

Called to Both Episode 21 Transcript

I want to talk to you today about what I believe is the single most important factor at play in whether or not the content you create for your business gets visibility and reach in a way that I know that you're wanting. If you are like most small business owners, then you are the content creator in your business. And I know a big complaint that I hear from creators is just feeling like no one actually sees the content that they're creating. That's so frustrating. I know that I've been there myself. And I want to give you what I think is a very effective way of looking at content as a whole, just the creation process. And a question that you can ask yourself, that is going to open up a world of possibility for you when it comes to creating more compelling content. So this whole idea that I'm going to share with you is relevant to your content, yes. But it's also going to extend into some other areas of your business, like the relationships that you build in your networking relationships, and it's absolutely going to impact your word of mouth marketing referrals, and beyond, because I think that almost it's like a philosophy or like a character quality that you start to embody, that people want to come alongside of and do business with. 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 bow. Let's dive in.

Alright, so here it is. I want to talk to you today about the importance of generosity. And I think this is such an important part of business, the way that we operate our businesses. And I think that this goes beyond just giving back in a monetary sense. We can talk about that in a later episode, because I do actually think that's a big part of this and that that's important. But today, I want to talk about generosity as it pertains to the mindset that you bring on as a business owner, and in the context of content creation. So I think one of the most applicable ways to talk about generosity at a level of implementing it into your business is in the content creation world. And I think getting attention right now has never been more difficult online. But it's also never been more accessible at the same time. Strangely, I think, you know, on one hand, we have more platforms than ever and less of a tech barrier to get there. But on the other hand, I think overwhelm around content is at an all time high. So if you're someone that creates content of any kind in your business, then lean into this concept for a minute with me here, because I think this is really going to change the way that you think about your content. And I also believe that when you implement generosity into your content, your content is gonna get more seen, it's going to be shared more easily, it's going to be saved more easily, and it's going to yield trust. And if you have trust, then you have buyers.

So what is generous content? Well, first, I just looked up the definition here, first and foremost of the word generous. And as an adjective, when describing a person, I looked this up, and it said, showing a readiness to give something as in money or time, more than is strictly necessary or than is expected. And I like this description better than value using the word value based content sometimes, because I think that we hear a lot of times that our content needs to be valuable. And I don't know, to me personally, that can be a little, like vague, I guess. And yes, of course, your content needs to be valuable. But to me personally, the word generous, helps embody more of a descriptive sense of what you actually need to be doing in your content to get more views, more shares, more likes and more business. So when I first started making videos on YouTube, I had a lot of people come, I guess, not a

lot, a handful of people in my real actual life, tell me that I was sharing too much that I was giving away too much that I should just put it all into a course. And I had some professionals telling me essentially that I was oversharing. And I think that, on one hand, I don't think they understood the concept of generosity, marketing, that content marketing could be so powerful. But I also think on the other hand, they probably just didn't understand what I was doing and wouldn't agree with the way that I was taking on my business. But here's the thing. I think the content I was making back then and even the content that I make today yes, technically Some of this could be put into a course. And it is that valuable. But I've always had believed and I still do that nobody is going to care about what you're doing until you share at a generous level explaining how it's going to benefit them. So if it feels like your content is falling flat, if it feels like you're publishing and only your mom is clicking the like button, or you're just getting some crickets, or you're seeing the same few names circulating over and over, and you'd like to reach new people and make a much, much bigger impact in your business, I want you to ask yourself this important question. Is it generous, you can be generous in a couple of different ways in your content.

So I think that beyond just giving more of what you know, away, I think that's like the most obvious place that we go, we say, okay, I guess I just have to give it all away for free. No, that is not what I'm saying. I'm gonna break down a few ways, four distinct ways that you can be generous in your content that are not necessarily just giving away everything that you know. So the first way is that you can be generous with your time. So I also think this extends into your business marketing, as well as content. So like everything that you're doing in your business marketing, whether it be a formal Blog Post piece of content, or something like interacting inside of a Facebook group, I think that you can be generous in the depths of your answers, or the thoroughness of your answers when you're interacting with people. So it means that you might link to something instead of just referring to something, I think it could mean, going the extra mile and writing a couple of sentences or two explaining why you're giving them this resource, it could be spending a little extra time in your DMS, because someone is asking you about something that you offer in your business, and they want to get to know that thing better, or they're trying to navigate whether or not this is the right purchase for them. So being generous with your time is one way that this can manifest itself in your business. I think you can also be generous with your customers time. And I think this is such a big one when it comes to content, because sometimes the most generous thing you can do for someone is give them the answers or the step or the solution quicker, faster, more directly. And when we make our content about them first, and they get their answer. In turn, they may become more interested in you and your business and how you can help them further. And isn't it funny how that works? I think people we're all in it for ourselves. And as marketers, we have to remember this in order to make them care about us, we have to first prove that we care about them.

And sometimes the most, you know, generous and helpful way that we can prove to someone that we care about them through our business is by creating a really beautiful piece of content that takes their time into account. I also think you can be generous in your know. So generosity can also come down to times when you can't work with someone and you know that you're not the best fit for someone or you know that your product or your service is not the best fit for them. And I know that I personally do this on a couple of levels. So I offer business coaching and my business from visibility coaching for creatives to working one on one with photographers is that is one of my major areas of expertise and is my background. And I've also worked with YouTubers to launch channels since I have grown a channel over the past five years. But if someone comes to me tomorrow and says, Hey, can you coach me on my physical goods business of a brick and mortar, we have a pricing model question for you,

I know that I am not going to be the best fit to work with them. And it is the most generous thing that I can do to refer them to someone that I know that is actually excellent in this area. And then I can send work to that friend, I can increase my my network and my connections in doing so. And I think it also increases people's respect for you when you can really know where your expertise starts and where it finishes. And I know that this can lead to more work because people will respect when you can acknowledge that and your scope of work and your expertise. And sometimes they'll even look for ways to work with you in a capacity where you do Excel. So if I were to go up to that person say no, this isn't actually something that I offer. This is what I do offer. But a friend of mine can help you out over here and you make that referral. They know when they're ready to take that business on to YouTube when they're ready to get a strategy for their marketing or some of their digital marketing. They know who to come to right. So I think that it's really important to to put that differentiation out there and say like sometimes the most generous thing you can say is no. And I think that it increases people's respect for you. In doing so. Generosity is a mindset shift. And when you mark it and you operate your business from a place of generosity, you are embodying this belief that It your knowledge and your resources on this topic or whatever thing that you're sharing, that you just don't believe that it's a set thing that it's scarce, you believe it will grow, you believe that you are knowing and learning and growing every day, by the time that piece of content comes out, you're better than you were when you published it. And that you could share something.

And there's really no such thing as industry secrets either. I think that's funny, because it's important to remember that like, there's really nothing new, we all learned the tricks that we know from someone else. So you might as well teach those things and let people learn them from you, and let them remember you for it and credit you for it. But also remember that like, you will never stop learning and expanding as an artist or creative or leader. And I see this all the time in in when I share things like this, I'm talking about marketing right now, I could talk about marketing for days and days and days. And still, my private coaching clients know that they're gonna get more from me than can ever be contained in an episode. Because there's just no possible way for me to fit the knowledge or the strategy or the implementation that's specific to them inside of an episode. And so I know that I can confidently and generously show up in my content, and it's going to come back to me, or it's going to help someone that would never pay me, but I can still make an impact. And I think that leads me to what is like one of the coolest ways to look at generosity in your business. And it's that generosity leads to impact.

And I think generosity can lead to paying clients. I've seen this in my own business. I've seen this in other businesses of my friends and in my clients businesses. But it can also lead to an impact in the industry that you work in. When your content has greater reach. It has the ability to grow communities around that content. And I think communities are where you can change the landscape of an industry and the way that people relate to one another. But that's that's just a side note. And I've seen this happen with my content. And I think this is literally what happened with my photo boss brand. I started a YouTube channel just around the concept of the problem of the complications that go into building a sustainable and profitable photography, business and just sharing all the nitty gritty that goes into that. And from there, the photo boss Facebook group was born. Now this could have been something that was like a paid membership. And truthfully, I think it could have been easier and way more profitable to make this a closed behind a paywall membership. But I wanted this to be something that people could benefit from without paying. And I think the majority of people that come across your content, statistically speaking, will not be your paying customers. And yet, when you come from a place of generosity with your content, you can still have a lasting impact on them, which I think is really cool.

One time I saw this play out in my own business where I got a DM from a woman who had watched a YouTube video of mine years prior. And she said that I shared about Dave Ramsey and some other financial books. And I was just talking about some some financial principles that had really helped me in my business. And she said that at the time, she didn't know who Dave Ramsey was, she ended up looking him up. And she took some courses from him basically got out of a tremendous amount of debt, went back to school. And this changed the course of her life. And she came back and thanked me. And I wish I had the message like right here in front of me, I know I have it saved on my computer somewhere. But reading this message just gave me chills. And it's just a perfect example of how you don't know the reach and the impact that your content can have. Until someone shares something like that. And it doesn't necessarily only extend to people who pay you right like that

exchange the good of money, it can extend to people beyond that. So I hope that I have made my case for generosity today in your business and then have maybe I've even caused you to think about generosity in a different way in your marketing. So before you publish or even write the next piece of content for yourself, I want you to ask how can I make it more generous? Alright, I'll see you in the next episode. 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 podcasts by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.