

Called To Both Episode 54

Felipe

Hello, and welcome to the call to both podcast Your host is 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 a boss. Let's dive in.

Joy Michelle

Okay, friends, this episode is going to be a little bit different than our typical episode here on the podcast because my husband is interviewing me with your questions and some of his own questions in celebration of one year of making episodes here on the call to both podcast. So I'm pretty excited. Welcome, Felipe to the podcast.

Felipe

Thank you. This is so weird to be on this side of the recording.

Joy Michelle

I think this is our first official like, internet debut of any piece of like formal content together, isn't it?

Felipe

Yeah. And I mean, I've been asking you for years to be on it. So I'm glad that you finally caved in I

Joy Michelle

know you are happily, happily behind the scenes kind of guy. So to give to give listeners just a little bit of context, share, like what your involvement in my business has been. And then you can just jump into your questions. And we'll go from there.

Felipe

Oh, fun. Okay, so back from the beginning, right from the beginning.

Joy Michelle

Yeah, like, what? How involved? Are you in join Michelle, CO,

Felipe

I would say I was your least skillful or second shooter ever

Joy Michelle

forgot about that?

Felipe

Yeah, I mean, I remember just grabbing a camera and you being like, here's how to work manual. This is I mean, I had a basic understanding, because I took some camera classes in high school. But I but I did that with you a couple of weddings, I was your assistant at times to before you had a consistent

assistant back. When you're shooting weddings, still, I was always kind of the money guy. I guess I would always keep track of your accounts, and do spreadsheets, spreadsheets on my love language. So I always took care of that and making sure that there was enough money to pay ourselves enough money for taxes and all that. So you always call me your CFO, that has always been like a stable part of how I'm involved. I think it's come and gone. Like at times, I'm really involved. We used to do like Wednesday mornings for a couple hours together for like a year. And we would do some like business planning and goal setting. And then, you know, his life got busier. If I got busier my work, I just took my seat back as only the finance person and then took a step back. And lately I've just been watching the kids that you can work.

Joy Michelle

Well, you I think it was a couple years ago, you implemented Profit First in the business and you upkeep all of that keep the books deal with taxes, just this weekend, you were dealing with taxes. And I remember early on in the business at one point, you're asking me some sort of financial question. And I, I was like, I don't know, there's just like a chunk of money sitting in this bank account. And you're like, Okay, well, what's the plan? And I was like, make more I don't know. And you're like, Okay, let me I'm gonna get in here and do something because yeah, you don't think you could just like watch idly as like, I just had no idea what I was doing. So I appreciate that. Okay, I'm gonna let you jump in and do your thing so that I don't default start to interview you. But I do have some questions for you at the end. I'm trying not to like take this over. You do your thing.

Felipe

I mean, that would fall flat because I'm not a mom. And I'm not a business owner. So the interview with me really quickly.

Joy Michelle

Listen, I am a great interviewer. So I would find something good to talk about.

Felipe

So good, you can make a mom out of anyone. All right, so we had some questions put in and then I have a couple questions on my own. So I'll sprinkle them in between each other. So the first question we got was, how have I supported you best in your business?

Joy Michelle

There are so many things I could say here because my the business has been running for almost 10 years now. And you've been there since day one. Because when we got married, I didn't have a business I would say there's two aspects that come to mind. One of them is like a more emotional thing and one of them is like a hands on kind of thing. The the more emotional side is that I feel like you've held space for these dreams before you had proof of these dreams. And that is really huge for a creative and for an entrepreneur. And you did have questions of course and I'm sure concerns along the way. But as I've grown this business, as anybody listening knows, it's kind of just starts with an idea. It starts with a crazy idea. And you were definitely there for like the the part where it's not your dream. It's just someone else's and you have to sit there and hope that like you can support them along the way. So I think just holding space for the dreams that I have and like the ideas that I have is probably like first and foremost. And then I think you have been, I mean, you shared about the financial, like support of saying, like, I'm going to do the books, and I'm going to be the CFO and the business. That's huge. I think also just looking at our lives and saying, okay, like, Where can I support you in our

schedule? Instead of just saying, like, yeah, go do it joy go into it has been an actual, like, tangible way that you say, Okay, well, I can take the kids, I'm gonna go for a run, put the kids in the double stroller, you can get an extra hour. And that's where like, I think the rubber meets the road, quite literally. But the rubber meets the road, and then I feel that support on that end as well.

Felipe

Yeah, I think it's always weird to see the different, like, even month to month how I feel like I can support you differently. Like one month, it's you putting furniture together? Yeah. And the next month, it might just be taking the kids out. Because honestly, you just need time, and there's nothing that I can do. It's just you need more time to do your thing. So cool. The second part of that question, I think it was a two part question is, what advice do you have for other spouses on a similar journey? So I guess the spouses of your listeners that are on the same journey?

Joy Michelle

First, I'm so sorry that you're married to a creative? Just kidding. It is not easy. I think the biggest thing is to hold space for a creative to be creative and not need them to come up with every proof and answer and dollar sign right away. Try to not have to be like the heavy in the situation. To be to be very supportive, I think is to not try to like poke holes in what's happening. Because I think the creative in your life is already battling that inner critic. They're already thinking like someone's already done this. I'm not exactly sure I can. So if they're sharing a dream with you try not to think too hard about it and let your own fears come across. In the exchange. I think that's like a huge one. And in supporting a creative. Yeah, I

Felipe

was gonna say when you said be the heavy I was like, because they're already their own heavy. Yes. And what they're doing. Yeah.

Yeah. All right. So

Felipe

this is a question of mine that I put in there. So what has been your top moment as a mom and a top moment as a business owner?

Joy Michelle

Ooh, this is good. I think a top moment, while it may seem just small and every day, is, specifically when I see my kids interacting, and like loving each other. That is just a crazy thing to be like, those are the people that I created. And now they love each other separate from me. And that's like, full circle. Amazing. And then you said a top moment as a creative. Yeah, creative

Felipe

and a business owner.

Joy Michelle

Oh, my gosh, I have a couple. There's one and I know you're gonna remember this. I think it was my first Christmas after launching the photo boss Facebook group. And I was creating YouTube videos. And I was doing this thing. And I believed in photo boss, and it was small. And I think it was like this first

glimmer that someone else had caught the dream and had seen the vision of what this community could be. Because one of the community members sent me an engraved wine bottle that Christmas. And it says thank you for all that you do for photo boss and seeing it and have it I refuse to drink this bottle of wine like it, I could be snowed in and it could be the last bottle of alcohol in my house. And I will not consume this bottle because it just means a lot to me. And I think as creatives and when you work for yourself, when you're in business for yourself, there are not a lot of like accolades or like physical plaques of any kind that you get to hold and see that kind of showcase what you're doing, especially if you have an online community where it's not something you can touch really it's a concept it's real people, but it can be hard to to see what you're doing physically. And so holding that made it feel real and just seeing photo boss written by someone else engraved on this bottle. I don't know it was like a full circle moment and I still have it it's still one of my most prized possessions.

Felipe

Yeah, I feel like I remember you saying that it was it was real because when things are online and on your computer, there's this moment where especially early on you're like is this is this even a thing like am I just it felt like am I just making it all up? Is it just a bunch of like, you know, files on the internet and then to see other people use the word respond to it and then also show that appreciation to you was huge.

Joy Michelle

It is it is I think that's exactly true. It feels not real sometimes, especially when part of What you do is digital, and you can't actually hold it. It just you know, it made it real.

Felipe

So for those people that are dying to send you one bottle now it's up Pio box was getting.

Joy Michelle

No for real. I still do have a peel box.

Felipe

Yeah, now that I'm into into wine, we can we can share those wines together.

Joy Michelle

Yes, yeah. A wine subscription would be welcome.

Felipe

Sponsorship. Anyone? Yes. All right. This is another question we got. So if you could go back and give nine month pregnant joy, any piece of advice? What would it be? I'm guessing this would be nine months pregnant with Clara. So tomorrow, our lives will change.

Joy Michelle

That is such a good question. Okay. So I'm like about to have my first baby. Yeah. Okay. Oh, my gosh, yeah. I think that, if I could sit down with myself, how much time do I have to impart the wisdom to my past self, I think the first thing would be like, your business is going to look so different in a couple of years than it does right now. And it should, but it's going to change in ways that you can't imagine. And so kind of like, don't hold it so tight, open up your hands a little bit and see what happens. The other huge thing I would say is like, you can get so much done in so much less time, like you do not need 40

hours a week to run the business of your dreams. And like this baby isn't gonna ruin it is probably the biggest, the biggest takeaway like you can, you can do both. And I didn't have called to both back then. But you know, call to both was the concept that came those words were like, just kept coming to me, after I had Clara that first year of feeling this like tug and pull between those two worlds. And so yeah, I think I would go back and be like, it's gonna be okay, there's gonna be a whole podcast about this.

Felipe

That's, that's a no, you leave yourself. There'll be a podcast about this don't I wouldn't

Joy Michelle

be like overthinking that so much.

Felipe

That's great. All right. And then how has owning a business with two versus one child been different?

Joy Michelle

It has been different. Because I mean, we've talked about this so much, you and I is that the more the more variables you add, like in this case, it's kids, the more complicated it can be to find that time to work. So whereas before, if Clara was sleeping, I went back to being kid free, and I could jump back on the computer, the likelihood of that happening, just as like getting lower and lower, as we now have two kids. So I would say that it's gotten a little bit trickier. But now I don't have this expectation that life is going to look or business is going to look similar to when I didn't have kids. So now I've like just accepted that we have a new cadence, we have a new rhythm, we have to I have to get more help from you from our nanny, I have to not look to myself as much. So I think I've that that first child, there's like so much transition. And then the second one, you actually know a little bit more of what to expect.

Felipe

Yeah, I'm just a little grateful that they only came one at a time because I would have to do two at the same time. And Claire and Lulu couldn't be any different in so many ways. But including their sleep schedule. I mean, just this morning, you know, being woken up at six in the morning by one of them and then seeing the other one that normally sleeps till eight. Or like 7:30 Be up and be like Daddy, can I get up and like no, go back to your old ways of sleeping until later. It's just, it's crazy. They have both become

Joy Michelle

super early risers, and I am not here for it.

Felipe

Yeah, I used to see those posts or people being like, you know, when you're up at 5am and, you know, I would feel bad for them. I'd be like, that's not my life. And yeah, it is now so

Joy Michelle

it is now like we're eating our words now. Yeah, I

Felipe

remember you say like, used to get up early to do work. And you could sneak a few hours in there. But now with two kids. That's Yes, yes. We can't even get up early enough unless you do 4am I guess but

Joy Michelle

ya know exactly. I for a short time, a few months after Clara was maybe nine months old or something. There was this season where I was waking up at five o'clock in the morning. Not every weekday but a few and I could get a solid like two and a half or three hour time chunk in which now is like wild to even think about like that would not work like you said only chance of getting a decent amount of work would be to wake up at four o'clock in the morning. And I swear they know you're awake like they do would be the morning. Yeah, you're like Lewis would be like smell it and be like, Oh, I think she's up like I'm just gonna get up.

Felipe

Yeah. And even even Clara like she I've gotten up early before to work and then you Like 30 minutes in, they just start crying.

Joy Michelle

I don't know where they know, they know. It's hard.

Felipe

They can smell fear. They sure. All right, those are the questions I had. So now we could just talk and just hang out. I mean, do you want a date right now?

Joy Michelle

Okay. Okay. Can Can I ask you some questions? Can that be our date?

Felipe

I love if you've ever wondered if you're married to in Enneagram? Three, that's that statement right there. answers. I

Joy Michelle

mean, that 100% encapsulates what it's like to hang out with me, I am the most curious person. Like I'm super nosy. But a nice way. A nice word is curious. I have so many questions. And you're either in like the best conversation with me or you feel like you're being interrogated? Because I have so many questions. And I'm so genuinely interested in, like, the nitty gritty of everything. And like, if someone's having like an argument, I will literally like out in public, I'll just like, scoot and be like, let me just sip my coffee and see if I can hear something interesting. Like, I'm so nosy.

Felipe

I mean, I love it. But yeah, that's like a two minute statement about work or about something can turn into a two hour conversation. Because your questions? Yes.

Joy Michelle

I need to know what your client acquisition model is. I need to know if your funnel is working. And like, I'm genuinely so interested in that. Okay, so I have questions for you, that I think would be interesting for people to hear. Okay, so when we got married, I did not have a business. And I don't think I was even, like talking about starting a business. And I think our lives look different than what we were expecting when we like set our vows. So I'm curious, what has this been like for you to watch and experience as entrepreneurship might not have been what you were imagining for our lives?

Felipe

Okay, that's a great question. Let me think back 10 years ago, man, what what was even happening 10 years ago, okay. I think in one way, you know, you've made it really easy, because there has been success. Almost immediately, whether you were in the wedding world, or whether you started shifting to education, there wasn't ever like this prolonged period of time where like, I would come home, and you're just, you know, chillin watching Netflix, or you know, like writing blog posts and be like, don't worry about it, it's gonna be big one day, like, you know, there, you have had a lot of proof test. So you made it really easy on me to buy into the dream. And I've also just known that your personality type IQ, you're, you're someone that's going to go and give it your all, which is really all we can ever ask if anyone is just to give it 100%. And there's always factors that are outside your control. But I think the last part was just that I got so much support from you. I mean, being in college, you know, I was asking you to not only marry me when I still had two years of undergrad left, but potentially three or four years of graduate school. So there was this, like, you're already giving me so much faith and putting so much trust in me that like how could I not, but give you that same level of trust, and that same level of faith? Just know that, hey, we ended up just eating ramen on the floor, like, at least we were together and we were doing our lives the way we wanted it to. But like I said, I mean, never even got to that point and never even question like, oh, what's gonna happen next, just because you've done it so well.

Joy Michelle

That is such an interesting way of putting it to say that you still had so much school ahead of yourself, because you were gonna go complete your doctorate in physical therapy. And that was still hadn't even started when I was starting my business. So we were both kind of starting careers. Early on, that such I didn't even think of it that way.

Felipe

I mean, we were I was a little fetus like I was I still had a year and a half left.

Joy Michelle

We were fetuses. If you

Felipe

don't know Kenny should not have given us a marriage license. Like, there should have been some questions, man. Come on.

Joy Michelle

There should have been more questions besides, like, are you cousins? Which I'm pretty sure that's all they ask is like, are you adults? Are you cousins? That is so funny. Okay, my next question is, how does it feel being married to a creative or an entrepreneur? Somebody that has these ideas? Maybe lots of them happening all the time? What is it like to live with someone that has all these dreams and have feels like there's a calling on their life?

Felipe

Oh, that's a good question. What does it feel like? In one way? I mean, it's, you know, like that classic, like, you know, when when a wife has something to talk about, and the husband just wants to fix it, you know, and whether it's a good or not, and it just you have to fight that so hard, because I'm pretty sure the last thing you want when you're trying to tell me about a new program idea or a new way that you

want to connect with Photobox group or with the podcast is for me to sit there and be like, alright, so step one, we're going In the context, you know, Riverside, step two, like you don't want an action plan, necessarily you want to dream with someone. And that's your CEO side, I always, you know, being in being in the, in the business world, I guess it's it's so much easier to see the different roles. And so you're, I always call that like your CEO hat, and you're just your CEO, and you're, you're exploring your dreams, you're trying to figure out what's next for the company. And you don't need a CEO to sit down with you in that moment. You just need a friend and a spouse to dream with you. So at times, it can be overwhelming and not in like, What is she thinking kind of way, but just how can I serve you best in that moment? Because there's also times where you do need me to sit down and figure tax out like, you don't want to daydream about how we're going to file taxes for 2022. You know, you want that done. And so I think the learning how to go back and forth for myself, and then watching you go back and forth and being able to pick up on this news is is is a joyride.

Joy Michelle

Yeah, you know what, actually, that's actually really interesting, because sometimes, I'm sitting there saying, oh, we need to open a 401k for the business. And then you go and do it. And you have this like clear role in that. And then other times, it's a little less clear as to like what your role is in that moment.

Felipe

And I can usually pick it up to you know, because like if I start like, Alright, so here's what we're gonna do and you're the conversation just dies. I'm always like, okay, no, no, bring it back to the drink. They come back to the jury. Back to the dream, Felipe,

Joy Michelle

reel it back in. Oh, that's so funny. Okay, my last question is, Do you ever wish that I would go get a job and work for someone else?

Felipe

Oh, no. That would be awful. No, no, I always say this to you. And I guess if I can speak to all the spouses out there, like, there's so much beyond the financial aspect that we get out of this job. You know, being able to be home and be there in case of emergencies. I mean, I know people that have like nanny cams or whatever for their kids, and we don't have to worry about that you're right there, there's, you know, it's a door dividing you guys, the flexibility in your schedule, I mean, back when you were shooting weddings, it was definitely not that flexible. But at the same time, you know, there was a freedom about it, you could just close off weekends, if we wanted to just go do something, you know, whatever, that that one weekend in the summer. And then also just being able to see you grow. And I'm always so if I don't know if MDS is the right word, but I always admire There you go. I always admire just like the direct path that you have for your calling, and how you're helping people out there, because you don't get that many jobs, you know, and it's there's a lot of jobs where you're just you feel like a cog, you're just, you know, chipping away at this one aspect of this one thing that you're hoping helps out one person one day, whereas like you have active listeners, you have people in your photo boss group, you have coaching students, you have people that buy your products, and you can see the impact of your work in their life. So, I'm, I'm so happy you get to do that. And, you know, I sometimes wish I could get to do that alongside with you or by myself, but I do not wish at all that you would go and get a job.

Joy Michelle

I wasn't I wrote that down. I was like, Oh, this is interesting. Like, I don't know what he's gonna say.

Felipe

Yeah, well, welcome to call to both where Felipe and you're gonna have marital counseling now.

Joy Michelle

Live Counseling without a counselor, this is gonna be good. Any parting final thoughts or wisdom or tidbits that you would like to share in closing with our call to both listeners?

Felipe

Oh, man, Joy is the best. I'm her number one fan. No, I'm just I'm so excited. And it's so weird being on this Edit because I always hear these recordings like across the door like I'm literally right behind that door behind you sometimes like trying to keep the kids quiet or like sneaking on a show quietly. And I always hear and it's just it's so different being on this side of it. So thank you first of all for for having me. It's it'll be interesting to see how people respond to it. But I think you really do encapsulate being called to vote you know, with your with your parenting and I think just being able to divide the roles but also emerge them so well together. And that's so challenging and I feel so much for all your listeners that have to struggle with that. You know, I struggle with like having to leave the kids on Monday mornings and you know, not not being there on night sometimes. But you you do it so well and you guys have such a hard job so I'm really glad that you have this community growing and that you guys can support each other I think that's that's awesome. And I'm glad to be part of it whether it's from the background or here talking to you guys.

Joy Michelle

Well once we get merch I will get you a call to both hat I'll get you a black like we'll have a mensline for called. Sounds like you're calling Bose as well.

Felipe

That's always a running like line whenever we have you do evil about that? No when.

Joy Michelle

So, Felipe and I, when we feel like torn between something or we want to do, like two things I'll will chime in will be like, it sounds like you're called to bow. And it's true though, like, you know, it'd be like, you know, I want to have coffee, and I want to go get bubble tea. I'm called to both. And so sometimes, I'm called to both.

Felipe

Iced coffee and hot coffee at the same morning, you're caught up both. You're called to vote.

Joy Michelle

I love it. Well, thank you so much for coming on for being willing to do this. And just for being on this wild ride for the past 10 years, and probably 10 more to go.

Felipe

Yeah, who knows what's good, where I'm gonna, we're gonna be in 10 years. I'm excited to see how it goes. Yeah.

Joy Michelle

Well, guys, if you enjoyed this interview, a little bit of Felipe interviewing me a little bit of me interviewing Felipe, let us know, send us a message on Instagram. You can take a screenshot of wherever it is that you're listening and share it or just DM us and we'll come back maybe for a part two, would you be willing to come back for a part two? If people enjoyed this? Yeah. That'd be fun. nervously? Maybe you're too maybe you're the podcast, maybe

Felipe

maybe for 20 years, you know?

Joy Michelle

Yeah, exactly. There you go. 20 years of business. Well, guys, and also I just want to take a minute and say thank you for the past year, thank you for listening to the podcast, sharing, subscribing and leaving reviews. I read every single one. They mean the absolute world to me, and Philippe sees them and he'll screenshot them and send them to me. So he's looking at them too. So just thank you guys so much for the past year, and I cannot wait to see what grows and comes of this community of us being called to both.

Felipe

And Joy said if I if I get a shout on the reviews that I get a \$10 gift card to Amazon. So to help me, I will honor

Joy Michelle

that. A shout out in the reviews. See what he can earn on Amazon. Go for it guys make it happen for him.

Felipe

All right, love you.

Joy Michelle

Love you. Bye. Bye.

Felipe

Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcasts by taking a screenshot of this episode that you're listening to right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave a five star review