

2020 Wrap-Up (And My #1 Wish for You in 2021)

Introduction:

Welcome to the School of Sellers podcast, a teacher business show that is short on time but big on action. Full-time, part-time or just getting started? No matter where you are in your teacher seller journey, there's something here for everyone, making your online teacher business feel doable every step of the way. Here's your host, Erin Waters.

Erin Waters:

Hello there and welcome to School of Sellers. I am your host Erin Waters and today I'd like to welcome you to the very last episode of 2020 which completely blows my mind because not sure if you guys remember this or know this, but School of Sellers was actually born at the beginning of 2020. Like I believe my first episode came out on like January 13th or somewhere around there. So, it's crazy to think that just in one short year, we have grown this community to what it is today and I am thankful for this community in so many ways. I could not even begin to describe. But who would have known what this year was going to bring us? and who would have known that School of Sellers was one of the only good things to come out of this year? I've talked about this on the show before. but last year, I chose a one word for 2020. You know that trend where you choose one word for the upcoming year instead of a resolution? And I chose the word discomfort. And like if I would have known at that time just how ironic that was going to end up being because 2020 was like the most uncomfortable year for all of us, I just would have probably laughed. So, in hindsight, definitely not choosing a word this year because we all saw how that went.

But in all seriousness, you guys, I just wanted to have a show today not to teach you anything, not to talk about anything business related but simply to say thank you. In a year filled with so much heartache and loss and grief and a year that has brought us so many changes and so much uncertainty, School of Sellers has been the bright spot and the glimmer of hope to come out of it all for me and I know for other sellers. And it was an idea born long before 2020 reared its ugly head, but it was an idea that was introduced to the world in 2020. And I think it was exactly what 2020 needed at least in the seller realm. And I remember in March when everything started to get super crazy and none of us knew what was going on, I had a moment where I felt completely unprepared to continue serving the teacher community because I didn't know what was going on, nobody knew what was going on and together, guys, we got through it. And I think that might have been my favorite part of 2020 was watching the School of Sellers community lift each other up and support each other and get each other through this year. Because I don't know about you but I couldn't have done it without my seller friends.

So, before I get into anything else, I wanted to extend a heartfelt thank you to each and every one of you who has been a member of School of Sellers whether you've been a member for one day, one month or since the beginning, whether you have posted in the groups or listened to a podcast episode or bought a course, whether you are in the School of Sellers 101 Group, the School of Sellers main group or the School of Sellers Alumni Group, thank you, thank you, thank you. The collaboration and the support and the generosity of the sellers in School of Sellers communities is what makes School of Sellers what it is. So, I just so appreciate you all being here and being a member of this community and I can't wait to see what the new year brings.

Now when we look back on 2020, of course, there is a wealth of horrible, awful heartache and hardships and so many negative things. But today I wanted to focus on some of the positive things that 2020 brought. It brought us our School of Sellers Facebook community that has grown to over 1,300 people and it has caused so many meaningful friendships to be forged. We've made a lot of connections and we've motivated each other a lot to grow our businesses. Through School of Sellers, we've had various mastermind groups formed which is amazing. Finishing Framework, the course has welcomed over 200 members just in its inaugural year and over 200 sellers have established systems and organizational practices to last their business a lifetime which just blows my mind. And then hundreds more sellers joined us at the end of this year to plan for 2021. And if those are all of the things that we were able to accomplish in 2020, I can't wait to see what we can do in 2021.

But before we reach the new year, we have the holidays and I am trying something new this year where I am taking most of December off. And I just wanted to tell you that one of my wishes for you this holiday season is that you are able to truly relax at least for a minute. Like maybe have a night where you don't get your computer out at all. Maybe you have a weekend where you put all of your devices away and try not to think about TPT at all. And you know that I talk a lot about working hard at self-care because working on TPT is usually like the number one thing I want to do in my life. But lately and especially this year, I have been shown the importance of slowing down every once in a while. So, I hope that for this holiday season, you can find at least one pocket of time where you are able to truly and absolutely relax and let go of everything that swims around your brain every single day of the year.

But on the flip side, I also hope that you get some super cozy work sessions by the fire with all of your little holiday lights and candles and music because that's how we roll. We like working and if we can make it festive and cozy, even better. And my wish for you is also in the holiday season that you were able to give back to your community somehow because TPT has been such a gift for all of us that I think it's really important to pay that forward. Now as we do move into the new year, my wish for you is that you are completely unencumbered by 2020. It's important that we don't look back to feel bad. Instead, we should be looking back to do better for next year. So, if there are things that you regret from this year, projects you didn't get to, things you wish you would have done differently, ads you wish you would have run, there's no sense in regretting them. Let's learn from this year and look back so that we can make this year better. My wish for you in 2021 is that you are driven mostly by that passion and that excitement and that creativity that got us into this business rather than being driven by all of the logic and the boring must-dos. I hope that every time you open your computer screen this year, you feel more joy than dread. That's a lot of our focus in the finishing framework course is setting up systems to get rid of all of those boring things that weigh us down so that we can focus on the true heart of our business which is creating. So, I hope you have so many joyful creating moments this year.

I also hope that this year in 2021 you are able to discover joys that aren't TPT. You know I love TPT. It is my life and it is something I do every single day. But I've also been able to discover other joys that are kind of closely related to TPT. For example, I've discovered the relaxation that comes with doing a sticker by number book. I talked to a TPT seller last week who painted a mural on the side of her house this year. So, I hope that you are able to also discover creative joys that don't involve your TPT screen. I hope that in the new year, you find balance in a way that feels good to you. I hope that you are still working as much as you want to work but that you are finding time for yourself too. And most of all, my wish for you in 2021, and this is a big one because a lot of times I will ask you or my teacher audience if you could wave one magic wand and have any wish or change anything in your business or your teaching, what would you change? What would you wish for? And if I had a magic wand to make a wish for every single seller in the School of Sellers community for 2021, it would be my wish that you worry about you. If I could give any seller this superpower, I give you all the ability to just not give a you-know-what about the voices in your head, all of the online noise, what other sellers are doing. I would give you the power to ignore all of these shiny objects. I would give you the power to completely shut off the comparison game that plays in your head day after day. And I would give you the power to just be free of everybody else and become invested and curious about what you are doing, not what other people are doing.

When we become focused on our success and we stop worrying about what's going on around us, that is when we can truly focus and get to the place that we want to be. And I've talked to so many sellers this year and this is such a common theme throughout so many conversations is constantly worrying about who's doing more than you and that you're not doing enough because so-and-so is doing this project and you haven't created a new product all year. You know the drill. My wish for you in 2021 is that you can turn off all of those noises and focus on what matters. And in School of Sellers, that is exactly what we are aiming to help you do this year. And we have a lot up our sleeves and I'm not going to tell you everything because I love surprises and I'm surprisingly good at keeping the secrets. So, I am just going to give you a couple little sneak peeks now. First of all, if you have friends, okay, guys, if you have friends who are like, oh, I wish I could do TPT, I have all these ideas but I just, I could never do what you do, I could never handle that, I don't know how to run a business. Good news, guys. We have a brand new School of Sellers 101 course coming out in the beginning of the new year. So, start telling your friends, all those friends who say, oh, I wish I could do what you do, start spreading the word. We have a special course just for them. It is literally every single thing anyone would possibly need to start a new TPT business. So, invite them to our SOS 101 group, spread the word and you will hear more information about this later.

Now if you are a new seller who is listening to this podcast, then run to join School of Sellers 101 the Facebook group if you haven't already and you will hear more very shortly. So, that's one of the big, fun, exciting things going on in our world. We also have a new email course that some of you may have heard about and you'll hear more about that in the new year. There will be plenty more workshop opportunities. We have some podcast plans that are absolutely going to rock your world and some other unannounced things in the works. And that is seriously just the very tip of the iceberg, guys. Oh my gosh, I think I just got chills. Like I'm so excited for this upcoming year in School of Sellers. So, for now, I am signing off. I turn 35 on January 8th and I will plan to pick up work after that. I'm going to see you all in the Facebook group though until then because God knows I can't tear myself away completely. So, if you want to chat, head on over to our School of Sellers Facebook group.

But I just wanted to leave you with one final thought. This year has been so hard on us for so many reasons and regardless of global pandemics, I think the end of the year always brings a lot of emotions in terms of looking back and wishing we would have done certain things or not done certain things. Regardless of how this year has gone for you though, there's one thing that we can all hang our hats on at the end of the day and that is the fact that we are business owners. Guys, we are teachers, we are entrepreneurs and we are seriously doing more in our life that a lot of people only dream about. And I know sometimes it's really easy to feel like we aren't doing enough and getting enough done. But you have accomplished more this year than many people hope to accomplish in 10 years. So, just remember that you are amazing, you are incredible and you are one badass teacher seller. And I mean that from the bottom of my heart. Thanks. Happy New Year, Happy Holidays, Merry Christmas, Happy Hanukkah. I will see you next year.

Welcome to the School of Sellers

What is the School of Sellers?

We are a group that is committed to helping teacher sellers in all stages of their business. We like to provide tips, tools, and resources that aid in building your business while making it feel doable every step of the way.

Connect with the School of Sellers!



Join our community of new TpT sellers to learn more about creating a successful teacher business from day one.



Join our community of teacher sellers who are looking to grow their business. This is the perfect place for collaboration, marketing advice, inspiration, and support.



Listen to the podcast. Each episode is full of actionable tips that make your teacher seller business feel doable.



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