

Called To Both Episode 52

Let's talk about stepping into the role of boss in your creative business. Okay, so my first question for you is, Are you the boss in your business? And the answer is, of course, yes, you are. But sometimes it can feel like we're anything but the boss. And when I say, Boss, what do you picture? For me, I am looking back on all of my past work experience. And I've pulled together some different ideas of what I think a boss should be in a good context, right? I think we've all had not great bosses. But let's think about the good ones that we've had in the past, or maybe even a good teacher that you've had in the past. When I think about a boss, I think about a confident leader of a group, a visionary, Creative Director, just the person with answers, someone that I can go to, when I have questions, they're available, they're there to lead and help. And I haven't had any corporate job experience. So when I think about this, I remember back when I worked at Chipotle right after high school before I went off to college, when I was rolling burritos for a living, and I had a manager there. I also think about the job that I had teaching gymnastics to little kids had no idea what I was doing there, or the art internship that I had while I was still in college.

But I think my favorite job when I think about all the jobs that I've ever had, was working in a consignment shop, it was like this kind of fun clothes and home goods store that was all consigned goods. And I think that was probably the favorite, my favorite job that I ever held besides working for myself. Now, there are two bosses that come to mind. For me, when I think about my work experience, and they lead the team. Well, they were consistent in what they were doing. And I think the biggest word that comes up for me is that they were confident. So the words boss and confidence to me feel very closely intertwined.

So that's really what I want to talk to you about today, I want to talk about building confidence in your business, stepping into that role of really feeling like the boss of your business, and some key areas to cultivate confidence in your business. 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 bow. Let's dive in.

Over the past year or so especially I have really leaned into the concept of owning this role as a boss in my business. And I want you to feel as the boss of your business too, I want you to feel like the CEO, the leader, the visionary, and that even if you're just a solopreneur by yourself that you still feel like you're leading the charge of where your business is going. And I think there are three distinct areas that are closely linked with our ability to step fully into that role of boss, and to hold that title with confidence. So I'm going to share each of these three areas with you and give you some tools and resources for each one. So that you can deep dive into the topic and increase your confidence wherever it feels like you need it most.

The first area of business that I want to talk about that I think is closely tied to how confident we feel about our businesses, and how much of a boss we feel like is the area of money. So how you feel about the money that you're making, or the money that you want to be making is going to affect the decisions that you make every day in your business, everything from your money mindset to the budget

and plan that you have for the money from the feelings that you have about the money to the prices that you have for your services. All of this is carrying through in what we do and how we show up in our businesses.

So over the past month, I've actually personally been on kind of a mani kick a deep dive in the way that I'm consuming my content right now. So I'm surrounding myself with thought leaders on the topic of money. I've been diving into some really incredible books, I'm going to share those with you. And I've just been having some really powerful conversations with some of my business besties around money. And I will say the more that I work on this for myself, the more that I see these exponential results in both my confidence but the actual money that I'm making and the profit of my business, right. I think that this is so interesting, because money should be a conversation that we're having a lot as business owners, because Without money and without profit. It is not a business.

It's a hobby or something else right. And money feels like it's such an integral part to what makes our business a business. But sometimes I think especially Actually, as creative entrepreneurs, we kind of shy away from the topic or don't feel very confident when it comes to the topic of money. So this is one of those areas I truly wish that I could have fully embraced earlier in my business journey. I'm going into my 10th year in business, that's wild to say, but I have been in business for quite some time, and I have held limiting beliefs around money in the past, I have thought things like, I can't make great money as an artist, right? I don't know if any of you guys have ever felt that kind of starving artist stereotype, where if you're doing really good work, and you're a real artist, you probably aren't making real money, which is just a limiting belief and a lie and is totally untrue.

Another belief that I've held in the past is I'm just not good with numbers, right? Like, I thought that for so long, I'm just not good with numbers. I'm not super in it for the money. So it's fine. I don't need to check my bank balance, I don't need to work on my accounting, I don't need to save for the future. I don't need to worry about all that. And I will say that when you change the narrative that you have around money, you will watch your whole business shift for the better. I've seen this happen in my own life as someone who is I do not relish sitting in front of spreadsheets. It's not something that gives me life. But I will say the closer I've gotten to the pulse of the money in my business, the more confident I have become as a business owner, overall. So I have a couple of amazing resources for you guys around the topic of business, finance, and money mindset.

The first is episode 24. Here on the podcast with guest, Val Device. She talked all about mastering your business finances in an in that episode, she really was breaking down the percentages that you can set aside how to set up these account ways to think about the saving and the allocating of money in your business in a way that I think is just really life giving and helpful for creatives. So again, that is episode 24 here on the podcast, and a great listen if you feel like the money piece of your competence and your ability to step into the role of boss might be holding you back. Now one book that I have loved and I know I'm going to talk about it more here on the podcast in the future because it has really impacted my business. It is called overcoming under earning. Obsessed with this book originally heard it mentioned at the Elevate conference in Nashville, which I recently attended this year. And as soon as I heard it, I was intrigued by the title, I immediately went on my phone, I went on Audible and downloaded the audiobook.

As soon as I got home, listen to it, binged it, and I've already completed the book. And that was just a couple of weeks ago. And I'm have plans to listen to it again, because it is that impactful. Another book,

I think is a great starting point, if you're concerned with the profitability of your business is Profit First, that is a classic. And I think every business owner should listen to that book at least once take what you will from it, I don't follow it to a tee. But I definitely follow, I would say 80% of the profit first model in my own business. And when you grow your confidence around money, you are going to grow your confidence as a boss overall. Okay? The second area of your business that is directly linked to that confidence and feeling like a boss is your ability to bring in clients and market effectively. And this is so huge, that feeling that you know that you could go out and get clients right now. And that they would pay you is incredible, it makes you feel like you're completely in control, right.

And while none of us as entrepreneurs are completely in control, having an attraction method and a marketing plan for your business is crucial. I would say this is probably the biggest reason that clients come to me is this whole concept of creating a marketing plan. They want to attract clients more regularly. They want to find ways to market organically so that they can book out their services month over month and not have that feast or famine cycle. And I know this because I have of course the questions on my inquiry form for when people reach out for coaching or audits or consulting. But I also see tons and tons of information as people request membership into the photo boss Facebook group. And that Facebook group is sitting at just about 11,000 members. So I've seen a lot of data come through, and specifically with photographers, of course in the photo boss group, but I just love being able to look at these answers and generate content around them.

And I will say that bringing in clients being able to charge more for those clients and have more consistency in their marketing and booking is a recurring theme. So you need to have a method you need to have a way of marketing yourself So even in times of busyness of course, like if you're in a busy season, you have to have systems in place where your marketing is still working for you, so that you can still generate leads. Hey friend, just interrupting today's episode real quick to let you know about a free guide I have available for you called the brand authority blueprint. If you are ready to become seen as the go to expert in your field, and you want to build authority and credibility behind your name, then you're going to love this guide. It has step by step instructions and super actionable advice for how you can do exactly that. So grab your copy of the brand authority blueprint in the show notes for today's episode, a couple marketing tips for you here, in this episode won't be completely about marketing. But this will give you a good next step or a taste tester of some other next steps. So the first marketing tip I have for you is all about episode 21.

Here on the podcast, I shared how in my organic content marketing strategy, I saw huge increases in visibility and engagement. When I made the conscious shift to be generous in my content, I would encourage you to take a listen to that episode, if you're looking for ways to get greater visibility in your brand and attract the right clients to you. Again, that's episode 21 here on the podcast. And by the way, I will have all of these episodes linked up in the show notes. So wherever you are on your podcast player, you should be able to scroll down and see all the notes for this episode. But then, of course, you can always see in depth show notes on my blog as well. So that's Joy michelle.co/blog. Okay, another marketing tip that I have for you is take a close look, if you want to do a little marketing audit of your own business, the first thing I would say is take a close look at the way that you're showing up and look for ways to incorporate video into your approach.

Now if you're cringing, hear me out Hear me out. This is key, especially if you are looking for ways to feel like you're everywhere to appear everywhere to people without actually having to be everywhere. And I love video because it tends to perform a lot better than other forms of content. And there were

just so many ways to leverage it and repurpose it. So episode 11. Here on the podcast, I give three steps for utilizing video in your marketing strategy, and some good steps for getting you started. So if you'd like to learn more about that episode, Levin is going to be a great place to start. I know for me personally, when I'm looking for content to post on my own social media, one of the first things I do that is almost like an easy cheat, is find a video clip on my phone and use that as the building blocks for whatever the content is going to be because there is so much that you can do with just a simple video clip that can easily become a real that can easily become an Instagram story, or both.

And then also you can post that to your actual feed itself if you're on Instagram, and easily repurpose this across platforms as well. If you are looking for an audit or a strategic marketing plan custom to your business, please feel free to reach out to me about a strategy session for your business. I'll have a link down below. But you can always go to joy.michelle.co forward slash coaching. Okay, so the third area I want to talk to you about today when it comes to your business. The third piece of the puzzle here is your authority building and your expert status building. So your brand authority and visibility is something that can be strategically worked towards each day in your business. And oh my gosh, I still remember the first time that I had some of my photos accepted to be published on a blog online, I got that email and I was beaming, I think I told my mom, I told my best friend, I was so excited. And I didn't even care that it was a blog that no one had ever heard of because I was going to be a published photographer.

And I think even back then in my very first year of business, I knew that there was currency in building your brand authority and your credibility through being featured or published in that kind of way. And of course, authority is going to take time to build but it is so worth it not only from the client perspective of them seeing you as more credible and as an expert in your field. But it's going to grow your confidence too. I have seen business owners find greater boldness and refine their message and their brand voice as they've started speaking on podcasts as a guest, for example. So this really grows you as a leader and as a boss as well. So this is for you as much as it is for the brand that you're building. So I shared about how I had gotten published for the first As a photographer, I talked a little bit about how you could potentially be a guest on someone's podcast. But there are a lot of other ways that you can really increase your overall brand authority.

And I actually have a whole series about this along with a free guide that you can follow. And this all starts off on episode 36. So that's going to take you through a step by step Authority building strategy, and I want you to be able to follow along. So if you go back to Episode 36, it's going to take you through a three episode series of all of my best tips for building your authority, especially on wine, I am just going to interrupt myself here for just a quick second and say that if you haven't yet left a review, I would just be so incredibly thankful if you left one and shared any thoughts or takeaways that you have gotten from this podcast, it takes two minutes, but it seriously makes such a big difference on the podcast players. Okay, so let me recap the three distinct areas of business that I think lead to feeling like a boss and growing your competence.

The first is money. The second is client attraction. And the third is building your brand authority. When you feel confident in these three areas, or you're at least actively working towards growing in these areas, everything shifts, you are going to be able to confidently step into that role of boss in your business, which is what I want for you. Now, the next step after this, I think, just like the bonus next area is the systems to support it all from the software's and the tools to the way that you set up your home and your life. And those things should support the other key areas.

So I'll have a link down below of just some of my favorite business tools that I use every single day in my business, and you can easily find that in the description below. As always, the in depth show notes for this episode can be found on the blog, and the links for all the books and different episodes mentioned today can be found right on the playa where you're listening now. Thank you so much for listening all the way to the end. I so appreciate you and I will see you next week. 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.