



Monthly Recap

*By Samantha Hampton
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Did you know Creative Community Promotions just turned two years old? I might have celebrated or announced to my community but instead, I was too busy pulling my hair out!

You might be wondering why would I be pulling out my hair. Well, the answer is quite simple.

- 7 straight weeks of my child being home, while I was trying to manage a full workload.
- Christmas Holidays.
- Contracting Covid-19.
- Coordinating a large conference.
- Shall I continue...

Needless to say, I found myself in an unmotivated rut. Small business owners and entrepreneurs do whatever is required to make their businesses a success. This could mean doing everything from emptying the trash cans, to picking up the mail at the post office, making sales calls, changing the marketing strategy, and managing all the social media accounts.

Now, while doing all of the things listed above, let us try to balance family life and personal needs. This is the ultimate juggling act. I thought by being vulnerable and sharing my struggles with the community that others might not feel alone in this struggle. I have had other businesses reach out privately to rant about the very same issue I have stated above.

So in order to get out of the rut, I had a few options. I could continue to pull out my hair or I could acknowledge that there is a real problem and find a solution. So that is just what I did. I accepted the situation. So, I am 100% stuck in a rut. I was then able to identify the cause of the rut. When we examine why we are stuck it can help us pull it back together. I then began to take a close look at my goals. I made some very small changes to help me accomplish the tasks at hand. The most important thing for me is self-care. I have to remind myself constantly to be kind to myself. I am only human. I realized that I needed to take a more impulsive approach to some immediate decisions that had to be made. With all of this heavy thinking and doing it is also important to give your brain a break. Lastly, it is imperative to getting out of the rut that we are realistic with our approach. I have mentioned this before but be mindful that you are only human. Shit happens, and when it does our speed can slow down, and in my case I came to a complete halt. The important thing that I have been reminding myself is I got back up and continued moving forward.

As the owner of the business, you're the captain of the ship. I spoke about that last month in my Monthly Recap Column. You're responsible for keeping the entire thing afloat. That's why you hear about small business owners wearing many hats. You do whatever it takes — no task is too small or too big when it's your business. You will find yourself doing it most of the time without complaint. Because you are passionate about your company. You built it from the ground up and that in itself should be motivation to get back up and put one foot in front of the other to move forward.

Until next month, stay safe and be kind.

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