



## Papa Rock Stars Podcast

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### [Episode 067] Don't Forget the Fun Factor

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So many times I get so caught up in the day to day workings of my business that I forget to add in a little fun! Let's talk about why it's important to remember to have fun and how it will help your business!

#### Listen Now:

<https://PapaRockStars.com/fun-factor>

#### Training:

Parties, events, training, coaching, team calls, individual help for team members, posting in your sales group, going live, then posting on your business page and then your personal page. Not to mention managing your inventory, sorting orders invoicing customers and shipping jewelry out.

All of these things are essential parts of our jewelry businesses but in doing all these things we HAVE to remember the fun factor!

The saying, "If you love what you do, you'll never work a day in your life" is true, but if you let work become less enjoyable by forgetting to keep the fun, then soon you might find you want to do it less and less.

Take this Airport Plane Director Guy:

<https://www.youtube.com/embed/M3tSx5cYuNY>

His job could be so boring. Waiving his orange sticks around, directing different planes where to go. BUT, he chooses to make it FUN!

Even in the most boring, mundane tasks, you can insert a fun factor.

There is this book called "Fish!" by Ken Blanchard (that I highly recommend by the way) and in this book they talk about keeping the fun in the tasks you have to do everyday. In the book, they visit a fish market and observe the workers there throwing fish around, talking and playing with the customers and overall just having a great time. The smiles and excitement in the air are contagious and everyone is having a great time.

Doesn't that sound like a place where you would like to work? Everyone is smiling and happy and there doesn't seem to be any stress or worries. I would love to work in a place like that!

Just because the things we need to do are serious, doesn't mean that you can't have fun. One of my favorite things to do when I'm pulling orders or sending invoices is to turn on my favorite 90's boy bands. This takes me back to my high school days and instantly boosts my mood. Then I can dance along to my jams while I'm getting work done. It's a Win Win!

Let's get a little scientific for a minute. When our minds or bodies are having fun, our brain releases endorphins. These endorphins make us feel good and help our mind remember that this is an activity that we would like to repeat.

So what does that mean for your business. Well, let's take 2 examples. One consultant is pumpin' her jams. She is dancing around her front room as she is bagging orders and sending out invoices to customers. She is excited and super happy to be working her business and enjoying a little time with songs that aren't sung by Disney Princesses.

Consultant #2 is also sending out invoices and pulling orders. She is tired after a long day and doesn't really want to be working more. She is pushing through and trying to get things done quickly so she can relax or just go to bed.

So with Consultant #1 she is creating endorphins around the activity of invoicing and pulling orders. Sure, she might be tired too, but her mind is going to connect the endorphin burst that it is getting right now to the activity she is performing.

With consultant #2, there isn't any kind of happiness hormone being pumped into her brain. Since she is tired and even though she might be loving her business and working on it, her brain isn't connecting her sudden endorphin release to working on her business. Then the next time she needs to bag orders, her mind might start coming up with reasons NOT to complete that activity.

This can be really subtle at first, but if you don't create that happiness by adding in some fun – your mind will go into protection mode and try to help you stay away from those less than fun activities. The longer you go without adding some fun into your business the more likely your brain is to try to convince you to do a different task that is more enjoyable.

Let's look at another example. In your sales groups are you posting item for sale, item for sale, item for sale – every day? Or are you mixing things up a little bit? Playing a game? Being a little silly? What about in your parties or on your LIVE sales??

Your customers and friends are the same as you! If they aren't having fun, if things get too boring, they aren't going to get that endorphin burst.

By adding in some silliness, some games, giveaways, contests, jokes or SOMETHING to at least make them smile – you might be missing the boat!

Now I'm not saying that your parties, events and groups need to turn into the circus, but don't get caught up in the business side of the business!

One of the games I've been playing on my LIVE videos is "Screenshot My Face". I have my customers take screenshots of my face throughout the video and then they post them in my sales group or on my personal page. The picture that makes me laugh the hardest wins a free piece of jewelry!

I've had other consultants message me and say they could "never do that" because they are worried about what their customers might snag. I think they are hilarious! Sometimes I wonder what I was thinking when they snagged a picture because my faces get pretty crazy!

If that doesn't work for you and your personality, that's fine! Brainstorm some ideas and find something that WILL work for you! Bring that FUN in to what you are doing.

Another not-so-scientific fact for you. When people are having a good time, they are going to spend more, want to invite their friends to join in the fun and possibly host a party for you or join your team too.

Doing things that are fun or a little silly can make a HUGE difference in your business!

Did you also know that workers who are happy get more done? It's true!! When you are happy, you are up to 20% more productive!!

That right there is a great reason to keep your business upbeat, fun and your mood happy!

So what are some ways you can incorporate a little more fun into your Paparazzi jewelry business?

## **Show Challenge:**

Think of a new game or fun way to add some fun into your next Live Party or Facebook party. What are you going to do to up your fun-factor?