about, okay, how can I achieve that problem? And what are they, how can I help them overcome that problem? And what are they actually going to get by working with me?

[00:13:22] And you're going to write an elevator pitch or a one-liner as Donald Miller calls it. You're going to put that everywhere on your website. And you're going to [00:13:30] put that webs show people everywhere. That website. And

make it really, really easy for them to get in touch with you. We've talked about this on episode 67, streamlining your booking process to save you time and money.

[00:13:42] It's all connected friends. So if, if you're not getting the right clients, maybe you're not using the correct words to attract them. Maybe they can't get in touch with you because they don't know where your website is. Maybe you're not asking them to visit your website or to go to your services page or whatever. So you're going to create a strategy that is [00:14:00] going to get you where you want to go.

[00:14:02] I'll give you another example. I'm going to be relaunching biz besties again in January. And so I ha I'm coming up with a marketing strategy to get me where I want to be. I'm going to be doing a five day challenge. on creating the life that you love and crushing your goals. And so the steps for my strategy of getting more members in biz besties, my goal is to get 30 members in this besties.

[00:14:23] Then that's my goal. So my strategy is going to be. Create the, the free challenge [00:14:30] promote the free challenge, make sure that all the sales funnels are connected for the free challenge and then continue to deliver to my audience and then ask them for the sale. Tell them this is what I want you to do. Come join us in the membership. So it's all connected.

[00:14:45] Fran, if you want to quit. I want you to know you are not alone, but please. The world needs, what you have. The world wants, what you've got and you do have a place you are worthy to own a business. So stop and reach [00:15:00] out. Identify the problem, make the hard decisions to cut out. What's not serving

[00:15:05] Reevaluate reevaluate your goals and then create a strategy to achieve those goals because that strategy is going to be your lifeline. That's going to give you those steps that you need to take to get to what you want. If you're getting overwhelmed with all of your tasks that are piling up, you're going to go back to your strategy and say, oh, this is what I need to do.

[00:15:25] It's going to give you clarity so that when you go back to your task list, you can say, [00:15:30] this is important. And this is not because this is going to help me achieve my strategy to get to my goal. And this is not so you can make those decisions. The strategy is the clarity that you need to get to where you want to go.

[00:15:44] If you need help coming up with strategies for your business. Come and talk to me. I would love for you to schedule a discovery call with me for business strategy. I, you can just go to my website, christijohnsoncreative.com and get in touch with me. I am offering these [00:16:00] services now, and I'm super excited to chat with you and get you clarity on your goals.

[00:16:05] All right friends. Remember you are not alone. And I will see you next time on the crush, your goals with Christi podcast.