

Called To Both Episode 56

Joy Michelle

I hear on the call to both podcast we do not shy away from the fact that we are ambitious women, we have big goals, big ambition, and we want to accomplish big things. So I already know you have some big goals in your life. So this episode is perfect for you if you want some help breaking those goals down, but you also feel like maybe you're just teetering right on the edge of burnout. I have been there. I'm raising my hand right there with you and I talk about this in depth in today's episode. This episode originally aired on Rachael Traxler, his podcast, the gold biz podcast, and I loved our conversations so much that I wanted to share it with you here on call to both. So we are going to be talking about all things productivity, working for yourself, keeping your momentum as you work towards those big goals that you might have set at the beginning of the year. And of course, what to do about burnout in our businesses. I think we need to talk about this more. And I am so excited to share with you some of the ways that I battled burnout and even what I do when I'm feeling the effects of burnout after it's already happening in my life, I just know you're gonna get as much value as I did from this conversation with Rachel and I can't wait for you to listen in. Before we dive into today's episode, I want to share with you something that's happening here in real time. We are about to open doors on the second round of my intimate group coaching program for photographers called the photo boss method. Now the photo boss method is for growing your business in just eight weeks. By booking out your highest packages, getting visibility online, and building your name in the industry without sacrificing your freedom or working insane hours. I'm all about balance here in my business. And I want to share the things that have worked in my business to grow and gain clients without sacrificing that freedom. So if you're ready to get that spark and that joy back in your business and start booking your highest packages, let's make this the year that you become the boss in your business, join the waitlist, we're going to have that in the description section. And make sure you save your seat we have limited enrollment, and we are going to be opening doors at the end of March. I'll see you over there. 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.

Rachel Traxler

All right, friends I have with me Joy Michelle today, which I'm so excited because I've looked up to you Joy for so long. And I've just always loved your business. And so I'm really honored to have you here on the podcast today.

Joy Michelle

Oh my gosh, thank you. The honor is mine. I was so excited when you reached out.

Rachel Traxler

Yeah, I'm so excited before we dive into anything, because we have really exciting topics today all about productivity and working towards goals and all that stuff. Before we dive into all the fun stuff. Why don't you tell us a little bit about yourself?

Joy Michelle

Sure, yeah, well, I am Joy. I am a photographer turned business coach and YouTuber I have two little kids. I have a daughter named Clara. She's three. And my son Louis is one, like one and a half. And so toddler may have over here, I on the business side of things, I host the call to both podcast and I run an education brand called Photo boss. So I help photographers and creatives take a passion and turn that into something really profitable. And I do that through weekly YouTube videos and a Facebook group where the photo boss name originated, and my programs. And I've been married to my husband for 10 years, we just celebrated our 10 year anniversary which is like weird to say like, that feels like you have to be really old if you're married to someone for 10 years. And now I'm one of those people. But yeah, I'm just really passionate about sharing about all things marketing and vision and also now thinking about how to build a business while also being a present mom. So those are just some of the things that I bring to the table. But yeah, this is this is gonna be so fun. I'm excited about this topic.

Rachel Traxler

I am too oh my goodness, I feel you on all those things. It's being a mom and a wife and running businesses. It's just it's a lot and so I think that whether no matter what you are no matter what you have on your plate, we all have so many different things on our plate no matter what that is. So that's why I think this episode is going to be really helpful and insightful just to hear what you have to say and what you suggest because you clearly also have a lot on your plate so it's going to be really fun to see how you juggle it how you stay productive and all those things so I'm excited but basically the what are your kind of then just diving into that what are your favorite like Tips on productivity, especially when you feel overwhelmed to because I know us photographers, we have busy season, and then we get overwhelmed with that, or we're just overwhelmed in general, because we have so much noise with, you should be doing this, you should be doing this and social media and all these things. So what are your tips on like productivity basically?

Joy Michelle

Yeah, I mean, this is huge, because I feel like especially the past two years, they've just been training, like, as a creative as a mom. And like you said, no matter what you have on your plate, there's just a lot. And so burnout is something I think is inevitable in any entrepreneurial journey. And so when you identify that there's a few things that I like to suggest, I think, number one is identify what's really important and actually needs to get done and what can wait. Because sometimes I think that we're stressing about something that could potentially be completely optional in our business. And during a period of overwhelm, and burnout, it's a little bit more about survival and maintenance, rather than scaling. So thinking of this as like a season and that it won't be like this forever. But in that season, getting really clear on like, what is truly essential. And like, I think, really granularly, this looks like going back to who is actually a paying client, or what are the most those, like 8020 analysis that you can do, what are the most productive assets that you have in terms of your marketing, things like that. So would it be great if we could be everywhere all the time, of course, but sometimes I think that leads to even adding, like extra shoulds in our mind to our already burnt out brains. And that is just a recipe for making it worse. I think the other thing, though, is having something to look forward to having rest in the future. And I think coming from a world of weddings for eight years, this was so big for me, even if I couldn't take any time off at the present moment, when I ended, identified oh my gosh, I'm really burnt out. I'm really losing my spark. I'm not in my creative zone right now. Even if I couldn't take that, that upcoming weekend off just saying, Okay, here's what I can take off, or here's like a mid day, like during the week break that I'm going to give myself to do something even if it's brief, because I think that's so

important for our minds to have something to look forward to to know that there is a light at the end of that tunnel.

Rachel Traxler

Yeah, that's so good, too. And like a little treat for when you're done. Because it's like, how else are you going to help get yourself through that. And I know I so agree with what you're saying joy with, there's so much noise and so much going on. And there's so much that you should be doing and could be doing all this stuff. And I always say, if it's not a priority at the minute, it should be a no just block it out and maybe save it in the bank for later. If you want to address go back to it. But I always say this to like pick like your you know, your big three, like your top three things that you really want to get done. Otherwise, you just go through the day, working all day air quotes working. And then by the end of the day, you're like, what did I get done? What did I do? Because you're doing pointless tasks, you're working again, air quotes, but not really moving forward, like you said, just almost keeping up and, you know, keeping up with where you need to be, but not actually scaling and growing forward.

Joy Michelle

Yeah, yeah. When you find yourself jumping from task to task to task and then scrolling, and then saying, Oh, my gosh, I need to implement this right away. That can sometimes be a sign that the blinders are not on tight enough to what is truly essential. Such a good point.

Rachel Traxler

Yeah. And that actually brings another question, too. So what do you suggest for? How do you go about this? Because you obviously have multiple areas of your business and doing things? How do you stay focused on certain tasks instead of just bouncing around all the time?

Joy Michelle

Oh, my gosh, well, that's a great question. And something that I'm still trying to learn how to do. But I think a big part of this is self awareness, knowing yourself and where you tend to get derailed. And when you tend to work best, and just kind of becoming a student of yourself can really help lead you to the answer that's going to be best for you. Because I know that if I have made certain choices about my day, or how distractions are going to be set up while I work, then I'm not gonna stay focused. And I'm not going to remember what are my biggest goals? What was the overarching vision, what do I really want? Because it can be so easy to somehow somebody online will say something that sounds really good, it sounds really compelling. I'm like, I want that too. And that is the most disappointing feeling to to accomplish something that like you maybe didn't even really want and that's why I think it's so important to properly break down your goals to properly outline these and have extreme focus on these which is like I'm so excited to get into this topic and just really unpack this and I kind of like already revealed part of it. What Just like the self awareness piece of it, but does that answer your question?

Rachel Traxler

Absolutely. I'm just YES. YES. YES to I love that you said to being a student of yourself too, because I feel like you could ask everybody, every entrepreneur, what are your what do you do what works for you, but everyone's slightly different. So it's almost like diving in, like you said, keeping your blinders tight. And like, find your sight and keep, like, knowing what works for you. And it's so easy. I'm so guilty of this myself to get like shiny object syndrome, and then get distracted. Start this and not finish it, because it wasn't what I was called to do at this minute. It's just because I thought I should because I saw other things. And it's like, really keeping your blinders on, like you said, what's actually to you need

to do what's actually important to you what's actually going to grow your business in the direction that you want to take it based off your goals? Oh, I love this. I'm so excited. Let's get into it. Because I know that you're excited to get into all the gold stuff. So let's just kind of start, how do you want to start with approaching this because I know you have quite a bit.

Joy Michelle

I do I do. I say let's start with the the big goal, let's talk about what that can look like to identify and unpack a little bit. So you're, I think, like, I have zero chill when it comes to goals, like I have all the goals. And I get so excited. And I am ambitious. And I have all these big visions. And then sometimes, most of the time, my capacity and my actual energy levels and having two toddlers brings me back to a harsh reality. So the first thing that you're going to have to do is identify that big goal. And I think that there's so much that we can do that, it's really important to come back to some something concrete and your big goal making sure that the thing that you end up chasing and what we end up talking about for the rest of this talk, making sure that's the right one for you, I think comes back to you and your overarching vision for your life. So making sure that whatever that exciting goal is it also kind of fits into like, generally where you want to end up. Because sometimes I will think that an idea is really, really wonderful. And then I think, what would that actually look like on a day to day basis for me to be in this goal? Does it line up with the kind of life I want at home or the kind of life I want, when I want to travel that kind of thing. So it really needs to be in alignment with the life that you want to build, it should be exciting to you. Like you have to be excited about it more than just in the moment when it's new. I think a lot of times the new thing is naturally exciting because it's new. But making sure that that truly feels exciting to you even in the face of adversity, even when it gets a little bit tough. And then the other thing is I think it should be measurable. So the more specific the goal, the better. And we're gonna break that down more here today. But I think making sure that it isn't something like be a household name, or become famous on YouTube, maybe break that down into like, what would that look like for you in terms of success? And that's a great question to say like, if this came to fruition, and you felt that this was successful, it would look like what and then maybe write a paragraph like that means I have this many YouTube subscribers and I have these kinds of loyal followers and this kind of engagement. And that leads to what so kind of like anchoring it in some really specific measurables is going to be really helpful.

Rachel Traxler

So pi and I all joy. This is so great.

Joy Michelle

Awesome, awesome. Okay, so then when you're writing these things down, because I think that like when we start talking about goals, we naturally I know when I listen to talks about goals, I naturally think of my my own, like there's things that start popping up for me, probably stuff is coming to your mind that you've been thinking about for quite some time. And maybe you've told some people maybe it's in a journal, maybe you've literally never said it, but it's kind of floating around. And you know, because it's it's there. It's like placed on your heart. So I think the next thing is, write down the goal. And then listen to the first thought that you have when you write that down. Because that first immediate reaction is probably somewhat doubtful. It's somewhat I can't do this, I'm I'm too late. I'm too. It's already been done. I don't have anything to say why would someone watch this? It's like immediate doubt. And I think that's so important. And I learned this from Jon Acuff and his book soundtracks, highly, highly recommend this book. But it's it's a piece of that self awareness and realizing that one of the biggest factors in your success in pretty much anything but especially with a big goal, is going to be

your mindset. And so before you can think about all these little things, these limits like you might think, I don't have the time for this. I don't have the finances for this. I don't even have the connections for this. You have to remember that the biggest limitation is not any of those things. It's actually you. So I know when I sat down and thought about this, I was like, I kind of want to write a book immediately. I'm like, I don't know any editors. I don't have any connections. I don't how do you do that? What immediate? It's not like, yeah, it's gonna be a best seller, like you immediately become your own biggest doubter. But I think that's the self awareness piece. And that is so important. Because you are on this journey with yourself towards this goal. And you can't get rid of those yourself in this, you can't get rid of that you have to almost overcome it. And that's why I really recommend Johnny cups book because he really talks about replacing soundtracks. Super, super helpful for me.

Rachel Traxler

That is so good. Yeah, that everything you just said is just so powerful and so helpful. And just knowing it is your soul, right? I feel like majority of us like that first thought creeps in is that imposter syndrome, that doubt and all that stuff. And I think a lot of people see other people doing things. And then they say Why couldn't do they're like, like you said, it's been done, I couldn't do it as well, all these things, which is, you know, crazy talk. But also a lot of people, you have to kind of know, you also have to go out there and make your own connections, like you need to make these opportunities happen for yourself. You can't just sit back and they're not just going to come to you. And so I love it. I love everything. You're saying I'm just having these goals. And, you know, breaking it down to like, is this actually what I want? What is my day to day gonna look like if it's going to be like this? And also, how can I actually make this happen for myself, instead of just sitting back and waiting for it to happen to

Joy Michelle

me? Yeah, I think that's, that's huge, waiting for Monday waiting for the first of the year waiting for some magic sign or someone to fall on your lap and say, Oh, I'm an editor, you should write a book, it's funny, you're probably never going to have someone actually tell you, you are ready to do this thing that you've always wanted to do. It's super rare for that to happen. And so a lot of times I think, especially as a creative like solopreneur, it's gonna fall to us to give ourselves the permission to, to jump into a new role and say, I'm going to try this, I'm going to embrace this, I'm going to pursue this. And that is so, so difficult to do. But like I think so rewarding, because just I think as entrepreneurs, we have so much that we can look back on and say like I did that, and this is no different.

Rachel Traxler

Yeah, that's exactly right, too. Because like you said, no one else is really helping you through that. So that kind of also brings another question too. Well, how do you create self discipline around that? Because I think that's so hard. And maybe a reason why we're not able to do the things either. Maybe we're overwhelmed and don't even know the first step to take. Or maybe we're scared of like, what it would look like if we did succeed and all that stuff. But tell us like, how do you stay with like self discipline?

Joy Michelle

I think discipline is like the desire to do something is fleeting. And so I really try not to rely on a feeling and instead commit to a process. So I think a lot of times we're familiar with planning one time a year, we're familiar with, like sitting down yearly planning, reflecting and dreaming, and then writing down some big goals. But getting into the practice of revisiting those goals a lot more frequently has changed the game for me in actually getting to the finish line on some things. So I love yearly planning, I think it's

wonderful. But you don't want to wait a year before you have a check in because you basically be risking being off course significantly for like seven months or something crazy. So write more regular check ins have been helpful for me to stay excited about those goals to stay disciplined on those goals. It's almost like I get distracted, I get shiny object syndrome. I even like forget that I that I wanted something and it doesn't mean that you didn't truly want it. I think sometimes we doubt ourselves like oh, well then I guess it's not that important to me. I'm not making you know, the the action steps that I should be, I guess I'm not deserving of this goal. But no, like, let yourself off that hook because we are human. And I know I was reading a book and they were saying that like people and teams and leaders can really only stay focused and excited about something for maybe like 12 weeks max and you need to like regroup and recenter everyone, even the best leaders, even the strongest teams will fall off course after 12 weeks when they were at the very beginning. Totally in alignment with each other. And so hearing that was like very validating for me to be like okay, I'm not crazy, I'm not bad at this. I'm not, you know, you know, lazy to not be going after these things. I just need to recenter myself. So quarterly planning and check ins and making sure that those are blocked on your calendar before you allow anything else on your calendar. So really protecting that calendar so connecting your calendar to your goals is a big bridge that I think a lot of Time makes it from a dream to an actual plan. So quarterly planning has begun this practice alone has saved me a lot of time and disappointment. Notice the more time that I allow even just a brief window of time, like at the beginning of a month, if I'm feeling aimless, I revisit those goals. And it, it kind of like reignites a spark of like, why I'm doing what I'm doing, and why I still believe in these things, and why I'm gonna push through the tech struggles or fatigue, and just my motherhood and all of these things. So not counting on yourself to just somehow continue to be like the little engine that could, but embracing the fact that like we're human, and we're gonna get distracted. So we have to re mind ourselves why we're doing this?

Rachel Traxler

Yes. And that's so helpful, too. Because as you kind of like started leading into my next, like, what brought up a question too, then how do you break it down? And so I love that. I totally agree with at least quarterly check ins and stuff like that. But how do you have any suggestions on how to break it down even further, like how to bring down goals to actually make sure they're happening instead of just like having it up here or writing it down, but actually implementing how to actually, you know, live this out and make it happen?

Joy Michelle

Yeah, so I think the first thing that you have to do is make sure that you're not doing 10 things at once. So be ruthless about cutting down on the amount of goals once you've actually narrowed down. Okay, this is really important to me, if I could only accomplish this one thing in this next quarter, or this next year, it would be this, then I think it's about drawing out a metric that is 100% within your control, because that's going to start to give you your action item list. And a great example of this might be like, I want to book 20 clients and I want to make \$100,000. Awesome, I love it. That's a great goal. But that goal is not 100% within your control, you cannot sign those clients, you can't write those checks yourself. So narrowing this down on activities that you can 100% control is going to draw out that list a little bit for you. And so you might ask, okay, what is something that I can do today to support the overarching goal. And a lot of times, this means getting visible. I talk a lot about marketing and visibility on my YouTube channel. And another thing that you're going to need to do is cultivate the relationships like you talked about going out and building those connections, I think a connection piece is probably going to fall into almost any goal that someone has in their mind right now. We have to build those meaningful connections and those networking relationships. So writing out those types of things, what

am I going to be doing on a weekly or daily or monthly basis to build towards that goal? What relationships do I need to cultivate? What do I need to do in terms of like the content creation piece, so getting really specific about what you can actually control will help to make this less of like an ambiguous dollar amount that we want to earn, or clients that we want to book and make it granular can say, Okay, we need this many, like deliverables are like the thing that you can like publish or press send on an email, you can reach out to someone or follow up with someone on like, those are things completely within your control. I love

Rachel Traxler

that so much. Because it's exactly what I teach my students like. I'm like, Yes, and I love that. And it's so it's so helpful to and it's helpful to, again, prioritize what actually needs to happen, and what needs to actually be done to make you feel like you are productive in that time to.

Joy Michelle

Yeah, I think another really helpful thing is to to kind of do like a brain dump of whatever this goal would look like in the chunks, at least that you know. So I gave the book example. And honestly, if I were to sit down and write this process, there would be parts missing, because I've never done that before. And I think that can really be a hang up, but right what you do, you know, so I love notion. It's like a free project management tool. And I love it because you can just type everything out. And then you can easily reorder sentences and add pictures, do whatever you need. And I think to just get all of the thoughts that you know need to happen in a process. Like maybe it's a rebrand, maybe it's a web design process. Well, you know, you're going to need coffee, you're going to need pictures, maybe you need new pictures. Okay, that's its own little sub project. Let's get headshots done. So really, creating a space that you can come back to I also think is key because we hold way too much in our brains. And our brains are really not meant to remember a lot of stuff. They're meant to come up with awesome ideas and solve problems. So if you're holding a lot of information in your brain, you might find that you're not as creative like we're just not freed up to be our best, most creative self. So find a spot somewhere online in a notebook, whatever makes sense for you that can like hold all these awesome ideas. And that for me, this helps me to put things on like a someday maybe list as well, because I come up with ideas and I I think oh my gosh, I want to act on this right away. But I know I need to focus on whatever that key thing is that I knew I chose for a reason. But I don't want to forget it. So I put it on the someday maybe list and then my brain can stop thinking about it. It's like I've said, like, it's fine. We've got it, we can come back to it. I think that's key for focus as well.

Rachel Traxler

Yeah, totally. Because I totally understand what you're saying with that, because you get all these ideas. But it's like, that's what I feel like the shiny object syndrome comes in. It's like, we can put this on the back burner for now. And it can be a Sunday, like exactly what you just said, Yes, yeah.

Joy Michelle

And if you have a tool that you can kind of every time you're ready to clock in to that goal. So like, let's say it is a website project, you can open up that space and kind of see where you're at, and not try to somehow remember where you left off. And a lot of times when I'm working, I can only dedicate, you know, 30 or 45 minutes to something. But I know if I can leave myself a note, okay, what's our next action? Sometimes we get stuck on something because we're not quite sure what's the next step. So just giving myself Okay, when we come back, when we do have time, 45 more minutes, the next action is going to be gotta reach out to this person, you have to get help, we have to bring in an expert, we

have to research these two softwares and compare them. But leave yourself some breadcrumbs every time you work on something so that you can come back to it and not lose all this time saying I don't even I don't even know what's going on. This is a giant mess.

Rachel Traxler

Yeah, I don't even know where to start. Yeah, that's so great, too. And so Okay, Mike, another my next question, I guess too. So say someone has a goal, or they want to be more productive, or they come up with a goal. What are kind of a few steps that listeners listening today can kind of take away to go back and actually make some steps to make things happen and actually take action.

Joy Michelle

I think the first step is to pick one location where all of this is going to live, all these goals, all these sub projects, because lots of goals are going to have lots of steps, like that's totally normal, and there's going to be sub projects. And so creating a space online, whether that is Trello sauna, I don't care, whatever works for you. That is the first step. And then I also think getting accountability in your goal is going to be so huge and so helpful. I know, having a friend just every Monday, we text each other, Hey, these are my action items for this week, and actually having to sit down and think like, oh, I can't say like, I'm gonna go book all these clients, like, I have to think what am I doing this week? That has been huge, because it reframes it into like, what am I doing, and who am I telling. And then once I tell them, I feel like now I actually have to do it. So making sure that you have one place that you break down your goals, and you can return to and then bringing someone into that goal. So a friend, I think a coach or mentor in this area is also really helpful. I think there's something that happens when when we pay for something like there's a mental shift, and it can be really wild. And you are literally putting your energy and your money, which is just energy into something and saying, I am building towards this thing. And to be able to say it's like you're building proof in your mind that you're doing the thing that builds momentum, and we really want that we want momentum towards our goals, or we we start to feel like we're burning out on them. I don't know about you, but if I write something down, like I'm gonna do this thing, and then I don't do it. And I keep doing it, I keep writing it and keep writing it, I start getting really sick of writing it. And it's like, yeah, I'm, I'm getting tired of myself saying that. And so I'm not building self trust, I'm not that person that comes through on that goal. And so getting accountability and getting help in something can really help to catapult you forward into someone that actually is following through on those things. And then you build that self trust. And I think our identity of like, I'm someone that follows through I'm someone that does these things is directly tied to our success and our goals.

Rachel Traxler

Totally. Oh my goodness, yes, that is so so great. And just love the building the self trust with yourself to and actually making sure you're implementing the things and so you don't have to, there are definitely tasks that I write down that I'm like, I was going to do that yesterday, still writing and rewriting it today rewriting it today. And it is you get sick of it. You're like okay, I need to what do I need to do to actually make this happen? Like, like you said, Here's my goal, you know, to book more clients, okay, well, what steps am I doing to actually become visible? What steps am I actually doing to create lead generation, like those are the things that you need to be doing? And writing down and I love I think that's so great. And then for

Joy Michelle

me, it's getting it onto the calendar somewhere because sometimes I will write down the craziest list of things I'm like, this week is going to be the best, most productive week of my entire life. But if I actually

were to look at capacity, where do I really have have the time blocks to work. And this is huge, like actually looking at that list of like, here's ideally what we'd love to get done. Here's literally when it could happen. And this is really, really relevant. If you have limited childcare, a day job, lots of other stuff going on, you're doing side hustle, it's, it's so important to look at those time blocks, and then really assign the importance so that you're not just jumping from task to task, because I know that if I sit down without a plan, I'm going to probably go to what I know best, or the path of least resistance or where I can get a quick win. But that might not actually be tied to my goal. And it might not actually be tied to something that is going to take me forward. It's really just, you know, let me just like, post something to Instagram really quick or like, update my website, or I don't know, like, you're leaving it up to chance. And I think that's like a totally normal thing, if you haven't really connected the list of the things that you know, lead to that goal, and put them on a calendar.

Rachel Traxler

Totally, yeah. Because it's like, I think I'm way more productive now that I do have, like specific childcare hours. And it's like, okay, I know I have to get this done during this time. It's my only time. And whether you have that or not, as long as you just create that time for yourself and make that promise to yourself and stick with that. And just put two hours in your calendar and say this is this time is allotted for this. And this is what when I'm going to get this done or when I'm going to focus on this because I totally I totally understand that the if you don't have a game plan or for the day, you just kind of find yourself doing tasks, like in your comfort zone, like you said, answering emails, put posting on social media, like quick doing website stuff, it's like, okay, that's not what's actually going to lead me to my goal right now. And so I love that and I am, I've experienced that. And I have had to like recourse myself and say, Okay, that's not actually doing anything. To me. That's one of those days where I was working all day and didn't get anything done.

Joy Michelle

Yeah, which happens all the time. So like it's gonna happen, but like, then you catch yourself. Exactly, you start to identify it, you're like, Okay, I'm getting really busy in the weeds with stuff that's not higher level, or not directly connected to projects and money and goals in the future. And like really putting on that like CEO hat for a second and saying like, is this Oh, I you know what? Someone just said this, they they wrote this on their laptop, so they would see it? And they're like, is it a distraction from what is actually going to take you forward? Because I think So oftentimes, it sounds good. It's like, I need to create five more Pinterest pins. But are you actually getting the majority of your clients through Pinterest? Some people are? The answer could be yes. Yeah. So I can't answer that for you. But I know for me, that would be a giant distraction right now from like, the actual revenue driving tasks. And so like, That's hard. That's like holding yourself accountable for things that sound good, that sound fun, and sometimes can feel like we closed a loop, we published the thing, we created the graphic, and it feels good. So identifying that and saying like, Okay, why do I keep going back to that? Like, why am I spending so much time in email? And then giving yourself that time saying, Okay, we're gonna get to email, we're just not going to start on email. We're not going to sit down and make that the number one,

Rachel Traxler

you know, Oh, totally. And it's one of the things like, do you think are you just doing it? Because you think you need to do it? Or are you doing it? Because it's actually your biggest lead generator? And exactly right. Have you can't say everyone's got everyone's lead biggest lead generator is different. And so if it's just great, do that, but if it's not, and you're just doing it, because you think you have to do it, you know, that's maybe a little different. Yeah. And

Joy Michelle

that's like, that's, that's real truth and love right there. Because that's hard. Like, sometimes I just sit down and not have to think so hard.

Rachel Traxler

Yeah. Which is always great. Yeah,

Joy Michelle

I don't know about you. But sometimes I think one of the most productive things we can do is put a cap of time on something. And naturally, this happens because I have to pay for childcare. And that's it don't struggle because sometimes that means I have got to be on when I don't feel on and I have like a whole podcast about that. But I don't know about you, but it's like if I am saying okay, we have like literally one hour that creates this like container where I can't be obsessive. I can't be a perfectionist, I have to say what is like, what's the most like B plus work I can achieve in this time? Like, do I need to obsess over the graphic or should I really focus on the SEO terms in this blog post? And then you're getting closer to like, actually pushing your business forward.

Rachel Traxler

Exactly. And that just comes down to like what you're saying to me prioritizing what's most important during the time you have, that's actually going to move the needle forward. And honestly, I love that, um, such a Done is better than perfect person anyways. And so if you give me an hour, I'll you know, now having kids are like having a baby now I'm like an hour, well, I will get it done. Because you're forced to kind of get those things done when you have to. And so forcing it like pushing yourself to, you know, in a in a place where you're not, you know, if you have to take a step back, that's fine, too. But exactly what you were saying.

Joy Michelle

Yeah, and that is such a fine balance, right? I think I am I lean towards this, like perfection slug. I want it to look a certain way. And I want it to be check all these boxes. And I've had to say, okay, but they're not all of equal importance. Like you can't have 20 criteria. And they're all top importance, you know. And so I've had to say like, alright, well, if we can only do eight of these, if you could only check off eight of the boxes, what would they be and just really forcing yourself to get real and honest about what is really important. Like that is a skill that we're constantly cultivating, I think as creatives

Rachel Traxler

that's a really good point, because I do think a lot of people are perfectionist, so I think that's a good way to go about it is just narrow it down and pick if you have to pick a pick, cut it in half or something like that. So that's really good advice from a perfectionist because I feel like on my podcast, I'm always like, Done is better than perfect. You know. So it's hard. It's nice to have your insight from someone who is leans more perfectionist, I think that's a really good point. But

Joy Michelle

yeah, and I've I've come to find that like perfectionist is like, to me, it's, it's not a good thing. Like it sounds nice has perfect in it right like, but it's not a good thing it's going to, it's really going to hold me back from the thing that I really want most. So identifying that and saying like, it can't be perfect, but perfect means it's not published. Yeah, if you're waiting for it to be perfect, then it never gets out into the

world. And we need this to get out into the world. Because we need people to know about the thing, because we need the call to happen, you know, and so we're trying to like get outside of that a little bit.

Rachel Traxler

Yeah. And that's just really good to know, too. And be self aware and know that and know how to work around it and know that about me, okay, I know that I am, here's what I need to do to work around that and to actually make things happen. So that's really, really good piece of advice there. But just to kind of tie everything together, bring this in for a landing, what is kind of just one piece of advice that you would have around this topic.

Joy Michelle

I think everybody should create a list of the hard things that they've accomplished big and small, every accomplishment things that were really challenging at the time and difficult things that you've overcome. Because when you have an I did it list, you can remind yourself of what you're capable of. I think we forget about the things that we've overcome. I think I forget, like I build a website without knowing how to do that. And I learned how to shoot in manual when I had no idea what any of the buttons meant before. And it's like remind yourself because you forget how big that was at the time. And that is going to give you fuel to think oh my gosh, like I really can do this next big thing because it was it's just as daunting to me as learning my camera was. And I figured that out so I can figure this out. Yeah, that is

Rachel Traxler

so good. It's like taking a step back and realizing, you know, pat yourself on the back for the things that you have done. Because we all we forget to do that. We forget to do Yeah, how far we've come and all that we've done. So I love that. So so much joy in that's a great way to end on just a good positive note to do for yourself. But why don't you tell us where we can find you?

Joy Michelle

Sure. Yeah, so my website is Joy michelle.co. I hang out almost every day in the photo boss Facebook group. And I have hundreds of video tutorials for photographers over on YouTube. If you just type in joy Michelle photography, it'll pop right up. And my Instagram is at joy, Michelle.

Rachel Traxler

Awesome. Oh my goodness. Well, I'm so excited. I'm so thankful for you coming on. This was an awesome episode. So thank you so much for joining us. Oh my gosh, thank you so much for having me. And there you have it. That was a really awesome episode. I really hope that was insightful for you. So that you can kind of map out what you need to do in your next steps to actually help you reach that goal and how to set boundaries for yourself and how to just actually make it happen because sometimes it can seem really daunting when we have this big goal, big task. So it's really helpful to note to break it down into tangible bite sized action steps so you can actually work towards it and actually make it happen. So if you loved this episode, make sure to screenshot and share it to your stories and take me at Rachel tracks er and at join Michelle so that we can see which episodes you're loving the most.

Joy Michelle

Thank you so much for listening to the show. If you enjoyed this episode, you He's helped me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it

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