

# CTB 29 Transcript

## **Joy Michelle**

If you have ever felt like the decisions you have to make in your business have started the minute you decided to start a business and have not stopped since you would be accurate in that thinking because as entrepreneurs, we're going to make dozens and dozens of decisions every single day. One of those decisions that you're going to have to make over and over again, is what to work on. When everything is pulling for your attention, and everything feels urgent, you'll have to make a decision like am I going to go live? Or am I going to write that blog post? Do I update my website? Or should I start working on that course that I've been meaning to make but never have started? This is exactly why I asked my friend Brooke to join me for today's episode, you're going to hear Brooks three step method for deciding what to focus on When Everything Feels urgent, because I promise you everything is not urgent. The trick is to get down to the bottom of what's truly urgent, what's really going to move the needle, which is easier said than done. But thankfully we have Brooke here to help us get to the bottom of it. So let me tell you a little bit about Brooke.

Our guest for today is Brooke Jefferson. Brooke is a wife and mom a believer and a six figure business owner. After being a photographer for the last eight years. She also coaches on how to build a profitable and sustainable business at that. More recently, Brooke has been pivoting her business and helps Christian women business owners scale their businesses using a simple model that she talks about more in her podcast, which you'll hear about in today's episode. When she's not working. You can find her reading binging Netflix series and also attending the many endless activities her kids are involved in, grab a drink and grab a pen because Brooke brings it in today's episode with some major actionable advice and you're going to be taking notes.

Before we get into today's episode, I want to take a second and thank today's sponsor, which is my favorite tool for content creation called descript. To script is the tool that I use to share smaller cut down pieces of this podcast and to repurpose my YouTube videos and create on screen captions inside of reels. descript makes video editing and audio editing so easy. It feels just like you're editing inside of a Word doc you can remove filler words like ums and uhs with just a single click and even make corrections to something that you said or misspoke using the overdub tool. If you create content in your business of any kind, I highly recommend that you take a look at this tool. It is seriously packed with features. It's very user friendly. And as someone who does not have a background in video editing, I found this really simple and easy to use and learn. I'll have a link in the show notes for you guys. And you can give it a try for free and get started.

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**

Okay, hi, Brooke. Welcome to the show. I have been looking forward to this conversation since we first started chatting over on Instagram DMS, where all good internet friendships begin, right. But today, I think that we are going to be unpacking what I think so many creative entrepreneurs are asking, but like

don't exactly know how to ask and getting into some details that not enough people talk about and I think that is it comes from overwhelm. But really, I think it's just the what do I do next? What do I do now. And I think we're all asking this, especially when no boss is telling us where to go and where to start. Next, you are making all those decisions. So making good business decisions is something that I want to unpack with you today, especially when you're wearing all of the hats and maybe you haven't gotten to the point where you're outsourcing everything just yet. So really happy to have you here, Brooke to help unpack this with me today. But before we get into that, can you share just a little bit more about yourself and the business that you run on?

### **Brooke Jefferson**

Hey, Joy is literally a joy to be on your show today. And I've been looking forward to this conversation as well. And yes, all good. Internet friendships or all friendships actually do begin now on the internet. I actually met my husband through the internet too. Not from the dating site. But anyway, so yeah, we there's there's good things. So there's good things right about social media. Okay, so my name is Brooke Jefferson. I'm a wife and a mom to two. And I wear a lot of hats. So some of those hats include being a photographer for the past eight and a half years, being a business coach for photographers and now really stepping into serving Christian women entrepreneurs to help them scale their business sustainably and with a simple business model. So that's a little bit about me. And then we also live in a teeny tiny cow town in Oklahoma and I love sharing that because I want you to know, no matter where you live, anything is possible for you.

### **Joy Michelle**

I love this. Okay, so you mentioned having a simple business model, which I love. And I think, you know, so many people are trying to simplify what has gotten a little out of hand. And I think this can be so important to sit back and say, okay, is part of my overwhelm, maybe that things need to be simplified. I'm curious, do you have a method for deciding what to do next in your business, if you just feel like, everywhere you turn, someone is telling you, you need to go on this platform, you need to be creating content here. You need to have an online course or a membership, how do you make good effective decisions that inform your business and your life for you,

### **Brooke Jefferson**

I'm excited to cover the three tips that I really want to share with everyone today. But I also want to say, for me, I used to listen to all the podcast all the Guru's trying to do all the things and then you just feel like you're on this hamster wheel that just like you're not going, you're going, you're exhausted, right, you're frustrated, but the wheels not moving, your business is not moving. And I think today's world, you have to be really careful who you're listening to. And also make sure you're not listening to like seven different people. Pick a leader, pick a mentor, pick someone that has the life or business that you want, and follow them because everybody likes to overcomplicate things. And so I want to help you definitely simplify your business today and be able to answer the question, What am I supposed to be working on? And when am I supposed to be working on things? So I feel like the first the first tip for me is how do you know if you're working too much or too little if you don't have a vision, or you don't have those boundaries set? Right? And so I really want you to think about your ideal work week. But I want you to think about it. Like, not just as Oh yeah, that sounds good. But like, realistically, let's plan out your ideal work week. And this changes for me often. And it should, because every season is different. Life changes all the time. And so for me, my kids just went back to school. And we are really getting back into the rhythms and the routines of that. And I also noticed that I like to pack a lot of stuff in. And sometimes I'm also spreading myself thin over five days will five a five day work week just does not

work well for me. And I realized, especially for me, like Mondays were killer. Like it's already hard coming off of a weekend and trying to get back into your your work and your business. So I no longer take any client facing work on Mondays, I use Mondays as like a brick day, a CEO day, or sometimes I'll just sit and clean my house. I mean, like it just kind of depends like what do I need to fill my cup so that it can spill over into all the other areas of my life. So I really want to give you an action step. I'm all about action and tangible items. And so the action step that I want you to take is to map out your ideal work week. First of all, how many days is that going to be? Then? How many hours a day? Are you going to be working and I had to find this out the hard way. A lot of times you have clues in your life that are trying to get your attention and say, Hey, you're sitting for way too long on that computer or you are gone every night of the week. And every time you come home, you feel like you can't keep up with the housework. Or you feel like you haven't been a good mom to your kids. And so look at the clues that your life is giving you and then make decisions. And so again, how many days do you want to work? How many hours do you want to work, and then really map that out and set up boundaries. Get your every week I sit down and I have a calendar, and I fill it in. And so that's that's the first step is really getting into that ideal work week.

### **Joy Michelle**

I love that you're saying you have to first set up parameters for when you're going to be working before we can even talk about what you're going to be working on. Like this makes so much sense. But sometimes I just sit down at my desk, and it's like the time opened up or my kids nap or it's like everything's a little bit crazy. And then I'm like okay, what's the most pressing thing when I haven't first backed up and done some of this preliminary work and it also made me feel better that you said your schedule constantly changes because I think with little kids with with schedules everything I my schedule has changed so much. Even childcare is just constantly moving and changing and adjusting and to just hear that that's normal for another mom CEO is so reassuring. This is wonderful. Okay, so deciding how many days deciding how many hours is there a Anything else that needs to be set up in terms of creating that ideal work week,

### **Brooke Jefferson**

the only thing that I want to add to this is I know not everybody loves a rigid schedule, can I be really honest, I don't either. I love a plan. I love routines. But I don't always love doing those routines at the same exact time every day, I'm just gonna be really honest. And so I want to give you the freedom and the permission that it doesn't need to look the same week after week after week, like every Monday does not have to look like the last Monday. And so going into that, it's just knowing, okay, my goal, or my max amount of hours I'm going to allow myself to work is 25 hours a week. Okay, awesome. Now you know that and so now it's every week on Sunday to prep your week before? What hours? Do you how do you think you're gonna fit all 25 of those hours into your, to your workweek and writing that out. So I just want to give permission, because I know some people are like, Yeah, I'm gonna do this for a week, and I'm gonna fall off the train. Like, it's go with the flow, you know, and we have to, especially as moms, we have to do that. Because if your kid gets sick, oh, man, all the plans go out the window. They really do. And

### **Joy Michelle**

it happens so fast. And I know, when I was listening to Ashlyn Carter, talk about this. And when she came on the podcast, she was saying that at least one day a week, the wheels fall off, like one day, she's like, I can pretty much assume something's gonna happen, a kid is gonna get sick, or I'm gonna have appointments, or just things or life is gonna pull me out of the business. And just to hear her say,

that was really reassuring. And I was like, Okay, this is happening to everyone. I'm not doing anything wrong. I just need to mentally prepare myself for that. So that's, that's really great to hear. So after the ideal work week, what is the next step in your three step method? So

### **Brooke Jefferson**

the next step is really when you are asking yourself, What am I supposed to be doing? Right? There's, there's so many things that call our attention. And listen, I've had seasons where I didn't really follow this plan. And again, it's trial and error. But if you don't have a game, you don't have that ideal work week, and then you have no idea what you're working on. That's when you find yourself three hours later in the scroll on social media, right? We've all been there. And then we're like, what did we what do you do all day? Right? Okay, so what I encourage my clients and my podcast listeners to do is to work backwards from your goals. Again, I am really, really big on casting vision. Because without vision, you literally go nowhere. You don't I mean, you will never know if you are making progress in your life. It doesn't matter if it's like in health and wellness. Or if it's in business, you have to have that vision, and you have to set those goals. So set some goals. What goals are you running after right now, in this season of your business? Well, you can set five year goals if you want to. I quit doing that a long time ago. I mean, I have like this would be nice. But then I get again, practical. Okay, in the next year, one year from today, for talking September, October 2023. Where do you want to be? Where do you want your business to be? And so write out those goals, then, then we can, you know, put strategy behind that. And so we work it backwards. So let's say that your goal is to create a signature program in your business, and you want it to hit at least \$100,000 in 12 months. Okay, so technically a six figure signature program. Amazing. Well, right now it doesn't exist. So we have to work backwards. So how are we going to get to that goal? Well, we have a goal that we need to create the content that's going in the course. And then you have all those little sub tasks. And so I just I encourage you to do a brain dump. After you set the goal, do a brain dump and a Google doc pen and paper notes app, I don't care whatever your method is. And just like brain dump, everything you can think of that has to get done all the way down to have to create a landing page. I have to create you know what I mean? Like down to the nitty gritty, and then you get to see okay, now I'm going to rearrange these to see what needs to get worked on first and what order you can't go create a sales page if you don't yet have the content for the course. So I hope that's helpful. That's how I personally do it in my own life and business.

### **Joy Michelle**

Yeah, I like that you said a brain dump because I think and everyone's gonna have their own version of this right like everybody is going to either use the notes up in their phone or I personally love notion or you know, pen and paper totally fine. But once you kind of get it all out first of all, then you don't have to remember it. You don't have to contain it because sometimes I think that overwhelm is because we're we know we're forgetting things we know things are slipping, things came to mind, but then you forgot them and that leads to this feeling of like I'm behind. I can't remember everything. Things are falling through the cracks, the wheels are falling off. So getting it out of your head can really lead to like the clarity to then move forward. And then like you said, once you see it, you can even kind of rearrange it, you can see, okay, well, this part, the sales page part or the sales email part, that doesn't have to happen first, that that's not a part of the market research. That's not a part of me deciding like what to call the course. That's a, that's a down the road step. And so this is super helpful. This is super actionable. I like this a lot. So working backwards from where you want to be, and then letting that inform what are you doing when you sit down at your desk, and you're overwhelmed so that we can avoid the avoidance scroll? The social media, like, I don't know what I'm doing here. But here I am scrolling. And I like I'm raising my hand now. Because that I've been there. Sometimes I'll be on my

phone. I'm like, I don't know why I'm here. I think the reason I'm on my phone is because I'm not exactly sure what to do right now. And when I'm not exactly sure, I just kind of default to like someone telling me what to do some notification inform me as to what I should be paying attention to right now. Because my brain is like, going in circles. I love this. Okay, what do you have for us next? Because I'm excited for step three? Yeah. Okay.

### **Brooke Jefferson**

So after you are categorizing things, and also let me just give a bonus tip for that, too. Yes, you're gonna do a brain dump. And then you're gonna do you know, what I do is I love to just like rearrange it or categorize. I guess I like sorting, you know, when you're, when you're a child, and you're figuring out shapes and colors, like the sorting, I noticed all kids actually go through that phase where they just have to, like, align everything up. So that's what we're doing in our businesses. But I also wanted to say, there are going to be days where quote, unquote, you don't feel like working. It's, it's the motivation behind it. And it's okay, like, give yourself grace. But if you start falling into a pattern of I'm getting nothing accomplished. And it's been two weeks, okay, we got to do something different. But the tip that I was gonna give you was, when you are sorting through all of those things. And, you know, figuring out like, this is my roadmap, this is the projects, and then these are all the subtasks, I also think it would be awesome for you to split them into things that I have to have full focus, and only focus on this. And then like short term, I can knock a several of these out in an hour or two hours or something like that. Because there are going to be days where you want to start on the all in focus. But then there's going to be times where you find yourself, okay, I'm supposed to be doing this, but I'm really not feeling it. And so instead, I would rather go knock out these five little things today, and then come back tomorrow with a fresh brain and focus. So I just wanted to give permission there for that as well. Because, again, it's okay, right? Like, even in a nine to five job, there were days that you're like, I just want to go home, it's the same, it's the same thing. So after that, you can see everything that you need to have done. And what I get asked a lot is How can I free up more of my time to focus on these projects, or to focus on this course creation or launching my thing, but yet I have all these reoccurring tasks in my business, or I just have all these little things that I just like, don't want to do anymore. I feel like I'm beyond that. And obviously not in a degrading way. But you're just beyond that. You don't want to do that anymore. And there are two keys, I believe, to really freeing up your time within your business. And that is automation, and outsourcing. And I know this is a loaded topic. But here's the thing, your first step is to look at all those things. What can you automate? That's your first step. Because if you can automate it, and I there's a lot of mindset issues around this, too. Oh, no, I have to do that every single time. I have to reinvent the wheel every single time. No, you don't. In fact, I would say probably 30% of my business is fully automated. Another huge percentage is outsourced. And then there's me living in the zones of genius, doing exactly what only I can do podcast interviews, podcast recordings, showing up in my live programs, things like that. So automation is your friend, and so is outsourcing. So joy, what questions do you have on those two things? Because like I said, it's a loaded topic.

### **Joy Michelle**

Yeah, no, this is so good. This is so good. I know that the wheels are turning for everyone listening like okay, what can I start to automate? Because let's say you can't outsource. So you'd love to outsource that is the goal, or you have a few things outsource, but that I feel like you reach a financial cap so quickly. And sometimes I feel like when you reach that financial cap, you then start working backwards saying okay, wait a minute, do I really need someone to do this? Or could I just automate it? So I kind of want to talk about automations a little bit with you. And just ask like, you know, if someone's just starting out thinking, Okay, what what kind of things should I be thinking about in terms of can I

automate this? Can I can I take myself out of this at least the heavy lifting of it? What should creatives be thinking In this moment,

### **Brooke Jefferson**

so templates are your best friend. And I mean this from like a workflow automation standpoint. So there are a ton of platforms out there, there's really no need to mention them all here. So we will just generically talk about them. Because I don't want anyone to feel like, oh, I have to choose that one. No, you don't pick what's right for you. But what I will say is, it's the little things, how are you getting paid? Can you automate that? I mean, even into like, can you tell stripe, like, I want you to dump my funds into my bank account once every week. Amazing. That's called automation. Otherwise, you're manually having to go in and do that yourself. That's a waste of your time. Another thing is like your invoices, and your contracts have templates that are ready. And if you do choose a CRM, they have the capability for you to go ahead and do that. And then that way, you don't need to spend an hour onboarding every single time you have a new client. So it's things like that. It's automating your emails, it's automating, really any step in your process that you're like, a machine could probably do this. Like even if I had to go in and change one thing, at least like the templates there. And it's going to take me two minutes versus an hour every single time I have to go through this process. That to me is the first place to start. And I think that's the first place most people start as well. And then also outside of business, too. I think a lot of us forget that. We can automate other things in our lives besides business. And so like, for example, I now do nothing but grocery pickup. Now, I told you, I live in a cow town. If I lived in a city, we would be doing Instacart where I didn't go anywhere. And it came to me. And so I just want you guys to be creative and thinking, okay, maybe it's not my business that I can necessarily automate. But what are the life things? What are the subscriptions? Everybody, you have bills, and if you're not on like auto draw bill pay, I really encourage you to do it. Because I can't tell you how many times I forgot to pay bills. So

### **Joy Michelle**

huh? No, this is so good. And I think on like the tech automation side of things, you can automate even like simple things between platforms. So if someone applies to be on this podcast, I can have it completely seamlessly and automatically add to a notion workspace. And so there's ways that you can integrate the two or three or four platforms that you use in your business. And so there was also the software called Zapier and Zapier is super cool, because you can just connect things that don't normally have these like native integrations. And so I know people get like, they nerd out on this stuff. And I'm not one of those people. But I love when I can get something off of my plate. And I love simple things. Like when I make a sale, and I get a text message and it says like you just sold hobby to pro toolkit, go to a happy dance. And I'm like, Oh, that's so nice. I'm, you know, at the park with my kids, and I know that I just made money like, do I need that to happen? No. But then I'm never tempted to like, check on Kajabi and see where things are at because I know that I get notified through Zapier. So this is so cool. I love this so much. You mentioned a little bit earlier about not feeling like working. And that like that is totally normal that everybody is going to face this and you have to give yourself grace. But I'm wondering if you have any advice for somebody who is facing this feeling of like, I just have like lost the wind in my sails. I don't want to work. I've lost motivation. But I have got to work. I've got to like, move past this, like, do you what would you say to that person?

### **Brooke Jefferson**

This is so timely, because someone popped into my DMs yesterday with this exact scenario. She cannot like just stop working altogether. And she's also booked out for a couple of months. So it's like,

what do I do? And the first thing is, I need you to take a break. I know you're like wait, you just said that I have to work Yes. But there is somewhere in your schedule. If it's for an hour. If it's for one day, if it's for one weekend, you need to open your calendar right now when is the next time that you do not have to be client forward facing you need to go take a break, literally get outside of your house and either go for a drive, or one of my favorites is take a walk and just play some music. I don't know what it is about being outside but it just renews you like in fact after this Guess where I'm going I'm going on my walk for the day. And it just like I just come back a different person. I don't know like it's just it's very addicting, which thank goodness because I'm not a lover of working out speaking of motivation, like there's nothing you can tell me that's gonna make me be like yeah, let's go to the gym like nothing. So anyway, um, so first it's like just take a break like you just need a brain break. Okay, do something different. Some other things that I told you her to was learn something new. I know that sounds weird. And if you want me to get really specific, she was telling me that she was really burnt out on editing, like she was so tired of editing over and over and over again. And she felt like she needed something different. Like, she just wasn't happy, she found herself trying to edit an image 12 different times. And so some of the specifics that I gave her was, you know, for me, that would be like, go take a mentorship, go learn something new, go get like a new set of presets, like, do something different outside of what you've been doing. Because a lot of times, that's what your brain wants you to do. It's just asking for new, but the best thing and I know it's not an immediate fix, and I'm really sorry about that, but go like attend some type of a workshop, a summit something because you're gonna get motivated and inspired. And that really is kind of like, what that comes down to. And then at the end of the day, I always roll my eyes when people say this, but it really does work. Ask yourself, why am I doing this? Not just because I need to make money. Okay, cool. But why did you choose to be in the business that you did? Because honestly, you like you get to decide that like, it's your business. It's my, you know, it's my business. So I get to decide what I want to do, which I feel like I'm making business decisions every day in this pivot of mine. But, but that's the thing. So like, if you're truly unhappy with your business, maybe ask yourself like, Am I in the right business? Do I need to make a pivot? Do I need to serve a different type of client? So I think there's so many ways to go about this, but I hope at least some of those help.

### **Joy Michelle**

Yeah, no, I like this a lot. And I think that I like you, I sort of am like, Oh, do we have to go back to our why, but then oftentimes, it's like, we're in the mundane, we're in just a basic task. And we're kind of like, our brains are like, uh, do we have to do this again? Do I have to, you know, upload this huge gallery or like, go do this venue walkthrough? Or like, whatever the thing is, and I think it's because we're only looking at the tiny thing, and we're not seeing it as like, yes, but this is a step towards what you want most. And yes, this is like a part of the overall vision of the thing that you're building towards. And just like Brooke said, it's like, well, but if it's not, then that's a wonderful indicator to maybe, you know, pause, hold on, go back to basics, ask them some questions about maybe perhaps this is a great indicator, your your dissatisfaction is a great indicator of a potential pivot. So, we might have to come back and do a whole episode on pivoting as I would love to, and you would be exactly who I would call about this. So I'm gonna like put a pin in that if people want that, let us know, hit us up, send a DM or to either Brooke or I on social media, let us know if you want to talk about pivoting. So So my question for you next is like, if somebody is sitting, feeling like everything is urgent, like everything needs to be done at once, what can I do? Do you have advice for that person?

### **Brooke Jefferson**

Okay, so I will give you what I do. Because there are weeks where I feel like that. And then there's also weeks you guys where I'm like, did I do enough for my business, because I feel like I didn't work a lot this week. And I think we're just not used to that. But when you are when you're in it, and you do all these things that I've given you a lot of action steps. So once you break it down, and you're like, that's a lot of steps, right? What I do is every single day, when I come sit down at my desk or open My Computer, I write down what are the top three. And sometimes I don't have time for all three. But what is like the one or two things for that day, if nothing else gets done. And I do those, I've done good enough. And I've moved the needle forward in some way. So again, there will be days where you are just knocking stuff out like you deserve. You deserve to trade sub something because you worked hard that day. But there are going to be days where you're just struggling to again with the motivation thing, but give yourself a top one two or three for the day and cross them off. Like I use a post it note because I love the satisfaction of physically crossing it off. I'm a pen and paper girl for life. So yeah, I recommend get you a stack of post it notes every day. What are your top one, two or three things and then do it and then cross it off and yay. Like you you've made progress in your business today.

### **Joy Michelle**

Mm hmm. I think and also if you feel stuck in the overwhelm of the million tasks once you've brain dumped once this is all out in front of you. If you're like okay, but how am I going to work only on you know this thing like this project maybe it's the course just like bricks example I would say pick something outward facing and then something inward facing so and what I mean by that is like choose something where you can become visible. Choose something to do that you can put on Instagram or send an email to your list or do some thing that you could actually press send on. And then choose something that's like the deeper harder work of building the course, which is satisfying, but less, in some ways, depending on your personality, because it feels like nobody saw it, no one's gonna see it until that big moment where you feel like, okay, it's lift off like this is it. So if it feels like that quiet work is not as satisfying for you and your personality, kind of pick one of both. And make sure that every time you're tempted to only be front facing, pair it with something on the back end, if you lean towards the back end, make sure visibility is still a part of your plan. Because I know so. So oftentimes we are I work with my coaching students, and they're saying, okay, but I'm working on my templates, and I'm working on this. I'm working on that. And I love that for them. But I don't see anything on social media. I don't see anything on the website. I don't see anything on the blog, I'm like, let's do something forward facing something on the back end, in simultaneous harmony here so that you don't lose that visibility, because I'm a huge fan of visibility. Okay, any any final thoughts, lingering tips, anything that you didn't get to say, before we move on to our rapid fire questions?

### **Brooke Jefferson**

Honestly, I think we covered everything that they need to be able to take those steps then and do them. You can't just listen to us. So please, don't just be like, awesome. I listened to a podcast today. No, you're gonna go write down. Okay, which one of these things do I need to do today? Because you have to be an action taker. Or you're gonna forget about us two days from now when life gets busier?

### **Joy Michelle**

Yeah, darn, I wish you could just listen to a book and like, all of it would just somehow, like manifest itself into your business and when that'd be amazing. Yeah. Doesn't happen, though. So, unfortunately, okay, so I would love to jump into a rapid fire questions. So if you're ready, I'm gonna go ahead and rattle some of these off for you. Let's go. Okay, first question is what is called to both mean to you?

**Brooke Jefferson**

I love that you asked this question, because yes, it's your podcast name. But I also think that every single woman is called to more than one thing. I just do. And for me, I'm a believer, I am in the Christian faith. So I believe that we are all given a overall purpose of you know, spreading the kingdom and finding people you know, or giving people that freedom. But I also know that God gives us so many different callings, and that can look like your marriage, your motherhood, your business, could be a ministry, it could be like a caretaker for someone, there's just so many different things. And I believe that we are we all have more than just one calling. And so to me, that is what call to both means.

**Joy Michelle**

I love that. I love that. What is one thing that has surprised you about motherhood?

**Brooke Jefferson**

Gay, I was really dreading this question. Because I was like, Well, if I say certain things that I would say in my friend, circle, half these people would be like, Oh, my God, she's horrible. So I won't say any of that. But I became a mom, when I was 19. And obviously, was surprised by the whole thing. And so my answer was knowing nothing and everything all at once, like you figure it out, like you go into it with all these preconceived, like, I'm never gonna do this, I'm gonna always you know what I mean? Like, I'm gonna have the perfect child, my child's gonna be an XYZ, let me tell you, I have made a laughingstock of myself. So it's literally knowing nothing and everything all at once. So that's, that's pretty much like sums up motherhood for me.

**Joy Michelle**

Oh, my gosh, that really does sum up motherhood, your kids get to be your kid like, we're on this side. Like it's them. It's their show. I love that. What is one tool or tip that you can share that has helped you thrive in either your business or your motherhood or a blend of these two things?

**Brooke Jefferson**

Boundaries? Probably is my answer here. And that is you. First of all, like I said earlier, every season looks different. So the way that I answer this question for most people is evaluate your season right now. What's the number one thing you're running away from? You're dreading? You feel like if you were gonna write it on a scale of one to 10? Like it is the lowest ranking part? Sometimes for me, it's my motherhood, let's be real. Sometimes. It is my marriage. Rarely is it my business because that's what I run to because I love it that much. And so, evaluate your season, prioritize what needs the most of me right now, and then everything else can follow and then setting up those boundaries. Okay? If it's your marriage, you have to actually like set those boundaries. When are you off the phone? When are you out of your office for the day? How are you going to fill the cup of marriage and so for me, that is how I maintain it all. I do an assessment almost every season, sometimes more often than that it and whatever is lacking, I have to even if I don't want to go pour more into that part of my life.

**Joy Michelle**

That's so good. What is the last book you read or podcast that you listen to

**Brooke Jefferson**

the last book that I read and loved. There's another book I read, but I'm just like, I just can't out of conscious, like, I just can't recommend it. So, where the crowdads sing is a mazing. I have not even seen the movie. In fact, a lot of the book readers have told me not to, because I will be so disappointed

because we know that books are always better than the movie. But that was like I read it in probably two days, because it was that good. So I highly recommend even if you saw the movie or read the book,

**Joy Michelle**

I love it. Okay, we'll link that up in the show notes. What is something that you are excited about? Or looking forward to?

**Brooke Jefferson**

Well, this leads us into our next conversation on your podcast at some point that it's it's my pivot, but more specifically, it's just creating these new programs, which is why I gave that example that I did earlier in the shows because I'm doing something very similar. Just creating the new programs and watching women flourish and go beyond the glass ceiling that they've really set for themselves.

**Joy Michelle**

I love that this. This has been so jam packed and so helpful. As we wrap up here, where can listeners find out more about you follow along with your pivot and just maybe even consumed the course that you're in the process of creating? Yeah,

**Brooke Jefferson**

this was so fun. Thank you for having me, and for letting me talk about all these things I personally like to geek out on but yeah, I would love to connect with you guys over on my podcast. It's called the Five Star business podcast. And then also come find me on Instagram. Seriously, send me a DM, tell me what your favorite tip was or what action steps you're going to implement? And then also let us know like, what topics do you want to hear about next for both of us because we like to collaborate together on a lot of things. And my instagram handle is at Brooke Janae Jefferson.

**Joy Michelle**

This is perfect. Thank you so much. We're gonna link all of your social and podcast and website links up in the shownotes. And I just want to thank you for your time, Brooke, this was great. Thank you. 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 appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.