

Called to Both Episode 20 Transcript

If you are feeling burnt out in your business or just creatively uninspired right now, then this episode is for you. We are going to be talking about what to do when you experience burnout in your business. I don't think this is an if I think this is a when, and how to differentiate between needing a break from all the things in your business and needing to make some bigger changes to avoid experiencing burnout in the future. So we're going to be diving into this and more. 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 to both. Let's dive in.

I got the request to talk about the topic of business burnout inside the call to both Facebook community. Now I'll link that down below and in the show notes. So if you're not currently a member of that community, go ahead and join. It's a really awesome place where we continue the conversations that are going on here in the podcast. And it's just cool to be able to connect with other listeners. So listener, Rivka actually asked to speak on burnout and she was asking how to evaluate your business and reboot after a time of burnout. Rivka, I thank you so much for this question. I think this is really relatable. And I think for anyone listening who's feeling the effects of burnout, or just creatively, you feel like you might be in a slump, I just want you to know that you're not alone. I think that this is actually more common than creative entrepreneurs even really know, it's really, really easy to see other people online, follow somebody on Instagram, for example, and think they're doing great, they're killing it, their business is booming, and have no idea that the person might be really burnt out and struggling and lost all their creative inspiration, if you will. Now I know I've been through a couple different seasons of burnout, both as a photographer and also as a business coach and course creator. I think it's also worth noting that as entrepreneurs who are also building families, the potential for burnout here for us in this call to both space is even greater.

So what do we do? What do we do when we you experience this when you start noticing that you might be kind of burnout, or you might be sitting in a season right now where you know, you're burnout, it's not a couple of little signs, you feel it through and through. And you know, you are officially in burnout camp. And now you need to know what are the next steps. So that's kind of what I want to unpack here. Today, I want to talk about what to do, how to evaluate yourself your business and make any important changes that might need to be made. And then I also want to share a couple of things that you can do to burnout proof your life and your business. So first, I think it's really important to evaluate and identify what is causing burnout for you. If you don't know exactly what's causing it, I think it's going to be a little extra difficult to both recover from the burnout, but also to avoid it in the future and make any changes that might need to be made. So when I think about burnout, I think this can stem from many different reasons. But here are just a few that come to mind. Right off the top of my head, I'm thinking simply taking on way too much work. That's probably number one. And that I think as ambitious achievers that we are here on the podcast, that's going to be our number one culprit for most burnout. But there are other reasons too, you could be taking on the wrong clients doing the right work. But just for the wrong people, you could be taking on the wrong type of work like you love the people you work with, but you're just not in alignment with the type of work that you're doing.

And then another reason that I see creatives getting burnout is not getting paid enough for their hard work. Because I think that that can be super deflating. And eventually all of that hustle and grind of doing all the hard work, but not really getting paid fairly or not being able to support your business costs and your life cost with all that hard work that can lead to burnout. And then another thing that I thought of was lack of support systems and structure around your work, I think that can very easily lead to feelings of burnout, just being depleted, uninspired, and just burnout, right? So ask yourself what parts of your work and your life feel most draining to you at the moment. That's like number one. Another great indicator for me personally is asking myself what I'm avoiding or what I'm dreading, that's coming up on my calendar, specifically my Work calendar, but if there's other life stuff in there, I think that's definitely something to take into consideration that will oftentimes reveal certain projects maybe that I need to make adjustments on what But is it about those projects that I'm avoiding? What is it about that commitment that feels really heavy? Is it that there's too many of them is that the type of work, maybe it's the client, the deeper you can go on this, I think the better that it is, because the more you can deep dive into what exactly led to the burnout, the more you can decide what remedies need to be made. So once you've pinpointed the cause of the burnout, or maybe you have a few different causes, I think a lot of times, it's a little cocktail, like a little Series of Unfortunate Events situation where you know, you've got life stuff going on, you've got mom's stuff going on, you have other work, things that are challenging, and maybe some setbacks. And when you are able to identify these things, you might, you might come up with a couple.

Now, the way that I look at this, you have a couple of options as to what to do. Once you've identified what those culprits are like what led to that burnout. The first thing is, you can rest and recharge yourself creatively. So take some time away, and really get rest from your business and in your life. Number two, you can make some changes to your life and business to remove those things that are burning you out. And then number three is a combination of both of these things, you might need to spend some time resting and recharging strategically, and then also make some changes accordingly. So this leads me to what I think is like the juiciest part of this podcast episode. And I think, what do we do? The thing that comes to mind right away when I'm thinking through this topic is What do you do when you know you are feeling burnout, but you are also unable to step away and recharge in a way that you so desperately need. And I'm guessing this is going to happen for you too. I think this is like a place that a lot of people are going to sit in where you know full well that you are burnt out, but you also feel stuck. And you can't really get away from the thing that's burning you out. Like this might be your kids in some capacity. I think we've all been there. We want to just kind of like unsubscribe from the burnout, but that unsubscription would be like your toddler. So what do we do? Now, I vividly remember a time in my career doing wedding photography. And this was like five years ago, but I was super burnout. So tired just creatively uninspired. And I was photographing a lot of weddings one summer. But due to the type of business that I was running, I couldn't just be like, sorry, guys, I'm feeling burnt out. Like, can you even imagine?

Like, I'm a wedding photographer, I can't do that. So what do you do when your business in your life does not support a sudden break or a sudden shift. So I want to give you three things that you can actually do when you can't get away immediately, at least from that source of burnout. Now, number one is to schedule rest on your calendar today, even if it's a month or two from now. So I think half of the benefit of a vacation is just knowing that you're going to have one and being able to look forward to it and think about it and plan in any way that feels fun, whether it be the outfits or the things that you're going to do or the food you're going to eat. I know personally, I start thinking about like what outfits I'm

going to wear but also like all the amazing food I'm going to eat when I'm on vacation. So even if you can't get away right now, that is okay. But schedule something on your calendar for yourself. It could be a hair appointment, I know as a blonde, like that is so important to me, and I really need to get a hair appointment on the calendar. It could be an afternoon off, it could be a full on vacation. But I think the point here is that even if it's not immediate, you take immediate action towards scheduling rest for yourself, something you can look forward to.

The second thing you can do is identify the bare minimum. And if you're listening to a podcast like this, you are probably an overachiever and an ambitious woman. Okay, so like I know that like saying do the minimum is super off putting, but hear me out, decide what is truly essential. What is like minimum viable product in your business? And what can you put aside at least temporarily? So identifying like what things are actually driving revenue? What are the commitments that you've made, that are paying clients that are contracted clients? And what are the things that you absolutely have to do? And then what are the things that you just feel like you should do? And that should probably be scheduled for something you know, later down the road, you know, now is not the time to add on a whole new social media platform or start a tick tock account or commit yourself to a real a day on Instagram. Now is the time to reel it back and say okay, what can I do? That's going to get me the baseline results so that I can take a bit of a step back even just mentally free up some space for myself. but not have my business flatline. Right. And then the third thing is to take a content and a scrolling fast. Now I am a total podcast, and audiobook junkie, like if I could just listen to something that's self help, that teaches me about things that I'm interested in like business and marketing and all the stuff like that I like if I could do this at all times, I would. But I also know that this leads to overwhelm. In my mind, when I don't take breaks from it, it just fills my mind with so many things like reminders of the things that I need to do or that I should be doing, or that I'm not yet doing. And a lot of times that can lead to some mental fatigue that's adding to things that I can't check out from right your client work, you may not be able to step away from but scrolling and consuming endless amounts of content, you absolutely can.

So those are just three small, but I think really significant ways to move away from feeling burnt out to do something now, even if your business in your life does not support you just hitting you know, out of office, you know, responder on I'm out, I'm taking a break, I'm turning it all off. Like if you have a business like that, awesome, take the break, do what you need to do now. But if you don't, especially if you work in a wedding world, or in the event industry, or you have clients that have very Date Specific work that you've assigned yourself to get, that's just not an option, right. But I think that these things like scheduling some rest, figuring out what your minimum viable actions are in your business. And then taking a break from that content and scrolling that you're pouring into your mind. And then taking that time that you would be doing that. And then maybe doing something for yourself or just simply unplugging resting and recharging. I think that's really going to do wonders for you and for your mental health as you navigate this season of burnout.

But like I said at the start of this podcast episode, I, I don't think that if you're in a season of burnout, that you've necessarily done something wrong. I think that it's almost unavoidable, especially as creative entrepreneurs, especially as moms, I mean, we're running our own businesses, we're wearing so many hats just in that one field alone. And then you add the hat of motherhood and being a spouse and a friend and a family member and trying to be your own person. And I think it's totally normal that you come into seasons of burnout. So I don't, I hope this doesn't come across. As you know, here are the things you need to change and do so that you can avoid it forever. But I do want to give you two burnout proofing habits next here in the podcast episode. I think these are things that you can start

weaving into your life and into your schedule that will support you not being burnt out. But I kind of feel like I have to throw in that caveat of you know, this doesn't mean you'll never feel burnt out. And if you do feel burnt out, it's okay. It's not a failing on your part. And probably the reason that I have to say that is because when I feel burnt out and I feel creatively uninspired, a lot of times I also have to add that little cherry on top of also feeling guilty for feeling burnout. So if you feel that way, just know you're in good company. Alright, so two ways to avoid burnout in the future are number one, take a weekly artists date.

Now we learned this in Elizabeth Gilbert's book the artists way. And I know that I've talked about this a couple of times here on the podcast, the artists way the artist dates, the journaling. And I I just love this book, I think it was transformative for me in my life and in my creativity. But essentially, this is one of the two main components of that book. And it's called a weekly artists date is pretty self explanatory. You take yourself on a date by yourself every week, even if it's just a walk, where you have time to be creative and foster creativity and really cultivate that and what that can look like in your life. I am definitely not perfect about this. A lot of my artists dates just have to do with going and parking at like a Starbucks and reading a book or just getting food somewhere. Because I'm in a pretty demanding season. But just just taking the time to take yourself out and reserving that time on your schedule before you allow other people to reserve time on your schedule, I think is key. Now the second thing is to have a system for holding all your projects, your someday maybe ideas and information that you need at your fingertips in your business, all in one place. I learned the importance of this in the book, Getting Things Done. I'm going to link that up in the show notes. I think it's getting things done. And then it's something about stress free guide to something. But the concept is that our brains are not meant to store loads of information or ideas.

We are meant to generate ideas and solve problems. So when we use our brain to hold this list of I ideas, we become less creative, and overall less effective. Now my personal system for holding and tracking all of these things is notion I say free project management software. And it's the one that I use and love. But I think your system is whatever you use across the board that you can come back to that you can rely on. And that you know, will hold all of these things in one place. So I think just having everything in one place is going to yield so much, almost like a mental relief, just knowing it's there. It's safe, it's accessible, whether that is a planner folder, in real life, or whether it is a digital resource like notion is for me. So before you move on here with your day, I want to invite you to join the podcast Facebook community, I'm going to link it in the show notes so that you can connect with other listeners and we can continue this conversation I would love to hear more about where you are in your season of motherhood and business if you're currently feeling burnout. Or maybe you can share some things that you've done to recover from burnout in your own journey that might benefit someone else inside that group. I hope you'll join us over there and continue the conversation. And thank you so much for listening all the way through to the end of this episode. I hope this was helpful for you and uplifting to you. And I will see you in the next one.

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