

Called to Both Episode 18

Joy Michelle

Hello, Hello, we are just a few days away from the midpoint of 2022, which is just crazy to even say, now this is the perfect time to do a media review of your business. Because as crazy as it is that six months has passed, we still have six months left in the year. And honestly, that's a good amount of time to continue to work towards the projects and the goals that you may have set for yourself at the beginning of the year. Now, if you wait until the end of the year to check in on things, it can kind of feel like it's a bit too late to change course or make adjustments as needed. And that's why I just love a mid year review. Now if you have never completed a dedicated planning session or mid year review, like I'm talking about here, do not worry. That is exactly what this episode is going to cover. So I'm going to be walking you through exactly how I did this in my own business. Last week, I went through all of these steps and did this for myself. And I decided I wanted to share it with you guys today. So I'm going to share how long this took how I prepared for this video review and some helpful questions to guide you through this process so that you can get to the other side with more clarity in your business. So are you ready?

Joy Michelle

Hello, and welcome to the call to both podcast, I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in.

Joy Michelle

So I am a big proponent of planning, having dedicated times for planning in my life in my business. And doing this more than just once a year at the very beginning of the year, when everybody's excited. You know, at the very end of December, or at the beginning of the year in January, I find that when I'm working in my business, just on an average day, I'm so caught up in the weeds and the day to day tasks that I'm kind of more on the ground floor of my business. And I can find it hard to get a good bird's eye view on what is going on in my business.

Joy Michelle

Things like where am I going in the big picture, what's happening in my marketing, are we still in alignment moving towards the goals that I set at the beginning of the year. And, you know, are there any changes that maybe need to happen so that we're not really off by the end of the year. So my goal with a planning time like this in a mid year assessment is to essentially get up off the ground floor and get up onto the roof of the building. So I can look down and see what's happening. And really just get some clarity on all the data at once. Because it's it's not every day that we're looking at all these pieces that we're going to be gathering at a given time.

Joy Michelle

So set aside some time for this business review, I would say you're going to need anywhere from an hour and a half to two hours to complete this type of assessment. But the more time that you can dedicate to planning, the better, in my opinion, if you can do a half day awesome, but you're going to need at least an hour and a half to two hours. So be sure that you reserve some dedicated space on

your calendar for this instead of trying to squeeze it in between like some meetings or some calls. Because you will want to make sure that this gets your full attention. I really think that if you are feeling a little lost in your business right now, a little hazy on your focus, feeling a lack of direction and mission, a planning time like this is truly going to do wonders for you. So it's a three step process. And I'm going to go through all these steps. And I'm even going to give you some questions that I ran through in my business planning assessment. So if you want to see these in detail, and even just copy paste the questions into your own word processor, you can do that in the show notes, I'm going to have a full transcript of everything that we talked about here today.

Joy Michelle

So that'll be in the show notes and available down below. So step one is the gathering phase. So in the gather phase, you will first need to get some things together so that you have all the information that you need that you're going to need to reference during this review. So the things that you're going to need are first and foremost, the financial numbers of your business, you just need to know the top of line revenue you need to know what your expenses were, and where the money came in. So what kind of offers were you're selling? Are these products or these services? Do you have a combination of these things? And what sold the best, all that kind of detail? So if this is something that you have a bookkeeper working with you on or your CPA, have them give you these financial numbers so that you have the information on the last six months of your business and you know How much money came in, what kind of costs you had and what your profit was.

Joy Michelle

You'll also want to look at if you paid yourself and how much you paid yourself, this is the kind of financial information that we're going to be looking at. So the next thing is, you want a reference of the content that you created and published over the last six months. I think this is super relevant. I have a calendar in my office where I like to keep a record just a very simple Dry Erase record of what is happening and being published in my business.

Joy Michelle

Now I have all of this inside of notion, which is the project management tool that I love, but I like seeing it visually on a calendar, I want to know, did emails go out to my email list? Where was I publishing did I publish a blog every week, the things like this podcast and what I'm doing here, up here on this calendar so that I can look at it kind of at a bird's eye view and say, Okay, this is how consistent I was, here's where, you know, the wheels might have fallen off. And I might have missed a video or two on YouTube. And then I can kind of look at this at a distance and see where things might be not working and where things might be working. And this is also a really good indicator for me of what I can expect to work and not work as I launch things or have offers for things because I know how visual I have been in showing up and how consistent I've been in showing up through a content calendar.

Joy Michelle

So figuring out a way for you to reference where you've been consistent what platforms you're publishing on, and how often is a big relevant piece of this assessment. Next, I want to have just a calendar that I can see all the things that I've worked on meetings that I had projects, if you have shoots on your calendar, if you're a photographer, I want to see that just to kind of look at what you've been up to for the past six months, if you have a day planner, or digital planner or a digital calendar. This is definitely something that you want to have so that you can look back and see how often you were having consultations and things like that.

Joy Michelle

You'll also want to have your yearly goals. So if you set goals at the beginning of the year, I want those available to you. So you don't have to go digging around for them. And then finally, you want your mid year review questions which I will go over next, but are also available in the show notes. So that's a lot of stuff. That's why we have a whole phase for this. The gather phase is just getting all of these things together. So that when you sit down to review this, it's easy, you have everything in front of you, and you won't get sucked into all the other tasks in your business trying to go find these things. And I promise you, it's worth the effort of gathering this stuff together. So I actually went over to my parents house for my medeor Business Review, because they just happen to be out of town. And their quiet house was the perfect setting for a temporary workspace and I just decided I was going to take advantage of that space. And it worked out really, really well.

Joy Michelle

I've shared in the past about how I've booked an Airbnb for my year end planning. So I did that in I think it was like late November. And it worked out really beautifully. It really helped me get in the right headspace to just be focused on the business and have no other distractions around me like my own house and my own chores, and my kids and all that kind of stuff. So this is what gave me the idea to do kind of a shortened cheaper version of this and just use my parents house. And they just graciously let me come and stay. So that worked out really nicely for me, but you can truly do this anywhere. And sidenote, big thanks to my husband, Philippe for cheerfully watching both kids so that I could make this happen and set aside the time and not be distracted, super thankful for his support. And then he was there to let me just talk all the things out once I got home too. So big shout out to my parents and my husband for making this possible. Now step two is the reflect phase. So once I was set up at my parents house, and I had all of these things in front of me, I had a little notion board setup with the questions I was going to ask myself and what process I was going to go through so that I didn't miss any of these steps, I jumped right into the review and reflect phase.

Joy Michelle

Okay, so in the reflect phase, I am looking closely at the things that I gathered in the gathering phase. So I'm looking at my calendars, the data, the information, and just reviewing my year up to this point. Now it's been six months since January. So it's time for me to kind of re familiarize myself with what projects I was working on at the beginning of the year. what my goals were in q1 and q2. And as I go, I'm going to run through some questions. The first and foremost being what has been working. So I like to just have journal prompts here in front of me and try to like get my thoughts flowing by asking myself some questions. And so that's the first question that I ask it's what's been working, what feels like it's flowing what's easy and That leads me to question number two, when reflecting back on the past six months, am I happy with my family and work rhythm? Question number three is what has not been working. I mean, this could be a client relationship, this could be a team member relationship, or simply a struggle with marketing consistency, something along those lines, I find honestly that when it comes to questions like problems, issues and what's not working, that's the part that comes easily to us as entrepreneurs, we can always just come up with a laundry list of things that are not working. And honestly, I think it can be really helpful to see this in black and white so that you can see what these issues are, and maybe draw some lines between recurring themes, or areas that just keep popping up every time you do one of these assessments, and are nudging you closer towards that solution.

Joy Michelle

Okay, so the next question is, what has been the gross revenue over the past six months? And in line with that is, Am I on track to hit my revenue goal for the year? Why or why not? So I go into these questions journal a little bit, I go look at the data. And then the next one is How can I further diversify my revenue streams next year, or in the next few months, this could be adding another offering. If you have more luxury services, maybe you can have something lower on your offer suite or that ladder that leads them closer to that offer. So when you're looking at this stuff, you can also be looking at ways you could add income without adding offers. So I'm a big fan of affiliate marketing, Episode Four here on the podcast, I have a whole episode on getting introduced to affiliate marketing. And it includes a really juicy freebie that basically walks you through the steps to getting started as an affiliate marketer in your business without taking on more clients or adding any new offers. But you can add a new revenue stream. So if you're interested in affiliate marketing, definitely hop back to Episode Four after you're done listening here today. And then the next question is, write out your vision. I guess this is more of a journal prompt, but write out your vision and your mission for your business. I think this is so important to come back to, especially after it's been a few months, you're in the weeds. You've been working on your business, and then you sit down. And you think, Okay, why did I start this business? Who is it for? What is the mission and the vision? And is this still in line with what I'm doing in my business? Now? Are we still pursuing this?

Joy Michelle

Or does this need to change? So the next few questions are what feels easy in my business, what feels easy, and what feels light. And then I like to make a list of some of my business wins, I think I mean, you could start with this, even go ahead and take this list of questions and make it your own.

Joy Michelle

But it is so important for me to see the things that went well, you know, I'm going to be listing out different problems and issues next. But I also really want to make sure that I focus some of my time and attention on listing and celebrating the things that went well. So for me, personally, I got to write that I launched a podcast that I've been thinking about for quite some time. And there were so many steps and decisions. And, you know, late nights that went into starting this podcast, and so to be able to write that down and say, Okay, this is going on the list of wins, it just feels really nice. And I think we need those moments as entrepreneurs and as business owners, I think and just as humans, like we need to write down the things that we did, and that we accomplished. And then take a minute and celebrate those as well.

Joy Michelle

So after that, you're gonna go through some of the issues in your business problems that you can think of things that feel like they are blocking you from getting where you want to go. And then I like to think about what feels kind of just unnecessarily difficult or busy, or heavy in my business or even in my schedule. So the very last question is, after looking at your goals for the year, so returning back to the goals that you set in January, if you did set any let's just assume that you did, are there any that you want to let go of maybe change or tweak or even add something completely new to. And I think this is really important that we look at this.

Joy Michelle

And if something is no longer in alignment, we've changed course a little bit, a lot can happen in six months, that we give ourselves permission to just set something aside and say, Yeah, I wrote that down. I thought I wanted it at the time I no longer do. And truly let yourself off the hook for that.

Because if it's no longer serving you, it's no longer what you want. Why hang on to it, and then just feel shame about it if it didn't happen, right. So these questions are all available in the show notes. So you can go ahead and grab those, copy those over to your own notion board or wherever you want to fill these out. And that's available in the description below. Alright, so step three, at this point, you're in the future planning phase. So I like to take a little break, after all the journaling and writing and looking into the data that I gathered. And I went for a walk, I had like a little lunch break, got some coffee. And then when I came back, I went into this future planning phase.

Joy Michelle

Now, this is where you're going to look at the next six months ahead, you have two quarters left in the year. So I start with setting the big projects, or what I refer to as rocks in my business after reading the book traction. So your rocks are like the big things that you want to get done. And that need to get your focus in each quarter. So I set those for q3, and q4. Also, side note, while you're looking at the next six months ahead, be sure to block off any booked dates that you have for client work, birthdays, holidays time off, especially in December, I think there that's just like a crazy time of year, and then any travel that you haven't already blocked off. So that's super important for me to kind of put that on the calendar, first and foremost, so that I'm protecting my personal dates, my family time and even my client dates. And then I can see where's their room maybe to have a launch? Or where's their room for me to go to an educational retreat or seminar or that kind of thing. And so that way, if someone reaches out and says, Hey, can you participate in this thing, I know that I've already put my family, my friends, those types of things first, and I can see that on the calendar. And I know whether or not I can commit to something. So after setting my goals for q3, and q4, I'm going to write out any updates that need to be sent to my team. So if you work with anyone in your business, this is a perfect time to kind of do an update a mid year update and share some of the wins that you wrote down share what goals you've accomplished, where you're at. And even if you're changing course, I think especially if you're changing course, maybe you're letting something go, you're deciding, you know, hey, we're not going to be publishing on this new social media platform that we were trying, it's just not working in terms of ROI. So we're going to set that aside for the rest of the year. So this is a great time to communicate with anyone that you work with about any of the findings that you've uncovered during this mid year assessment.

Joy Michelle

So from here, after I did these three steps, I could very clearly see what projects needed my attention most. And I just started right into some of those those projects in front of me. So I was writing templates and creating a workflow in my business that I could see I needed after doing this assessment. So no matter when you're listening to this episode, I think it's never a waste of time, or too late to stop what you're doing in your business regardless of the time of year and do a review and planning session. And you can do this in your life as well. I think doing kind of an integrated life and business planning session could also work really, really beautifully. The time that you spend doing this will come back to you 10 fold and the clarity that you will get and the fact that you just avoid chasing shiny objects that don't actually move you closer to what you really want. Okay, I hope this was helpful. I really want to hear from you guys. If you try this out, tag me in a post on Instagram or just send me a DM I'm at Joy Michelle. And I hope this was really helpful for you guys. Again, all the questions that I went over today or in the shownotes and I'll see you in the next episode. Bye guys. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also

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