

How to Stay Motivated and Productive during the Summer



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Once the weather starts to improve and the temperatures heat up, business owners from all walks of life have something in common – they lose motivation to work on their businesses. And without motivation, there is no such thing as being productive.

If you find this happening to you this summer, there could be several reasons behind it – you may have been working hard all winter and are ready for a break; people tend to socialize more in warm weather, so your calendar may be full of weddings, parties, reunions, and other gatherings; and if you're a mom, whatever time you had to work on your business during the school year easily slips away when the kids are home for summer.

Why It's Important to Stay Motivated

A day off here and there is perfectly acceptable. But you shouldn't take off three months from working on your business. Why? What you do (or don't do!) in your business today will affect it several months down the road. You may be able to take some time off and not see any problem at all in the moment. Depending on the type of business you have, you may be able to coast all summer without working much. But sooner or later, you will see a decrease in your profits.

And what happens in September when you suddenly see a huge dip in your income? It's going to take a few months to build it back up! So you'll be working hard all the way till December. There's an incredible benefit to keep working in the summer – even though there are other things you'd rather be doing!

Stay Focused on the Right Activities

It's going to be very hard to stay motivated if you are not looking at your business in a focused manner. If things are blurry, you'll start to procrastinate and it won't take long for your work to pile up.

The bad news? If you don't start to focus soon, you may permanently lose your business motivation. The good news? It's easy to get your focus back!

Staying focused on the right activities will keep your business moving in the right direction. The specific activities you should focus on will vary depending on your business. The key is to focus on the tasks that will bring in money.

When you're working on the computer, it can be easy to spend too much time checking email messages, looking at Pinterest, reading blogs, and chatting on Facebook. All of these things can be important parts of your business. But if your profits are not where you'd like them to be, ask yourself, "Is this activity making me money?" as you work through the day. To see where you are spending your time, use a time tracking tool such as [Toggl](#) or [My Hours](#).

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Be Goal-Oriented

It's important to set goals for your business, both long-term goals that you work on throughout the year and short-term monthly or quarterly goals. As you create your goals, make sure they are attainable. And give each goal a deadline. Without a deadline, your goals are just wishes.

While you are working toward your goals, stay accountable to someone. This could be a family member, a colleague, a business coach, or someone else who knows you well. This simple action really can motivate you. Eventually, that person is going to ask you how you are progressing on your goals, and you definitely want to have good news when the question comes up. No one wants to admit they aren't working as hard as they could be!

Finally, keep track of your progress and reward yourself accordingly. As hard as it may be, try not to give in to the reward until you actually achieve the goal.

Change Your Space

If you aren't feeling very motivated during the summer months, try changing your space. There are lots of little things you can do to your workspace to make it a more inspiring place. Add a vase of flowers or something bright and welcoming to cheer up your desk. If possible, take your laptop outside and work in the warm sunshine.

Or find pictures of what inspires you and hang them up where you will see them while working. They could be pictures of your kids, pictures of your dream home, an inspiring quote – anything that will motivate you. When you're having a bad day and feel like throwing in the towel, look at your picture and think about the reasons why you're working. Then you'll find the energy to keep going.

Develop an Organization System

An organized person is a happy person! If you don't already have an organization system for your business, now is the time to start. Different people work best with different systems. People who like to cross items off their lists prefer paper systems. Other people who want to take their lists on the go or share their lists among their electronic devices prefer digital systems.

Personally, I like the feeling of crossing things off my daily to-do list, so paper works best for me. But everyone is different. Find what works for you and commit to it!

Conclusion

It's totally possible to take time off this summer and enjoy yourself! Just be cautious about taking off too much time. When it comes time to work, the best motto is "Just do it." There will be days when you won't feel like working. And those are the days when you'll just have to be your own boss and tell yourself to get the job done. Remember – the sooner the work is done, the sooner you can go outside and have fun!

How will you implement these ideas in your business?
The Wordsmith VA would love to help you stay motivated this summer.
[Contact me today](#) to discuss how I can help you stay productive.

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