



How to Stop Falling for Shiny Object Syndrome

WITH KIM DOYAL

ABOUT KIM

Formerly known as, “The WordPress Chick”, is an entrepreneur, coach, podcaster, and content creator. She has built her lifestyle business over the last 12 years using WordPress, content marketing, and growing her community. She lives by her commitment to #JustShowUP.

<https://kimdoyal.com>



**DON'T MISS OUT ON THE
NEXT BLOGGER
BREAKTHROUGH SUMMIT**

Join our Newsletter
bloggerbreakthrough.com

SUBSCRIBE TODAY!

[Apple Podcasts](#)

[Spotify](#)

[Stitcher](#)

elizabethstapleton.com/bbp030

The Blogger Breakthrough Summit Podcast How to Quit Falling for Shiny Object Syndrome

[00:00:09.350] - Liz Stapleton, Host

Today, I'm sharing with you a snippet from the 2021 Blogger Breakthrough Summit, it's from Kim Doyal session where we talked about creating better content. And the part I'm sharing with you today is a piece of business advice that everyone should hear...

[00:00:22.010] - Liz Stapleton, Host

In case we haven't met yet. I'm your host Liz Stapleton from Elizabethstapleton.com and founder of the Blogger Breakthrough Summit. And this is the Blogger Breakthrough Podcast. Welcome. And let's dig in.

[00:00:33.020] - Kim Doyal

And I'm not saying there's not a time and a place, but the bottom line is like everything works, webinars work, videos work, but you have to get good at one or two get them working and then decide if you want to add another vehicle.

[00:00:44.960] - Liz Stapleton, Host

Yeah, shiny object syndrome can be a downfall and something that really slows your progress. Like, yes, you want to invest in yourself and learning and shortening that learning curve. But there's there's a fine line.

[00:00:55.910] - Liz Stapleton, Host

You know, no amount of tools are going to make up for the fact that you haven't written a post in two months. No, amount of courses, same thing. .

[00:01:02.450] - Kim Doyal

Exactly. Yeah, I had a friend who was like, oh, my list is a bust because she went to email her list, this course that she's had out for a year and a half or whatever. And I'm like, well, it's last time you emailed them. Yeah. Has it been this year? Because they're cold.

[00:01:15.710] - Kim Doyal

They haven't heard from you. They're not going to buy your course when you haven't communicated with them, so. So logic, but but I kind of think that the shiny object syndrome is sort of like the newbie tax that people pay. I think we've all been through that. Right. And then you get to the point where it's like, I don't have time to go through anymore courses. So until I finish this one, I don't care how appealing this is I'm not spending a penny on it.

[00:01:38.750] - Liz Stapleton, Host

Yeah, yeah. No, no, that's a great point. Oh my gosh. The number of courses I have is ridiculous and like and I'm done like I went through period for like a year or two where I just was constantly, you know and I was taking them. But some of these courses depending, they're like, I literally there was one course that I spent a good chunk of money on. I, it took me a year to get through that course, working on it consistently, you know.

[00:02:01.690] - Liz Stapleton, Host

So recognize what, you're not just investing money. You have to invest the time. And so if you are short on time already, keep that in mind.

[00:02:09.790] - Kim Doyal

So I think absolutely point

[00:02:11.290] - Liz Stapleton, Host

You should still totally get one of the upgrade passes to the Summit because we've got sections for beginner and intermediate level. So it'll grow with you. But if you have like one hundred other courses that you want to get through, maybe, you know, well that's OK.

[00:02:25.840] - Liz Stapleton, Host

But yeah, OK. So we've covered a good amount of stuff I think would hopefully help people adjust their

The Blogger Breakthrough Summit Podcast How to Quit Falling for Shiny Object Syndrome

mindset and expectations of what they can do. You don't have to do everything, do what works, right? Like if you only focus on two channels and that's like SEO and a social media platform, like that's fine.

[00:02:41.920] - Liz Stapleton, Host

So I know I've been guilty of shiny object syndrome before, and I hope if it's something you're struggling with in this episode helped you to fight it, be sure to join me next week when you'll hear some copywriting tips for your homepage from Liz Theresa.