

CTB 50 Transcript

Joy Michelle

Today's episode is a special one. I am so excited for you to listen to this interview where I was a guest on a pop up podcast with copywriter Jessica Jordana. To talk about building an impactful brand message, especially when you talk to more than one person, or sell more than one thing or service. Now, if you're anything like me, you might get a little confused by wearing multiple hats being multi passionate and having multiple audiences. And I really think this is going to help you if you've ever felt that way before. Now, because this was a pop up podcast. It didn't stay live, it was only available for a few weeks, and just has allowed me to share this interview with you today here. If you're a longtime listener here on the podcast, you will remember just because she was a guest here on the podcast back in episode 15. So Jessica Jordana of Jess x Oh is a copy expert for creatives who want their message to not only be heard, but connected with so that they can book their ideal clients. Just as a mom, iced coffee lover and someone I feel blessed to call a friend in this creative online space. If you feel like the words on your website right now, and maybe across your social media channels are setting you back and keeping you from your dream clients. Lean into today's episode. And be sure to check out the show notes wherever it is that you're listening right now for a link to a helpful video series that Jess has created to help you learn how to nail your message and create a business of your dreams. Alright, that's all for me. Enjoy the interview. 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.

Jess Jordana

Hey, Joy, welcome to the podcast. I am so excited to have you.

Joy Michelle

Thank you so much for having me. I am thrilled to be here. This is so so exciting.

Jess Jordana

Yes, and you are our first guest for my first ever pop up Podcast. I'm so excited. I have already done a quick intro for you before we delve in. But I would love for you to just share with our listeners who you are what you do who you serve in a nutshell.

Joy Michelle

Awesome. Yes. Well, thank you for having me, this is a huge honor. I know we've been meaning to hop on a call for a little while now. So this is gonna be the nitty gritty of all things business. So yes, I have had a business for nine years, which is crazy to say, I've worked in both the service based wedding world as a wedding and portrait photographer, and the online business world as a course creator and a coach. So I started out in the wedding world here in the Annapolis area and a few years in, added on a YouTube channel, which truly became the launching pad for so much more of what would be to come in my business. And last year, I made a big shift and rebranded to joy Michelle CO. So dropping photography from my brand name so that I could expand. So now I have two focuses photo boss where I help photographers step into the role of photo boss and grow successful businesses, and called to both, which is I podcast for ambitious moms building a business while also raising children and being

the present mom that they want to be. So like you said, I have two little kids, I work part time right now. And a lot has changed and shifted over the years in my business after nearly a decade of running a business. But one thing that has never changed is that I've always wanted to have a business and I just love being creative and running my own business. Now it's just in Far, far less hours. So that's kind of the highlights of my career up until this point.

Jess Jordana

I love that. So I mean, what I kind of can glean from that is the fact that you have really this whole time been moving toward impact in different areas. But you have been the driving force behind that. And you've kind of honed in on what your focus should be throughout that. And I think with limited time and as a lot of our listeners, I'm sure are moms, we sometimes feel like we can't make the impacts that we want because we don't have time. But I think it comes back to the fact that you said I have two focuses. And that's the best way to put it because it is to focus is like your focus into areas individually. And so that's what I kind of want to talk about today. So we haven't really known each other for very long even though I feel like we have become fast friends but we quickly connected over being entrepreneurs at roughly the same stage in our businesses and then being moms and so what I noticed about you When I heard a bit more of your story is that you've virtually always served to audiences, even in different iterations and stages of your business. So the first kind of two audiences were your photography clients, and then your photo boss clients as you like shifted into that YouTube area. And then now it's just shifted a little bit more to continue with Soto boss and then also be moms. And I think a lot of our listeners can identify with the desire to reach the right people. And even when we know the best practice is to choose one person to speak to, I think a lot of us have to reconcile that with being multi passionate. And I think that word multi passionate, can sometimes be an excuse to be vague. And so that's what I really want to speak to you today is, you have not done that in an unintentional speak to everyone kind of way, you've really been successful at focusing in certain areas. And so I think we can talk today about how business owners can really, really follow their passion, and speak to more than one audience without being overly general or using multi passionate as an excuse. So I'm excited to make the decision to be so helpful for everyone. So let's start with, like I mentioned, you've straddled two audiences for a while first weddings and photographers and now photographers and moms in business. What has made that really hard along the way?

Joy Michelle

Well, first, I think you might be the first person to point out that I've been doing this for a long time, because I feel like it has been a recent thing with my two focuses, but it hasn't. I've been doing this for a while because I have I guess, too many things too many focuses Enneagram three going on over here. I think though, to answer your question, speaking to an audience clearly is hard, whether that is one or multiple audiences. So adding an audience was an added layer of complexity. For me, a few things that have made this hard are just me not wanting to dilute my message in any way to either audience. I was nervous to confuse people. And then honestly, just the sheer volume of content that needs to be created, since I do have two audiences. And I'm a big believer in content marketing. So I'd say those are probably some of the biggest challenges when you are serving multiple groups or have multiple products. Yeah, I

Jess Jordana

totally agree. I liked that you mentioned that. speaking clearly is always hard. And then adding an audience adds a layer of complexity, I think that that is it shows that speaking to one person is not necessarily going to be easy, but it might be easier just because your brain has fewer tracks to follow.

But I think that's a trade off that we could kind of consider as business owners like would you rather put this like passion of yours to rest and focus on just one? Or would you rather have take on the challenge of doing both? It's just a choice. And so it's not that one way is right or wrong. And I think that's really important for people to know. So within that, even though it's been difficult with all the content, marketing and staying really clear with people, what actions, maybe processes or things that you tell yourself have made this easier and possible for you.

Joy Michelle

Hey, yeah, I think the first thing that helped me it was almost like a happy accident. And that was that I started on YouTube using video for the medium in which I spoke with other photographers. Now, this helped me separate it out a little bit in terms of the actual content writing, but it also helped me because I was unknowingly creating evergreen content without a big strategic plan behind it. And now today, I have videos that are still being discovered that are still leading to My Courses and my coaching that I made three years ago. And so to be able to leverage some of that really helped take away some of the overwhelm of the sheer amount of volume of content that I needed to create, because I didn't feel and now I don't feel that this content is just disappearing as I make it that I'm in the hamster wheel of content. And that can be so frustrating for anyone regardless of however many audiences that you're trying to reach. So another thing that was super helpful for me was that I was consistent the first year that I made YouTube videos so I uploaded every week rain or shine without fail. And that really served me well to get better at making video and to really start building out carving out a new audience because that's what I was doing was just pivoting in a small way but also kind of adding in to what I was already doing. Mm hmm. So all of my first videos are actually still up on my channel. And you can kind of see this journey in this progression from the very beginning. And they're kind of cringy and awkward and stiff. But you can really see this progression. You can even see how some of the same people that are commenting on my videos now we're there in the very beginning. So it's, it's a pretty incredible journey. Yeah. And you asked about core beliefs or processes. And I think a belief that has always been helpful for me is that I've always believed you can do more than one thing, I can serve more than one person. I think that people are layered, and complicated. And to try to narrow someone down to just one thing can oftentimes just be a disservice to them. Yeah. So giving myself permission to step into a new space, I think has given me some opportunities, where if I had thought too far ahead of, you know, asking myself, Well, where is this YouTube channel going? And how am I going to monetize it? And what does this mean? And is this going to confuse My Brides, I kind of would have been stuck in a loop. I think mentally, were just saying, I'm allowed to do this, I can, I can try this. And if it doesn't serve me, I can also set it aside if it doesn't continue to serve me. So I think it's easy to be stuck in a mentality of wanting to expand to another audience or wanting to pivot or add an offer, and then being stuck right there. And just kind of being in this holding pattern, when the first step to take is really to give yourself permission to try something new. And I don't think I was qualified to be on YouTube. But when I really think about what qualifications I had even starting my business, I think that's a little vague, too, for most people starting businesses, unless you're coming out of some sort of credential program, you probably don't feel qualified. And I think it's the same way when adding on to talk to a new audience.

Jess Jordana

For sure, yeah, I love so I have lots of notes from what you just said, the first thing I want to touch on is, you said, I can try this, but you tried with the intent of consistency. And I think that's something that sometimes falls flat with business owners is that you say I'm going to try this. And then you throw one video out there, and then it flops and you're like, Oh, I didn't work, what do I do, I'm like, totally a mess. And nothing I do ever works and all that kind of stuff. But it's not going to work unless you commit to it

and almost decide that it's going to work before you do it. Because there's just this momentum that has to be created. And that's with anything that's with posting on Instagram, that's with doing weekly live, that's with emailing your list. That's what YouTube, like all the things you have to commit to doing it, and know that it's going to work in some way. You just have to be willing to be consistent with it. I think that is so so key.

Joy Michelle

There's so much truth in that I think it's both things at the same time, it's deciding it's going to work, but also saying I'm not going to measure this until I've actually given it a good try. So sometimes, like you said, people throw a video or two up on YouTube, and then they say it didn't work well. There's two things, you have to define what does work mean? Because you we need to have something to measure or it's very vague. And the other thing is, you also need to give something a good try. It's the same in marketing, I tell my students this, you need to do something for six to eight weeks at a minimum in order to have anything to even look back on. So I definitely think that that is so true. And just deciding this is going to work we're going to make it work we're going to we're going to fit it in we're going to find a way is a totally different mental space to be in, rather than kind of that one foot in one foot out.

Jess Jordana

Yes, for sure. Yeah, I think that what does work mean idea is so important and overlooked when it comes to copy and content. Because I think you throw something out there that you maybe worked on for a long time and spent long hours thinking about and really fleshing out and then you put it out and it doesn't have maybe the result that you had in your mind's eye. Like for example, you put out a freebie and you are hoping to get 50 people on the freebie right away. But that doesn't happen. And then you think, Oh, nobody wants the freebie, but that's not necessarily true. It could be that your landing page is actually converting really high lead but you're getting like very you only got 10 people to the page or something. So even if you have a 90% conversion rate, which would be wild, you would only get nine out of those 10 people and compared to your 50 goal that seems like it failed. But when you look at the conversion rate, that just means you need to send that many more people to the page to get to that goal. So I think that's something that one not measuring too soon, I think especially for content is important, but also knowing what you need to measure to know what's working, I think is important as well. So I've seen tons of people throw out an offer way too soon, because they just think the whole offer is trash when they haven't taken a granular look at what the data is that they can see. So

Joy Michelle

yeah, yeah, it's discouraging, you know, and then like you said, they might throw the whole thing out when some of it is very solid salvageable.

Jess Jordana

Yeah, for sure, yeah. And so the other thing that I wanted to kind of backtrack to is that you said, you have content that's leverageable. And I think this is something that we need to focus on with our messages in general to is having a foundation for your message that you can leverage. So I think with content, sometimes we're just like showing up, we're just like, kind of throwing things out there. And when you show up on Instagram, it's not necessarily leverageable. Like, there are ways that you can do that, I'm sure. But something like YouTube is more leverageable, something like blog posts are probably more leverageable, things like that, that can be evergreen content that's found over time and used over time. But the same thing is true of your message, if you feel like you have copy on your website, but you can't really use any of those words for anything else. Like you can't pull that to actually

talk about your services on Instagram or whatever, then you don't have a leverageable message. And that makes it really, really hard. Because every time you sit down to share, you're sitting down to a blank page, basically, instead of sitting down and knowing, okay, this is where I'm trying to get people this is the value that I provide, what's a different way I could share that today? Or how can I share the same thing over and over and over again. So I think that's so key to have that kind of foundation, those things that you can leverage inside of your business so that you can save time and not have to start from zero every single time.

Joy Michelle

Yeah. And to your point, if you have something that's evergreen and leverageable, it's repurpose double. And so that kind of gets you off the hook for being able to come up with content, maybe that you could repackage it and give it to your email list. Or you can shorten a video and have that become a reel. And I don't know about you, but that makes me feel less trapped by this constant pull to show up everywhere.

Jess Jordana

Yes, yeah, for sure. So on that kind of route, how do you manage the conversations between both audiences in your brain,

Joy Michelle

in my brain well, as well. So I look for commonalities between my audiences, I have photographers that are also moms, of course. But I'm also looking for commonalities inside of my content itself. So part of my content, that overlaps might be business. So everybody who's a photographer is also running a business. And then on my other side of my audience, for ambitious moms, they might be running something completely different. But it's still a business. Even when it overlaps, though, I will say I have to clearly define who it's for. And I think it's okay that my content is not for some of them. So instead of diluting it down and making it sound really general, and I try to make it like a one size fits all, I will call out who it's for and say, Hey, photographers, or the moms in my audience. So I know that there are people that are going to benefit from it on both sides. I know that I have people that listen to the podcast that are not yet parents, but they want the content, because it's business content. But that doesn't mean that I'm going to speak to that person directly. And so kind of by telling myself, I can go deep and be niche with someone, and at the same time, I could still on the fringes benefit someone else, but I still need to like stay in my lane. So when it was with brides, I think they knew that I was educating and that they knew that I was serving other photographers. And I don't think it detracted from what I was doing, because it was still me at the core of what I was doing. And so I've always tried to bring it back to me on on some level because I am a personal brand. The other thing that has helped me is to separate out the spaces. So one example of this is my photo boss Facebook group, which is over 10,000 photographers from around the world. And I know that when I'm inside of the photo boss Facebook group, I'm just speaking to photographers that want to grow their businesses, they want to make money, they want to connect their talent and their passion to profit. And I can just put blinders on and just talk to them. And I think mentally for me that that it always makes me so much more effective when I'm writing. When I'm speaking, when I know oh, we're just inside of photo boss, like I know exactly who I'm talking to. So I think for me, the most mixed space is probably Instagram. So that's when I tend to bring it back to the personal brand a little bit more. And I focus on a little more of myself. And all my other platforms are very focused, and I can be very customer centric first.

Jess Jordana

Yeah, I think that one common misconception might be if you have less time, you should be in fewer spaces. But with multiple audiences, it might actually save you time to have more specific spaces for each one, even if that results in maybe more content, the content is going to come more easily. And it's going to get through better when you can be so specific. And I've seen this with, I've talked before on Instagram about how I'm not a super fan of like the round up emails that people do for like their weekly email, because they'll kind of talk about everything that they have every piece of content that they have for every person, they'll link out to other content that might be relevant or valuable or whatever. But in trying to save time and put everything in one place, we're actually sending people nowhere. And so it might actually counter intuitively save your time to be in a few different places, I

Joy Michelle

think. Yeah, I totally agree with you. I think in an effort to save time this applies to content people go a little broad and think, Well, I can speak to all creatives, I have found that the more specific you can be, especially when you're on a specific platform like YouTube, for example, the more likely someone's actually going to find it in search, because people don't search broadly. Yeah, the other thing? Yeah, so

Jess Jordana

not like inspiration for business owners? Yes, yes.

Joy Michelle

Or like creative mom hacks? Like, I'm not sure what that means. Like, you've got to get specific,

Jess Jordana

right, for sure. Yeah, I think it also is necessary to kind of see you talked about how, like, maybe some of your business content is going to hit somebody who isn't ammonia or whatever, it's so helpful to know that our audiences are not all in the same place. And so I know I've had it happen, where I have people that I've been talking to in DMS forever, never, they never had a business. But then they hired me for copywriting Three years later, once they did have a business. And once they did have something, so you are not just trying to convert people in that moment, you are aiming for the conversion for the long haul. And I always say that connection is the conversion long game. Because when you're connected to somebody, they're going to convert down the road, whether they're right for you right now or not. And I think we also can create this culture where people want to become right for us if we do it in the right way. So like, I know, people love the way that you share about being a mom and a business owner, just like really honestly. And so they want to kind of rise to the level of becoming your client or being ready for the photo boss, community or whatever. And that's something really, really cool that we can cultivate in people whenever we focus on that connection, and really just showing up as who we are in the space that we're in. So I love that the idea of looking for commonalities between audiences and content, I think is so so helpful, because this is going to also help your brain start to make connections where it hasn't before. So we our brains create pathways, and this is how we make connections inside of our head is we create a new path where one thing connects to another. And that's kind of our job as business owners is to connect those things. So maybe your audience hasn't yet connected. The fact that I can drink iced coffee every single day is a result of having a business that I really love. Maybe they haven't connected those dots yet, but I can connect that for them by finding the commonalities of what everybody in my audience wants, which is like a fun coffee drink, and then connecting that to what I can help provide for them. And so I think making those connections is never ever going to be wasted because you're just going to get better and better at connecting those topics within your business at connecting things to a call to action, like connection is not just person to person.

It's also idea to idea and making sure that you can take people from inspiration to action. And I think that's so so key. So I love that you pointed out that like kind of finding the Venn diagrams everywhere in your business, I think is really helpful.

Joy Michelle

Oh, it's been a lifesaver for me even just in the overwhelm of creating content. If I can come up with one really good idea. Yeah. Then once that's fully fleshed out, ask myself could this could we spin this for the other audience? And the answer is almost always yes. But I wouldn't have thought of that idea for that secondary audience, right? We just were getting creative. And then it gives me fresh things to talk about. So it's great on all fronts.

Jess Jordana

Yeah. And I think that is so helpful to also have different angles to approach with your different audiences. Because if you didn't have like the mom angle of things, maybe you would only talk about the geography business from one side, kind of, but when you have that mom kind of lens, you can also approach it from another place. And that's something that people find really hard is like, how do I talk about this in a different way? Or how do I get more specific about this or whatever? And so that could also strengthen what you're, what you're sharing with your people?

Joy Michelle

Yes, yes, it does put a unique take on it.

Jess Jordana

Yeah. So I want to see if you have like a specific tip that you can share with our multi passionate business owners, when it comes to crafting a message that speaks to the right people. I think we've talked about a bunch, but just to see if there's one specific one that sticks out to you crafting your message

Joy Michelle

that speaks to the right people, I think that this, you have to start with the question of what do you want them to do? I think knowing where you want them to go is going to help make it more specific. The other thing that I like to ask is, What is my unique perspective on this topic? Because I think so often, we start really general with a really safe idea. And then a couple of things that helped me get out of that safe zone and into something that's really going to actually feel click worthy, is asking what is my unique perspective? Or even what is my unlikely opinion or not as maybe not a welcome opinion that I can explain? So I think that will help.

Jess Jordana

Does that answer your question? Absolutely. Yeah, I think that a lot of times, we get stuck in the give value part. And we don't realize that the value can actually be in a perspective change. And it can be because literally everyone is saying, photographers, you need an LLC, you need a camera, and you need yourself to start a business. But like, How can you say that differently? And how can you say that in a way that empowers your specific audience to feel like they can do it? And so that I mean, that comes back to what I teach in terms of brand beliefs, and really setting the core of what do you believe just in your life, maybe about business? What do you believe differently within your industry? What does everybody in your industry say that you're just kind of like? Well, I don't think that's actually it. So maybe we can go at it this other way, or whatever. And those things are gonna be you're in to really be

able to share specific and unique value with your audience. So I love that so much. I actually had, I wrote down a quote from the book that I'm reading. This is a quote from a Marine colonel. So he said, Marines are like the few, the proud, the Marines, they're like, super focused, and like really high level and things like that. So I've always been really interested in Marines. But this Marine colonel told this author, that the easiest people to lead are the ones who know where they're going. And I think that this applies so much to leading ourselves in the right direction to because like, we need to lead ourselves in posting content that matters, we need to lead ourselves in crafting a message that can be momentous. But if we have no friggin idea where we're going, then that is gonna be so so hard. So I think that is so important just to know where you're going and know where you want your people to go. Because you can't expect somebody to take action if you don't even know the action that you want them to take. So that is so important.

Joy Michelle

Yeah, I think to your point on changing someone's perspective, another way to look at this that's really important, if you're in the education space, is I think you can very quickly get caught in a tutorial trap, where you're giving a lot of how to is a lot of tips, a lot of here's how to find this button inside of Lightroom to do what you want to do. And while that will get you visibility, because people are searching for those things, and they do have problems that you can solve. Where I have connected this and it has been so true in my business is if you give them an answer, they will give you their view and they might they might subscribe or follow. Maybe it's far less likely if you can change their perspective. They have a whole different level of respect for you as an educator, and you build a community. And I have noticed this, it's like the more polarizing that you can be not just for the sake of being polarizing, but truly because you're leaning into whatever is your honest opinion about something your your unique experience, your background, whatever that is, it really does mean the difference between someone who's simply following you and someone who's bought into your brand. And as an educator, I'm constantly trying to keep that in, check that balance of tutorial versus perspective shifting, and you can blend the two of those things in a really beautiful way as well. But it's that is so important to point out especially for for the educators listening.

Jess Jordana

Absolutely. And I think a lot of times, when we think about giving an answer to our audiences, we also need to know that, and this happens a lot with polling your audience for what type of content they want, things like that. The reality is, we're the experts, they don't really even know what they need to ask maybe, or they don't really even know, like the right questions to get them to where they want to go. And that's why they need us. So I often find that giving somebody a really effective question is a lot better than giving somebody an answer. And that's like that annoying teacher thing where you like, answer a question with a question kind of thing. And students hate you. But I think that it's so so helpful, because like, if somebody says, Should I rewrite my sales page, then the question that I want to ask them is, well, what results are you looking for, that you haven't gotten yet? Or what makes it feel like it's not hitting the mark, like, there could be a lot of different reasons. Maybe you pivoted, maybe it's not converting, maybe you don't know if it's converting, like all of those things. So I think having those questions within your expertise is really essential to to be able to help people think in a different way. So I love that, I think, in terms of crafting a message that really has a chance to make an impact to we're not just talking about an impact on our people. But we're talking about a message that allows our businesses to feel the way we want it to feel to and so if you're just giving those how to use, I think probably all of us have experience where we can get somebody from A to B, but they don't change their mind. They don't change the way that they're doing things, they still feel the same way. And so that, as

a business owner who wants to inspire transformation, that doesn't feel very great. So if you're not focused on that true transformation of mind and actions, and like what they're doing for the long haul, then your business doesn't feel very fulfilling, I guess. So I think when it comes to crafting a message that really matters, that needs to be part of it, too. Like how can I really do what I was made to do here, which is not just give people bulleted lists for an about page or tell people the three steps to starting a photography business. It's to change your life. And what does that look like for me kind

Joy Michelle

of thing? Yeah, 100%, I completely agree. You have to know what that means. Like, what what outcome do you want, because it's going to be different for each of us and really tapping into that take some inner work, but it's worth doing.

Jess Jordana

Mm hmm. For sure. So this series, like I've just been talking about is about having a momentous message. And what that really means is having a message that doesn't just matter today, but also matters in the future, for your impact on other people, but also for your impact on your own life, like we're talking about for your income for your family for your level of fulfillment, and happiness, and all of that kind of stuff. So what does having a momentous message, a message that matters for the future? mean to you? What does that look like for you inside of your business? Oh,

Joy Michelle

so having a momentous message means sharing about something that I feel called to like, deep in my bones. Before I feel totally ready before I feel totally equipped. Because it's more than just an offer. It's more than making money. It's beyond my business, because it's beyond me. And it's something that could change someone's life. And I think that sometimes we think, momentous that word would mean big impact. And we would think, okay, if it's going to have a big impact, then it needs to have big numbers, Big Reach, big dollar signs, lots of zeros and commas. And I would push up against that a little bit and say, it might not. In fact, for some of us, it would look really different and that doesn't make it not momentous. That just means it's very specifically to your calling to the person that you were there to help. And to change lives, like you were saying that, you know, helping somebody launch and grow photography businesses, it's not just about that it mean it's about the legacy of the documentation that they're creating. And it's about the financial legacy for their family. And so that is like, when I really look at that, that feels big, but it might look small, because it has nothing to do with the likes, and the accolades and the money. Mm hmm.

Jess Jordana

I love that so much. And I feel like the thinking about the big versus small, it also means that your message can be your business, your impact, whatever it can be completely momentous, even with the first person that you do it with, because it has that like ripple effect in their own life, it has that ripple effect of them telling other people, it has the ripple effect of you, seeing what that can do for you, and how you can do that for more people down the road. So I think it's so easy. When we see these big numbers paraded around or we see these huge amounts of people that people have served over time, or whatever that feeling like our one client, our one customer are 10 people that we sold to in a launch or whatever, is not enough. And that's just so not true. It's just the building block to make you better for the next person for the next amount of people. And so really not writing off the beginning of your story. And also, like you said, sharing before you're ready, because it's bigger than you. It's not just about you feeling prepared. It's not just about you not being scared anymore. It's about diving in, because this

does matter for the people that you're serving and for your life and future. And so why not dive in right now. So I love that advice so much.

Joy Michelle

Yes. And like you said, not under estimating the number of just one. And I love that you said it can actually be for us that like impacting that person proves to you that you can do this that like when you see how impactful you can be in just one person's life or one person's business that can just be such a catalyst for our ability to change our mindset and see, oh my gosh, like this is what's possible. And I think that spark is something to follow for sure.

Jess Jordana

Yes, absolutely. So I mean, I want everybody to know that whatever you're doing right now is and can be so momentous. And it really is just like believing that and really committing to that within yourself first. So joy, this has been so much fun and so, so valuable. It went in a ton of directions that I didn't imagine, but it's gonna be so good for people. So before we go, I would love if you could tell everyone where they can find you where they can connect with you and how they can get started if they're interested in what you have.

Joy Michelle

Yes, well, I am at joy. Michelle on Instagram. My website is Joy michelle.co. That's SEO. And if you're a photographer, I would love it. If you'd come join me in the photo boss Facebook group. And for all the ambitious moms listening. You can join me in the call to both podcast.

Jess Jordana

Yes, the podcast is so good you guys and it's short so you can listen in whatever time you have. So that's awesome, bite sized

Joy Michelle

episodes because we all need shorter, more digestible information.

Jess Jordana

Yes, for sure. Well, thank you joy. This has been so fun and I will talk to you soon.

Joy Michelle

Thank you so much for having me.

Joy Michelle

Would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.