

# Called to Both Episode 48

Hello, and welcome back to the podcast. Oh my gosh, the timing for this episode is so fun. Because as I record this, I am about to leave my house and head to the airport to fly to a business conference in Nashville. And I'm so excited to invest in myself and in my business. And that's exactly what we're talking about here. Today, we're talking about getting accountability, investing in your growth, and a few specific paths to get there.

This episode is brought to you by HoneyBook. Honey book is a client management software. And it's the tool I've been using for years to send contracts get paid, and how I keep track of all of my client inquiries and projects. Now before I moved over into HoneyBook, I was actually just using my email inbox to manage my clients and things were slipping through the cracks. Now inside of HoneyBook, I can see at a glance exactly where my projects are in a timeline. And I love that I can use this for sending questionnaires, setting up recurring invoices, and book calls through their built in scheduler tool and so much more. I even use honey book to book guests in for my podcast because of how I can set up workflows and automations so easily. And I use the scheduling tool for that as well, you can get 50% off HoneyBook and start using it today using the link in the show notes below. Hello, and welcome to the call to both podcast. I'm your host join 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 think this is such a big part of my own business growth in my own journey. And almost every time in my business where I can look back and see a leap of growth or a leap in my income, I can always always track it to investing in education. And I can still remember the first coach that I worked with the first workshop I attended. And the first course that I purchased as well. I think a big part of this is because each of these things that we do to invest in ourselves and in our businesses hold us accountable. And right now at the time of this recording, it is the end of January. And I think this is the time where some of the charm of the goals that you might have set at the start of the year, really start to wear off those goals while you still want them and you feel that ambitious goal is something you still want to go after the doubt can start to creep in. And the thoughts of like, When am I even going to do this thing start to creep in. And that is where accountability comes in.

This is a key piece of growth in your business. Now this past week actually met with my business coach. And as a business coach myself, I think that the practice of having a coach is so important. I get to remember what it's like to sit on the other side of that coaching relationship. But just as importantly, I get to have someone else hold space for my goals and my business and hear my problems and ask me difficult questions. So the idea of investing in accountability is so top of mind for me, because coming off of that coaching call with my own coach, and then now I'm about to order an Uber and go to the airport and invest in my business again this week through a conference. I think getting accountability is so powerful, because when you share your goal with someone else, you are less likely to feel alone in that goal. And I think a lot of times as entrepreneurs, as creative small business owners, we can feel very alone in our businesses, a lot of the day to day operations fall on our shoulders, we're fitting this in to naptime to the after bedtime hours, and you know, to wherever we can make this business fit. And it really can feel quite lonely. And so bringing someone else into it helps with that feeling. The other thing

is when you share your goals with someone else, it's likely that they're going to bring those up again, and they're going to ask you how they're going.

The other cool thing is when you bring someone else into your business in any capacity, you then get to benefit from their ideas and their encouragement to. So again, it's like you're building this community around yourself. But you're also making sure you're almost ensuring that someone's going to bring these goals up again, and you're going to be held accountable, which I love and so hard to do, but it's so key if you want to grow this year in your business. Now I want to share with you a few ways that you can build more accountability into your business so that you are more likely to achieve your goals. So how can this look? The first is in a peer to peer mastermind relationship, which is really cool. A lot of times this is unpaid. It's something that you put together yourself with friends, and I'm in a peer to peer mastermind led by a friend of mine and a fella podcaster and one thing that I really like about this mastermind is that we're all all of the members and the women in this group are from very different industries. And we live all over the country. So it's refreshing to talk to them to hear what they're working on and to workshop things with each other, that we don't normally think about in our businesses just because their business looks so different, that can really grow you and really help you to feel like you have someone else in your corner who's not necessarily you know, competition or gonna see your business as competition in any way.

Now, you can start this yourself, you can start your own peer to peer Mastermind, simply ask a few friends of yours business friends online, a lot of times, I'm in these masterminds with people who I have actually never met in real life, which is crazy. Some of my best friends are people that I've never met in real life online, and they can still be such a powerful force of accountability in your business. The next way, is through coaching, both group coaching and one on one coaching. And I think this is so huge, I love this one so much. And accountability is probably the biggest, arguably the biggest, I would say when you work with a coach either in a group or one on one setting, because it's literally your coach's job to follow up to ask you those hard questions. And to help you bridge that gap between where you are right now and where you want to go. Because So oftentimes, we know where we are, we know the struggles and a few of the things might come to your mind of like, here's what I'm struggling with, here's where I'm not finding clients, here's where I'm tracting the wrong clients, you know where you want to be. But it's that gap in between that the coach is really helping you strategize and bringing you through together. The thing I love about group coaching is the relationship and the peer coaching that happens that you also get to witness when you're a part of a group setting.

And that's so powerful and so helpful, especially if you don't want to feel as alone in your business, and you want to build some camaraderie and some friendships along the way. Now, if you're a photographer listening to this right now, I have a really cool announcement for you. We are about to open the doors on the photo boss group coaching Method program. And I am so excited about this, I'm going to have a link for it in the description. This is going to be an intimate group coaching program, it's going to last eight weeks. And it will completely transform the way that you feel about your business, your marketing and how you operate as the boss of your business. So we're going into the boss part of this hard. And I would just love to have you shoot me a DM if you want to chat about if this program might be a good fit for you, I would love to discuss the details. So you can always reach out to me on Instagram. And the link will be in the description below. Another way that you can build in accountability in your business is by investing in workshops and conferences. I think there's there's so many incredible options for conferences and workshops.

Some of them are more informational and business like the one I'm going to be attending this week is called elevate. And that is going to be very business focused planning and inspiration and marketing lots of amazing speakers. And it's very much informational, and less of like a hands on workshop that you might attend as a photographer. But then of course, there are also hands on workshops where you refine your skills and you refine your craft, you get to actually do the thing that you do best. And that might be a mixture of the information and the hands on part. So that's really, really cool. And I have done those in the past. And I think those are just amazing. There were even some virtual options that are really, really cool. And I've done some of these in the past, especially those years where I was too pregnant to travel or I had a tiny baby. And it was just really hard to leave the virtual conferences or buying a virtual ticket to an in person conference can be this really sweet spot in between of being able to get a taste of some of these incredible inspirational speakers, but also to be home and to be able to watch the replays at your own speed and that kind of thing. So different level of accountability. But definitely, it's still in there.

Because there's an investment involved, there is the time investment as well. And I think that that's still totally counts as an investment in the accountability of your business. I think if you're going to do a virtual conference, the other thing you can do to kind of up that level of accountability is do it with a friend, even if it's another friend online, if you have a biz bestie both of you buy a ticket to that virtual conference, both of you get on a call or text each other while you're watching the seminars, both of you can get on Zoom afterwards and say, here's what my homework looked like, what did yours look like? And that way you really feel like you had a conference experience. So I've asked friends to figure out where these conferences are the natural question that comes up I think is where do you find these conferences? How do you hear about them? And I think sometimes you find out about them as they're happening, right? Because everyone's sharing online. That's a great time to get on a waitlist and make sure that you hear about future conferences that come up. But I also really like to just ask industry friends, especially people who put on events and are in that education space. They're great people to follow and ask if they know anybody Putting on a conference conferences I've really picked back up now here and 2023. And I think they're going to continue to be pretty popular this year and next year, so just ask around, look in hashtags on Instagram.

And another big place that I love to find coaches, conferences and accountability is inside of Facebook groups, actually. And I think they're just a fantastic place to reach out to people and say, Hey, I am looking to invest in my business. Here's, you know, one way that I'd like to do it, does anybody know of any conferences coming up that kind of thing. And I think that the key here, because there's so much, there's so many different ways to invest in your business and yourself and to get accountability in your business. But I think there's two key elements to really getting the most out of an accountability exchange, for lack of a better word. And I think that is, number one, you have to invest time. And number two, I think there should be an investment of money. Because I think something happens when you press buy on something, even if it's a book that you're going to read about a topic about business that you know, you need to think about, you need to be focusing on, it's that one area of your business that you feel weakest in, when you press buy on that book, you have told your mind, we're doing this, it's no longer when am I going to figure that out? Am I ever going to attend that conference? Am I going to go? Am I going to be a part of that group coaching program?

No, you pressed by now it becomes we're doing this? Now what do we need to do to our schedule to make it fit in. So really, really powerful shift there, I think when you invest money, and I don't think the money has to be big, but I do think there is a direct correlation between the amount of time and money

that you put into something and the outcome that you get, because you really are going to be pushing your effort. It's like you're thinking about it more, you're giving it more of your mental space, you're giving it more of your financial means you're giving it more of your time and your schedule, and it cannot help but move the needle in whatever it is that you're trying to grow in. I strongly believe that and I've seen that happen in my business over and over and over again, in the past almost 10 years of business. It's it's just wild. So again, if you're a photographer, I want to invite you to join me in the photo Loss Method program. It's going to be so incredible, and I cannot wait to share everything that I've learned about growing a profitable and aligned and balanced photography business. So if you want to get information for that, that's going to be in the description below. You can always find the show notes for this podcast over on my blog at Joy Michelle Dotco slash blog. And I will see you guys next week.

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