



A Pep-Talk for Perfectionists

4 Ways to Stop Overthinking and Just Get Started on Social Media



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You've been wanting to grow your business through social media. Or maybe you're just hoping to bring some attention to a side project that you think might have legs...you've been dreaming up cool videos, beautiful images, and clever blog posts to bring your idea to life online. You know exactly how you want it to look—there are so many other people out there doing social media SO well, and you want your Facebook page or Instagram feed to look similarly gorgeous.

*You want to come across as professional and polished... like you have your sh*t together.*

In fact, you have such a great vision for the possibilities that you can't bring yourself to post anything because your perfectionist tendencies keep you spinning your wheels, waiting for the moment that you have everything in place.

Here's the deal: Fear often masquerades as perfectionism.

You *think* you're waiting for the professional photography, the studio quality videos, and the part-time graphic designer on hand. Or you're waiting until you have enough time to really craft the perfect blog post.

But really, this is just your fear voice peeping in to say “don't do it. Stay small. It's scary out there. You've got to get it right...or else! Just wait a little longer. That's not good enough!”

So instead of just getting started to see what happens, fear keeps you stuck in “one more edit” for ages. And before you know it, six more months has passed.



What's it all about, anyway?

With all of this stress, why do we even care about social media to begin with?

You may have all of the best answers and insights in the world--something to offer that would make someone's life so much better. Or you have amazing products that people would love to use and own...*but they can't get those answers or products if they don't know you exist.* And in order for your potential customers to know that you exist,

You have to be seen.

Connection over Perfection

Social media is just a free and easy way to be seen and connect with others to say, "Here I am! I have something that might solve your problem. I can help." Social media helps you be seen by people who want what you have.

We tend to think of our "social media presence" as something that needs to be perfect...but that's just not true. In fact, when we think about *connection*, do you find yourself reaching out to the friend who is perfectly polished and put-together? Or do you reach out to the person who is real and genuine? Connection is often stronger when we reveal the things that make us human.

Of course, we'll strive for excellence online (more about how later), but we're not striving for perfect...otherwise we'll never get started!

1.

Get Comfortable with Being Uncomfortable

The way you can start being seen, making connections, and moving past fear is to get uncomfortable. Just know, that initially embracing “being uncomfortable” will be a big accomplishment. It’s a big hurdle for most of us. Here are a few perspectives to consider to help get you embrace the discomfort enough to get started:

You have to start somewhere.

Even if you put out something that is slightly sucky at first, that’s better than STILL thinking about getting started another month (or year!) from now. The only way you can hone your skills, your voice, your style is by getting started. And that is intrinsically uncomfortable.

There will always be someone who is farther along.

There will always be someone who is better, and has been doing it longer. Their social media posts will be more polished, more professional looking, more curated. Always. Those people will always exist.

And that’s okay.

So now you know that you don’t have to be the best, that there will always be someone with a slight edge, you can take the pressure off yourself to be the best out there.

Phew.

You have more support than you think.

People want to support you. We seem to all think that putting yourself out there on social media will result in an onslaught of judgement. But if you're doing it in a way that is aligned with who you are and what you want, people will be thrilled to see you finally taking the step to "launch your thing."

No pain, no gain.

No risk, no reward. Whatever the saying, it really comes back to this: putting yourself out there is uncomfortable. But at the end of the day, if you're not willing to try it, to risk just a little bit, you will not be able to do the thing you're hoping to do.

Wanna run a marathon? The first few training runs are going to suck.

Want to climb a mountain? You might get a few blisters.

But after a while, your legs will get stronger. You'll figure out how to prevent blisters. And you'll start to hit your stride. And sooner or later you'll cross the finish line. You'll reach the peak. And you'll be so glad you did it.

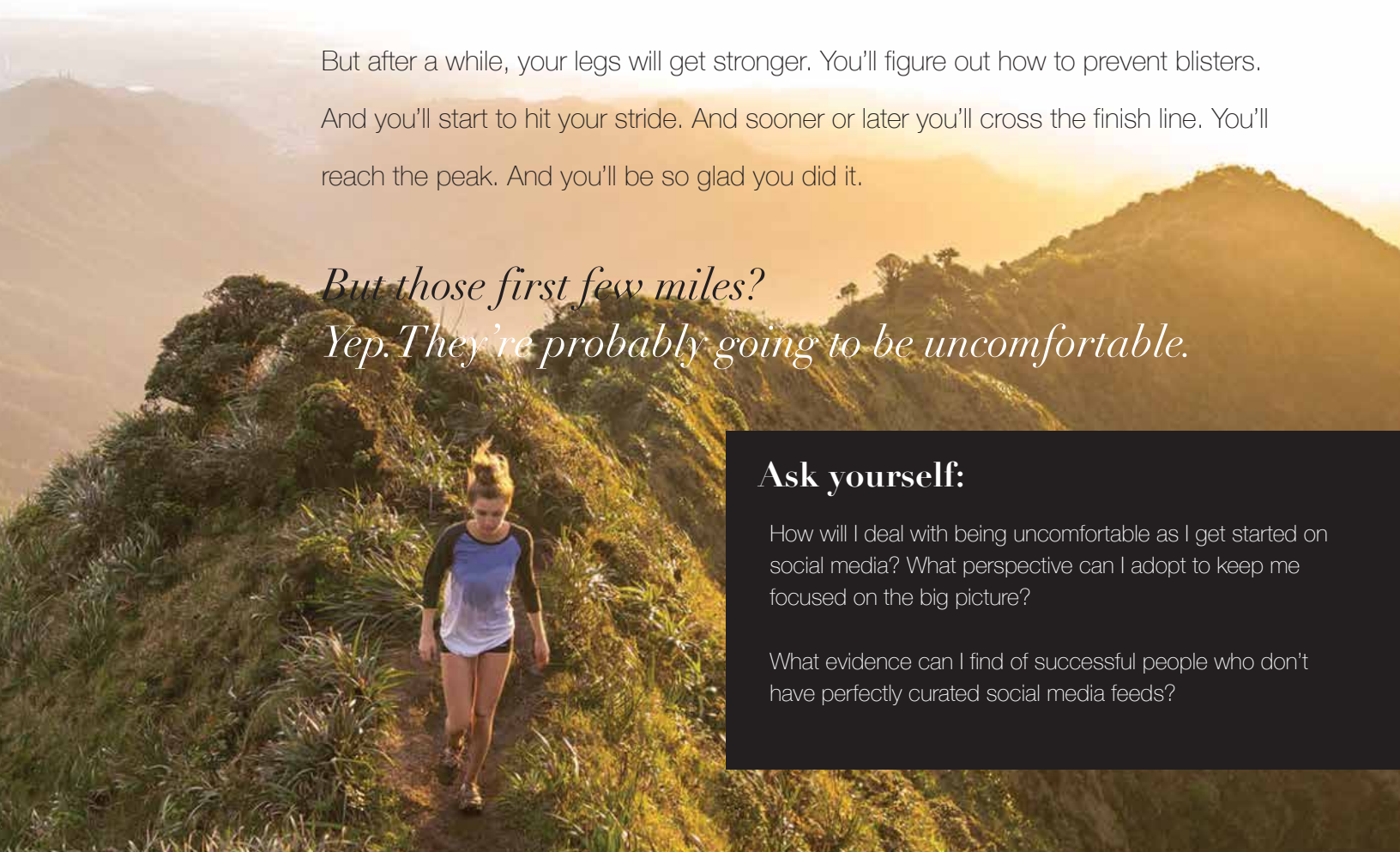
But those first few miles?

Yep. They're probably going to be uncomfortable.

Ask yourself:

How will I deal with being uncomfortable as I get started on social media? What perspective can I adopt to keep me focused on the big picture?

What evidence can I find of successful people who don't have perfectly curated social media feeds?



2.

Get Curious

As mentioned before, this is an uncomfortable process...but one of the ways we make it more comfortable is to shift our perspective. Instead of saying to yourself, “there’s no way I’ll ever be able to grow my business if I have a crappy Facebook feed,” see if you can shift your perspective to one of curiosity.

For example, you’d say instead “hmmm, let’s just see if I can drum up some business on Facebook! I’m not sure it’ll work, but I’m just curious about what resonates with people.”

Just that small shift in energy from “I’m doomed” to “let’s see” is more powerful than you may think. You’ll shift away from fear and into possibility and action!



Ask yourself:

What if I just took the mindset of a scientist and started experimenting, knowing that some things would certainly fail?

What does it feel like to shift my energy from fear to curiosity?
How does that change my perspective?

3.

Get Clear on Connection

We get bombarded with enough perfection in our daily lives. There's always someone looking better than us, driving a nicer car, taking cooler vacations, having impossibly well-behaved kids, etc. It's exhausting. It's half the reason people threaten to quit (or do) social media all the time. It's just too much.

What we're looking for is connection. And authenticity. And vulnerability. When you share that with the world, it resonates on a deeper level than then curated, manicured stuff we think we need to share to be accepted.

It's telling the story behind the thing you make. Or the inspiration for the class you're teaching. Offering tips and insights that will help someone solve their problem. It's sharing a mistake you made and how you fixed it.

Connection comes from talking about the story and human element behind something... not just "buy my thing."

Ask yourself:

How can I share a little bit of what makes me nervous, or anxious, or excited with my followers?

What can I show them about "behind the scenes" that helps them connect with the human part of this business?

What do I remember reading from other people? What resonates with me?



4.

Get Consistent

There's a saying that "consistency breeds legitimacy."

The first time or two you post, you might get absolutely zero response. And maybe it won't really improve with the following few posts either. But if you keep at it, people begin to notice.

So many folks dip their toe in the social media pool, get no response, and say, "it didn't work for me. Oh well."

You have to commit to consistency to build momentum.

Not only will it build legitimacy ("Oh, I guess Mary really is serious about that business of hers!"), but it will also give you the practice that you need to fine-tune your voice, your style, and figure out what works for you.

Back to the marathoner. Just because she didn't run 26 miles the first or second time she went out for a run doesn't mean she gives up on the race. She has to break in her shoes, build up her stamina, figure out how much water to bring, and settle into a pace that she can sustain. With every run she'll get better.

Ask yourself:

What can I do to remind myself to keep "showing up," even when I don't feel like it?

How will I feel in three months if I start today?
What's possible?



SOCIAL MEDIA LABORATORY

Challenge: *Daily posts for 1 week*

What: Post on social media every day for one week.

Why: To getting more comfortable with just pushing “post;” to fill up your page with a variety of posts quickly; to help you figure out what you like and don’t like, to help you find your style.

But what should I post?

To get started, we’re gonna keep this simple:

For the first week aim for 5 easier posts, and 2 harder posts (ideas below).

Focus on keeping most of the posts helpful and informative, while just one or two are sales focused, where you’re specifically posting about something to buy.

Brainstorm how to deliver value and connection (prompts on the followin page) to get you started.

Easier Posts



- An article someone else has written that is relevant to your audience
- A funny meme or quote that relates to your business philosophy
- A video from someone else that is relevant to your audience (bonus points if you explain what you admire about this person/company and tag them)
- A snippet of a testimonial from a client/customer. Perhaps phrase it along these lines: “The best part of this job are notes like these: ___”
- Highlight a featured product or service to buy

Harder Posts



- A “how-to” blog post that you’ve written
- A “tips & tricks” blog post that you’ve written
- A quote in your branding style that relates to your business philosophy
- A photo that helps your customer understand your brand
- A “behind the scenes” photo of your workspace (or you or your team at work)
- A Facebook Live or Instagram Stories video to share a tip, insight into what you’re working on, or something that is keeping you motivated
- An announcement about an event or promotion
- A photo of your customers with your products (perhaps requesting that they send and share their image with you)

Ask Yourself:

What is it that my customers need help with? What do they want?

How can I communicate the problem I help them solve without selling or pushing, but by showing and helping?

What questions do my clients/customers always ask?

How do I want my customers to feel when they interact with me, my company, and my products/services?

How can I create that feeling through my social media posts?

How can I tell them a little bit of my story/the company story to connect with them as a human?

Good Luck!

I hope this gives you the boost you need to just get started already! If you have any questions, or want to brainstorm with me, feel free to reach out! katie@crowheartcreative.com

In the meantime, if you get stuck, just remember that at this point in the game,

Done is Better Than Perfect.

Connection is Better Than Perfect.

Consistency is Better Than Perfect.

Go get 'em! I'll be cheering you on.



Hi, I'm Katie Wood.

I'm a business coach and visual strategist who works with motivated, talented people ready to take the next step in doing work they love. Together we work to update their websites, engage clients on social media, and be seen authentically so they can build a business that works for the life they want.

Find out more at: crowheartcreative.com

