

Growing Your Business with Kate

Twinkle With Enthusiasm

1. Learn something new every day. The more you learn about something, the more interesting it is and the more fired-up you become. If you don't consciously learn something new every day, you stagnate. Every day that you don't educate yourself, you fall further behind the business world as it goes on without you. Now is not the time to operate on five-year-old information.

Ask yourself every day, What new thing did I learn today?

2. Pat yourself on the back every day. You did something along your path to success today. What was it? Acknowledge it, congratulate yourself, and strive to do it again. Did you do a display that had cars pulling into your lot? Clipped or bookmarked an interesting advertising angle you might adapt to your business? Good on ya!

Every self-pat will lead to another. Reward yourself, revel in your revelations, rattle them bones! You're great, and you're greater than you were yesterday, and who knows what pinnacles of greatness await?

Tell yourself every day, I did a real good job on that.

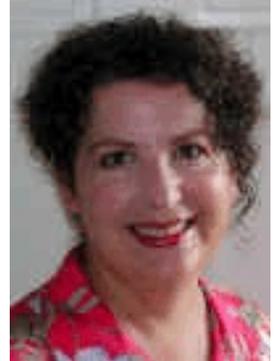
3. Figure out what your aim is today, and shoot for it. Try different angles or even different aims, as long as they focus on your long-term goals. *Today, I'm going to break my all-time Tuesday sales total record* or *Today, I'm going to sell at least 4 things priced over \$50*. Or even, *Today, I'm going to wax all the rods*.

Feeling like the business is a drag on you? Remember your long-term goals when you first started planning or opened your shop and reflect upon how much closer you are to them now. Chances are you'll realize that you have already surpassed those goals and are progressing along wonderfully with more success than anyone ever thought you would realize! When you have that warm feeling, even a temporary setback won't color your day grey.

Ask yourself every day, What few steps forward on my path to success can I take right now?

4. Stay away from nay-sayers. All they do is whittle away at your energy and optimism. If you can't get these types of people out of your life, develop selective hearing. Just because someone says something doesn't mean you have to give it brain-space. Stay excited: customers buy from, suppliers trust, and competitors envy the enthusiastic shopkeeper. Excitement fills you with vitality and enjoyment... which is, after all, what we're all here for.

Tell yourself every day, I'm gonna shoot for the moon today. Even if I miss, I'll land among the stars. ♻️



—Kate Holmes
Too Good to be Threw

Kate Holmes is author of *Too Good to be Threw The Complete Operations Manual for Resale & Consignment Shops* and the entire line of Products for the Professional Resaler. She is web host of TGtbT.com, HowToConsign.com and the blog AuntieKate.wordpress.com. Kate is a past board member of NARTS and two-time award winner as well as a second-generation secondhand shopkeeper. Contact her by emailing from TGtbT.com.