

# Called To Both Episode 63

Hello, and welcome back to the podcast, I am so excited to be a small part of your day today. This episode is going to be a mindset moment, I want to talk about a specific mindset surrounding visibility in your business, and how this could be either serving you or harming you, and hopefully give you some action steps to move forward. So this is a potential new series, I'm very excited about the concept of talking more tangibly about mindset. I think this is so important. So if you enjoy this, please let me know. So I can know to make more episodes like this. Okay, so when I work with creatives to strategize visibility plans, whether that is for a YouTube channel, or just social media and that content, or whether it is maybe getting press and getting featured or being published somewhere, one thing almost always pops up, that stops us in our tracks stops us from getting all the visibility that this client wants. And it's a step that comes up before we can actually create an execute on any kind of visibility. And unless we address this, it doesn't matter if we even have a good strategy, because we are stuck until we can move past it. And that is limiting beliefs.

So I want to talk about what mindset and limiting beliefs have anything to do with your content and your visibility. I want to talk about how to know if you have limiting beliefs in your business holding you back right now. And I want to tell you, what are some steps to take and what to actually do about it because I want this to be a very actionable episode for you.

Hello, and welcome to the call to both podcast, I'm your host, join Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in. So I know what it feels like to want your content to be seen and shared by more people, but then still feel like you're this best kept secret. I also know what it feels like to be torn about this whole concept of being visible. So torn, because being visible and known as a business is really exciting.

But it's also really vulnerable. Suddenly, you have to face fears and doubts that come along with that visibility and being seen. And this is where your mindset on being visible becomes really important. We cannot avoid this, there is no way around this, it is going to pop up and it's something we have to go through instead of around. Now, you may not even realize right now that your mindset on visibility is either working for you or against you. And I know I mentioned earlier that this comes up almost every time I do strategy calls. So I do strategy calls with creatives with photographers and designers. And whether it is about visibility or launches or specific content strategy, really anything that requires being seen and creating content that's meant to be shared by the people that find it. I start to get this kind of pushback, I start to hear things like my life really isn't that interesting? And I don't know what to post. I don't like showing my face.

My voice is so annoying. I don't want to hear it. What if I get hater comments? What if that person from high school or like a friend of a friend sees me like oh, so embarrassing. And then kind of on the flip side of this, it's like what if I can't handle the business that comes my way, if this does get go viral, if this does blow up. And these are limiting beliefs around being seen, and I think one of the fastest ways to just fast track here and identify if you have limiting beliefs around this topic, is just see what comes up

for you the moment I say, I want you to create a quick video where you are talking about your offer or your service with your audience. And I want them to see and hear you talking about it. I want you to put it on your website and I want you to put it on your social media. What comes up for you when I say that? What do you think might happen? And what's interesting about our limiting beliefs is that a lot of times they are rooted in this little grain of truth and rationale.

And this is so sneaky. So I want to make sure that I talk about this. So for example, I'm sure you've seen lots of instructional content on how tos for let's say creating social media content, maybe creating stronger and more compelling content. And you know what you should be doing, you know, there should be a hook And a call to action. And we know all these best practices. And sometimes it can feel like, man, there's so many things I should be doing unless I have a content team that comes to my house and does a full production, I'm not going to be able to check off all these boxes. And I don't have time for this another one another limiting belief time. And soon you get to the point where it feels like Man, why should I even start this, it feels way too daunting, it feels way too big. This comes up a lot when we talk about YouTube and video content, I think particularly because you, you have enough information to know the best practices. And so then it almost becomes this, like the golden handcuffs of knowing a little too much. And then saying hi can't do any of it.

So as you begin to pinpoint what you might be thinking, when I say go make that video, go talk about your service, or your product, and let people see and hear you get excited about it. Whenever that doubt pops in, I can't because fill in that blank, I can't because think about how that's holding you back. And I think the first step of this, just notice it, just notice that it's happening. And as you start to notice this, you'll start to see that the thought kind of expands. So I don't know if you've ever noticed that what you focus on tends to expand. And this is a human trait. This is so interesting. And I was just listening to someone talk about this concept of what we focus on, actually is what we get closer to. And it's so interesting they gave the example of this is why when pilots are learning how to fly planes, the instructor will actually say, stay on the runway or follow the white stripes, instead of saying don't hit the cones. Because more often than not, when they would say don't hit the cones, they were more likely to actually hit them because they're thinking about the cones.

And this, it's so funny because I was thinking about this. And it's the same with kids, I find myself saying to my kids, don't eat snacks on the couch, don't eat snacks on the couch, and it rarely ever works. But I started flipping it and I started saying drink your smoothie at the dinner table, you can sit in this chair or this chair. And I had so much better results because I'm saying what I actually want them to do instead of don't do this, suddenly, all they want to do is eat a snack on the couch. Right? And this is so important in our mindset, I think a positive mindset is going to allow for you to make moves and make mistakes without feeling locked in to any mistake or any move as being permanent. So I think one thing that I want to pull away from this for you is that sometimes when our limiting belief is rooted in that grain of truth of this is going to take time, I don't really want to show my face, my life is kind of boring. You might say, I know that I need to show interesting things.

Like in my stories. I know what needs to be interesting. And so you're sitting there saying my life is boring. But what's really interesting is that a lot of times the content we follow is only interesting because the content creator made it interesting. Like have you ever seen someone create an Instagram story where it's literally just a picture of something really, really random? It's like the back of the plane seat in front of them, maybe it's nothing amazing. And then they write text on it and give it context. They make it interesting. And the really interesting part is the story or what they were going through or what

happened, what went wrong, not actually the picture itself. And so I want to let you off that hook a little bit. Because sometimes I think we know so many of these best practices. And we've heard so many tips and tricks that it can feel hard to even start.

So one quote that I really love is it's the Winston Churchill quote. And it is Success is not final failure is not fatal. And it is the courage to continue that counts. And I think there's like two pieces of this that really stand out to me, it's the Success is not final. I love that this suggests that success is not a one time event, but rather this continuous journey and continuous creation that requires this ongoing effort and dedication. And I think it's the same with visibility. It is the same with business. It is the same with content creation,

there's more than just a one off viral video that is going to take you to the business that you want. And I think similarly, it talks about how like failure isn't final. And I just I love this because I as somebody that struggles with perfectionism, I just love remembering and seeing that there's nothing permanent in a setback and that any kind of trip or failure or what we could deem as a failure is an opportunity to learn and grow and improve. And so how do we apply this like how do we apply this to getting visible? I think one of the biggest applications here is that when You know, your greater vision and your greater purpose behind why you absolutely need this visibility in your business, why you need your message to be heard, you can decide to focus on that more than your fear or anything that might come up as a result of it.

A couple of mistakes that I see pretty commonly with business owners, when it comes to visibility is waiting, waiting to feel ready, waiting to get a new microphone or a new camera, waiting for their audience to tell them what they want, or maybe do a little bit more market research so that they feel a little bit more confident, waiting to have time waiting to have a house with more light or a prettier office. Have you ever found yourself thinking anything like this because I know I have. I know I've said I need to get a new piece of equipment, or upgrade this one thing or learn how to edit better or, you know, fill in the blank, I think our brains come up with all kinds of fancy ways to keep us right where we are. But I want to encourage you that instead of waiting for those fears and doubts and hesitations to somehow resolve themselves, because they most often won't without action, find your greater meaning and purpose behind creating in the first place. So focus on what needs to be made. And then say, we have to make this because we have to be known, we have to be seen, I don't want to be the best kept secret, because my message deserves to be heard. So let yourself start now let yourself start messy and imperfect. No one needs your content to be perfect in order to still find value and insight from everything that you're bringing to the world.

Now, if you are looking to tap into maybe your purpose, your vision, so that you can propel your business forward with a visibility plan. I would love to help you figure this out. I want to invite you to take a look at the two week strategy intensives with me. Now these two weeks strategy intensives are a one hour one on one strategy call. And then a two week continued support via Voxer for your questions and accountability and just those moments where you could say, Hey, here's this fear that's coming up for me. Can we talk through this right now in moments like these when you need it the most, and just moving you towards the business goals that you have for yourself this year, you can grab a spot in the shownotes I'm going to have a link for these strategy intensives down below or you can visit [Joy michelle.co/strategy](http://Joymichelle.co/strategy). Okay, so quick recap of today's episode, first action step for you is to really start to just listen and identify those limiting beliefs that are coming up when it's time to get visible when it's time to pitch yourself or create content, or put your hat in the ring. And pay really close attention to

those sneaky limiting beliefs that mask themselves in logic and facts. But then take it a step too far and keep you from getting visible at all.

The next step is to focus on the result of being seen more than the what if that might come back to your greater purpose, your greater vision and the why behind you needing to get visible. I think it's also really important to mention, everyone feels this way, it is not just you, you are not missing some key ingredient that everybody who gets visibility seems to have and that you don't. And I promise you this is true, the more creatives at all levels of business that I talk to and the longer I've been doing this, the more I believe that everybody feels this at different points in their lives. Everybody feels this. So thank you so much for listening to today's mindset moment. It was a little longer than I was actually expecting. I got a little carried away. But I hope that it had some impact for you.

And I know that as with most things in life, the real impact takes place when you begin to implement before you get back to the rest of your day. Please take a minute to share this episode with someone in your life who you think might also benefit from hearing it. Remember, you are called to both you deserve to be seen and you absolutely have what it takes. Again, all of the links are in the show notes. Thanks so much for listening, 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 podcasts 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.