

Called To Both Episode 64

Joy Michelle

It seems like every day I am hearing more and more statistics about video marketing, content marketing that's leveraging video, and the upward trajectory that we are expected to see in the next few years here. When it comes to the amount of video that we're going to be seeing on the internet and how important it's going to be that you are utilizing video in your business. I want to talk to you today about creating video content in your business to grow your business. So I want to share with you three areas where you can be leveraging video to grow your business in 2023 and beyond. In today's episode, I'm going to be answering the questions of what is evergreen content? How does repurposing actually work when it comes to video content, and what to do if you are facing perfectionism that is holding you back from creating video. Now I know video can be overwhelming. So I want to break it down with some places and strategies that you can put in place this year in your business to really start leveraging video. And I'm going to talk a little bit about YouTube because you guys know I'm a huge fan of YouTube when it comes to creating long form content that is search engine friendly. So you are going to hear so much in today's episode now. This originally aired on the purpose gathering podcast with my friend Ashley freehand. And I will link to her show in the show notes so that you guys can go check out Ashley's show. She creates all kinds of incredible content specifically for mom photographers, and there's just lots of content on her show all about balance and business. 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 to both. Let's dive in.

Ashley Freehan

Hey, friends, welcome back to the show. I am so excited to be here today with joy. Michelle, Joy. Thank you so much for joining us.

Joy Michelle

Thank you so much for having me.

Ashley Freehan

I cannot wait to talk to you today about video marketing, and how photographers can sort of even just get started, I think as photographers and really just any entrepreneur in general right now we keep hearing that video is the future right? You know, Instagram announced that they were going more towards, you know, pushing video. And I've definitely seen that. And so I feel like a lot of photographers still might be hesitant about jumping on this what they might call bandwagon, right? Like, oh, it's just that. The next thing that I have to do is do reels or video marketing in general. So can you sort of give us your take on that? Why you think it's important? And maybe where can photographers even really get started with doing video to help market their business?

Joy Michelle

Yeah, I think this is super common to have this reaction of being like, Okay, I'm seeing the reels, I'm seeing tick tock, I'm seeing where these platforms are very obviously going and what they're promoting.

But it does still feel a little overwhelmed by video, and especially by YouTube. So I get asked about YouTube a lot because I am YouTuber but I also feel like video marketing in general needs to be discussed. Because it as busy moms, there comes a time when we feel like we cannot be everywhere. We can't be on all the platforms. And we can't play to every algorithm. And I think what needs to be said is that the obvious answer to this is to be somewhere with a little more depth, right. So you can only pick a handful and then go deep on those platforms. And I think one of the best ways to get bang for your buck in your marketing and have your marketing be evergreen and not be something that feels like it got you a few likes, it got you a few comments and maybe it got you a follower, but then it disappeared. And now you have to get back into it, you have to create another post you have to go live again, then I think video needs to be discussed because the lifetime value of a piece of video content is so much longer than a text based post and can be used to enrich something that you're already doing in a text based post. So let's break it down. I have three ways to use video in your business right now. And just ways that you can be thinking about putting video into what you're already doing, and how you can take that next step. So the first way I feel like we've kind of touched on here is the visibility marketing strategy of your business. So this means your blog, your Instagram, your Facebook, their social media, really getting the word out about what you do with your service and what you do with your clients and your photography that you offer. And this is I think the most obvious way, and that's where we think, Okay, I'm going to have a video and it's going to help me get clients. But it's also really important to be thinking about the next way, which is in your client experience. So part of our marketing is giving a fantastic client experience so that they might come back or refer you to someone else, or leave you a five star review. And so video should be extending to this part of your marketing strategy. So that you can carry through this experience of excellence in everything that you're doing. So thinking of it as something that's outward facing in your visibility from someone who hasn't booked with you, but also thinking about how marketing with video could fit in to where someone has already booked with you. So, you know, a great way to do this is through maybe you record a short gallery tour video for the your client, after they have gotten their images, and you explain how the gallery works. You explain how to download their images and what they can do, what's the next step for getting a tangible print or a canvas or working with you to create a custom, you know, album? And another way to think about this is what questions do you get asked what frequently asked questions do you get asked almost with every client, maybe it's on picking an outfit, maybe it's timeline or lighting related or location related. But the important thing here is that you're addressing these questions. So you're coming into them with a solution. And you're doing it with video. And the cool thing is, this can sometimes also double as your visibility marketing. So you might do something for your clients, and explain how your gallery is working. And they love that they feel like they just got a higher touch more excellent experience. And then you end up sharing that publicly with your visibility marketing, you might put a little clip of it onto your Instagram, maybe you make it into a reel, just showcasing the level of attention that you're giving to these clients inside of a gallery by letting them know how it works. So it's serving you on both ends. Another way that you can think about video another place that you could be thinking, okay, where where could I put a video in my business, and this is your website. So I think specifically your about me page is a fantastic spot for a video. And a thank you page after someone has inquired with you. So that's a great way to pop up and be you know, a face right away, they know exactly who's taking the pictures, they kind of see the face behind the brand. And I don't think a lot of people are doing this. And it's another way that as busy moms, and we feel like we can't respond in 30 seconds, sometimes to these inquiries, and it can kind of feel like a race to respond to these people. If they're inquiring about, you know, a portrait session. For example, one way that we can make that genuine connection immediately is by having a video thanking them, letting them know how excited you are to work with them, and letting them know when they can expect to hear back from you. And the reason that I love

video so much is that I feel that the know like trust factor for video is just so high that in order for me to build as much trust as I've built, maybe in like two videos on my website, they would have to read dozens of my blog posts or, you know, read dozens of my Instagram posts. And those are great, and they still have a place in my marketing. But as a busy mom, I just don't feel that I have the time to be posting every single day in these places. And so I know that if I create a video, while it might take me a little bit longer at first, it's going to last longer. And it's going to cause more trust in the end. Because you know, voice and video connection are just higher than reading a text based post. You know what I mean?

Ashley Freehan

Yes, oh, my goodness. Okay, I'm taking lots of notes here, because I just want to remember so I can circle back to but you mentioned two things, two out of those three things that I'm like, wow, I don't think I have ever done that. I might have thought about it, but I never actually did it. But I loved having video be part of the client experience. And that also really helps you as the business owner not have to continually send out the same email. Even if it's a candy mail, it just sounds pretty basic. But just sending out this video and just having it be something that is so valuable to your client, I feel like just levels up your business so much. And so I appreciate you sharing that for sure.

Joy Michelle

It really does. It feels a little more scalable. It's something you can repurpose and reuse. And I love the idea of something being reusable. But I also love the idea of using video on a one to one basis. I have an app that's free that I love called bonjoro and through the bonjoro app, you're able to send someone a really quick little custom message and so it pulls up their email you can type a little message say Hey, I just got your inquiry and it will be face to camera you responding and it kind of just packages it up really butyl flea and sends it their way. And so it also could really help for standing out when it feels like it's a pretty saturated market. I feel like that's all we hear as photographers is how saturated it is. And, you know, while that can be true on some levels that there are many photographers to choose from, there is more that we can do to stand out, especially in the way that we respond. And so even considering responding with a video can be a tremendous way to stand out, because how many people are going to take the time to do that?

Ashley Freehan

Yes. And that's so true. And I think as busy moms joy, you and I can both relate to this, that it takes a lot longer to type out a message than it does to speak the message. Right? Hmm. And sit and fine tune it and like try to make it perfect. When in the end, really, it's about speed. Like you want to get back to someone as quickly as possible. And personalization. If it's personalized, and quick, people are going to be like, Wow, okay, if this is how she's responding now, like, I want to work with this person. So yeah, I think it's easier.

Joy Michelle

It is it absolutely is. And you said fine tune it. And I want to talk about that for a second. Because I think we can be perfectionist and get hung up on did this. Did I put the right sentence? Should I put pricing? Should I not? We have all these nitty gritty details, when really, we could get in our own way, if we're not just showing up really quick saying I'm just gonna give myself one take, I'm just gonna say, Hey, I got your inquiry. I'm so excited to connect with you. Here's the Gallery link sent, that authenticity will resonate. And I think people appreciate that, especially now that that authenticity is going to be obvious very quickly, whereas it's a little harder to tell in an email.

Ashley Freehan

Right? You can't hear tone, you can't hear excitement like that, I think is something that we're just missing in today's society in general, which is why I love voice messages over on Instagram, which you and I are so good at because it's just, you can almost feel like you know someone when you hear their voice and you're instantly connected, which is why podcasting is so great. But what am I what I've also realized is with YouTube, you not only hear them you see them and that's just like such another level, which I think is so important.

Joy Michelle

It is it is and it does take an extra time, right like to set up more than just a microphone. Like I will admit that adding video to voice is an is another layer. But like you said, it then also takes your marketing to the next level. So you do get the reward for it.

Ashley Freehan

I agree. And I just feel like it helps someone like you, like you mentioned earlier, know like and trust you faster when they see and hear you versus just you know, hearing or reading. So I love that. And then you mentioned using video on your website for your about me page. And I think I just want to take a minute to just touch on that. Where we talk about about me pages, I have been scouring the internet trying to find photographers websites that do this well so that I can share it with my own students and be like, Hey, this is a really great example. I want to give them more examples right than just my own website. I want to show them other people in the real world. And it almost seems like about 80% of the websites I find their About Me page is literally about the photographer. Like yeah, this is what I like, This is who I am. I'm so passionate. I love photography. And it's like, the About Me page really should not be about you. You bounce page, they really just want to know like, what do you do? Who do you serve? And how are you going to help me solve my problem? And so do you? Do you have something that add to that about like, what should the About Me video really be?

Joy Michelle

This is such a good question because you think at first blush, the About Me pages about me like of course I'm gonna write you know that I love red wine and you know, long walks on the beach like, right, you know, like, I don't know, it

Ashley Freehan

was like, I

Joy Michelle

don't know, but you from a marketing standpoint is exactly what you're saying. It's, I want to know about you as it pertains to me. Right? So flipping it around saying what can you tell someone about yourself that then actually is relevant to their decision to decide to book you as their photographer? So yes, it's about you. And they're I mean, I still want to know little tidbits. I still kind of want to know like, are you married? Do you have a family like that's great and I want to see pictures of your face for goodness sake.

Ashley Freehan

But hang up the camera. Yes. Yeah. looking off into outer space. Yes, I like Okay, put

Joy Michelle

both if you need the other one. Perfect but put both. But I think it's so important to sit here and go back to the basics of what problem are you solving and how do you uniquely solve it? What are you creating for them and paint that picture so you can kind of frame your about me page as what you do for them. So it is about you it is about you as a photographer and your journey and when You got started and what kind of person you are behind the camera and how you draw out your clients in your unique way. But everything has to come back to them. Which is a little counterintuitive. I think sometimes. And if you do this, well, you sometimes don't even know what's happening. You thought, Okay, I just read a whole bunch about Ashley, like, that was a cool About Me page. But really, the purpose of the About Me page is, you know, really put yourself in your clients shoes and say like, they're thinking about themselves. We all are when we're on someone's website. And the question is, can you get me what I want? And so you need to figure out what do they want? Like, what do they really want? Yes, photos, but photos? For what purpose? And of what emotions? And what are they worried about? And how are you solving it? And that like, is just a little extra work and homework, rather than just saying, Okay, we love to watch the office. And we love margaritas? And like, yes, it's more work. But it's essentially going to work as a sales page for you. And the reason why this is worth your time as well is because your about me page is one of the most visited pages of your website. So it absolutely is going to get views. So the time is well spent, I guess is what I'm saying.

Ashley Freehan

Absolutely. I agree. And I think even in addition to adding a video, you should still add the text for those people who prefer to read texts versus watching the video. So I think having, you know, multiple mediums for people to absorb your content is perfect. But then also, just a quick note on this before we continue is bullet points or very short to the point sentences is going to improve readability. Because a lot of people I see are doing huge paragraphs still. And I'm like, people skim no one reads word for word verbatim on your about page. And so if you're not keeping that in mind, like how you would read a website, then people are probably going to skip the really important stuff that you just took a whole bunch of time writing, because it's just, it's not conducive to the amount of time that we have these days.

Joy Michelle

You're right, you're right. And when using video, that is a great point. Always add text always, because you want the search engine optimization part of it. And video is going to help add to that. But you don't want it to be only that, right. So Google, you know, owns YouTube. So if you host that video on YouTube, whether you decide to be a consistent upload on Youtube or not, they are going to already rank that page a little bit higher, especially if the video itself says something similar to what the page is about. It's further confirming that this page is what someone is searching for. But we still want text, right? We still want images with good SEO strategy built behind them. So I that is super good to add.

Ashley Freehan

Yes. Want to make sure yes, that we add that in. So before we go to the next question that I had actually prepared you with, I think it's really important that we sort of connect to these in the sense of when we're talking about visibility and using marketing or video marketing on the outside, right, like attracting people in can you give us some specific examples of how you would do that before we talk about the gear and software?

Joy Michelle

Yeah, I think that a good way to start with this, especially as photographers who have probably already created some good content, is to go back to the blog posts, or the pieces of content that you created on social media that have resonated well. So this is often a really good starting point, if you just don't know where to go, you go to your analytics, whether that be Google Analytics, or your Instagram analytics panel, look at the posts that you have created, that have resonated well and have caused good conversation or that you may know lead to conversion. So I think that's a great starting point for the topics that you should be thinking about when creating a video. So then from there, you can decide, okay, can I maybe add on a video to a blog post that already is doing really, really well. And so if you have a blog post that you know, is your most popular blog post, and leads people closer to that buying decision, and they're getting, you know, nurtured and closer to being confident and inquiring with you, then I would go ahead and work as those are your list of content pieces that are would be perfect to go ahead and add a video to whether that be a quick video clip of you just hanging out in your living room and explaining some of the content, maybe enriching some of the content if it's been a while since you wrote that specific blog post. But I also think a good way to do this is to share maybe a little behind the scenes of you as what it would look like to work with you because I think that's one of the biggest things that people are looking for when they're deciding whether or not to invest in a photographer they just want to know what is it going to feel like you You know, so whether that be a little bit of a behind the scenes of you giving a tip or two for your clients, the big thing here is that they get to see you, they get to see your body language, they get to see you hold your camera and be excited. I mean, if you can have a behind the scenes, video clip, even a 32nd clip of you talking and directing your clients even better, but don't let that hold you back from being able to start with video on some level at some capacity. And, you know, giving a tip or two about choosing a location or an outfit or looking more relaxed in front of the camera is going to position you as the expert. And that's exactly what we're angling for here.

Ashley Freehan

I love you touched on so many like different things that I was writing down and I was like, I don't want to forget this. But I love that you touched on showing behind the scenes and really drawing people in that way. And I have heard a lot of photographers say before, like, well, I'm the only one at my shoot, like who's going to take behind the scenes for me. And I think sometimes we hold ourselves back by not allowing ourselves to get creative. So I bring my 10 year old daughter with me and she'll take behind the scenes for me, I pay her like five bucks, and she thinks that's great. And I think it's cheap. And it works. I've also hired I've also hired my like one of my good friends to come with me and take behind the scenes. The other thing that's super easy if it really is just you is to bring a tripod for your phone and just set that up. So it's just like, you have to get past this mindset block of like, oh, well, that must be nice for those people that can afford that or that can you know where there is an assistant that comes with them must be nice, right? We need to step out of that victim mentality and step into okay, this is really cool. How do I do that? Like, yes, can I make this happen?

Joy Michelle

Asking a better question of how how do I do that? Okay, it's just me. So how and then you listed three incredible ways, okay. Maybe you ask one of your clients to hold a camera. And I've had people bring like a family member, or, you know, like a parent to their family sessions. And I'm like, Okay, grandma, like you are now taking behind the scenes footage. And they love it. They want to be hosts, what they're there for. But even just propping your phone with just on the front facing camera to do some behind the scenes footage on wherever it is your car or the brick wall, wherever you are like that is that is totally

valid. And it's like it's video that you have to get the video. And I love the tripod idea. I think that's so smart.

Ashley Freehan

Well, and the other thing that you just mentioned was, you know, you said grandma, or someone that comes along to take the behind the scenes for you. But then also going a step further tagging your client in that photo, and I guarantee they will share it. Because they want other people to see the behind the scenes of them at their session. I mean, they take all the time getting ready, especially at weddings, right? You want to show those behind the scenes of the wedding or the session. And so I just think that's just another way to use video to market yourself, using your clients to help out as well.

Joy Michelle

Yes, such a good point.

Ashley Freehan

And I wanted to circle back again to one thing that you mentioned was about having photographers repurpose, maybe blog content that they've already created. And I can already kind of hear the questions in my head of like, well, I don't have a blog, or is that even necessary in today's age, you know, like, and I just wanted you to take maybe a couple minutes and really dive deep on that. But I know that both you and I have anchor content. You have a YouTube channel, I have a podcast, that's our anchor content, we create new content. I think there's this weekly right now mine's bi weekly, but I'll be going back to weekly at some point. And then you're able to use that content to further spur your videos, as you were mentioning, right? I think it's so much easier to start with a piece of anchor content than to try to create 10 little video content pieces off of different ideas. So do you want to elaborate on that?

Joy Michelle

Oh, it's so much easier. You're right. Because if we can start with one pillar piece of content, I like anchor piece either way, a pillar piece of content. So it's like that one core idea. You can then kind of have a trickle down effect on whatever platforms you've decided you want to show up on. I like this to be a blog, I do get asked do I still need a blog? No, you don't need a blog. But I will say if you're not going to be blogging, you need to have another visibility strategy. And it's the same with social media. I don't think you have to be on social media. But you do need another visibility strategy. And so I think a blog is just smarter than relying solely on social media that does tend to change at mean it's like all we've been hearing about is how much Instagram has been changing over the past year or two. And so I do think it's still smart to have a blog post It's also wonderful because you're going to get that search engine optimization. And I know you do this for your podcast, I do this for my YouTube videos. And it's more likely that my videos are going to be found because they're they don't just exist on YouTube or Vimeo or wherever you upload that video. They also exist on the home of my site, right, and I say, That's my home base. And so like you said, if you have this mother piece of content at the top, and then everything trickles down from there, what I do is I think of the video in its full form the entire thing, that's going to be my blog post. And then from there, I know that I'm going to get a smaller clip and break that down into a few things. I'm going to put that on my Instagram Stories, I'm going to put that onto IG, it's no longer IG TV, it's just Instagram video. And if I can repurpose that into a reel, I will almost always be able to grab, you know whether it's a behind the scenes clip, or even a teaching clip, and just repurpose that into a reel. And then I'm not starting from nothing with reels because I know reels can be both time consuming and frustrating. But we know that they're kind of this like necessary part of marketing right

now, if we're taking Instagram seriously. And so then seeing it as like, okay, it started as one video, but now it's IG TVs, it's on my Instagram stories. It's a reel or two. It's on my Facebook as smaller clips. And I think oftentimes thinking of how can I change this to make it appropriate to the platform. So I've experimented with putting an entire video on a Facebook group or a Facebook page. But I think what is better strategy. And I have done this and proven this on my own pages. If you can get a shorter version of that video, add some closed captions, because most people are doing social media without sound. And then the call to action is go to this blog post or get the rest of these tips or see the rest of this behind the scenes footage over here on my blog or over here on YouTube, you're going to actually drive traffic where you want it. So really thinking in the context of how can I just take a little 32nd clip of this larger, maybe five minute video and put it where I've decided I'm going to be consistent. And I also think if you start with the blog post, it's also easier to work Pinterest into your strategy, because you're pinning directly to your blog, which is what Pinterest wants. So thinking of it as like a triangle. And then at the very, very top is your pillar content, and then everything else is underneath. So this has helped me a lot even in showing up on social media, I no longer have to think okay, what should I say on Instagram? What am I going to post in my stories? What should I even be posting like for my captions, I could literally take the first paragraph of text from a video saying this is an amazing behind the scenes footage of this so and so's wedding, we got to see these amazing outfit changes and you're not going to believe you know what her groom surprised her with, that's the caption for the Instagram post. So you can repurpose not just the video, but the text, especially when you start with one strong pillar piece of content. So I, I find that it actually makes everything a lot easier. Rather than kind of just this like spray and pray method of like throwing things up everywhere and hoping for the best.

Ashley Freehan

Right? I love that you share that. And one thing I wanted to add to that for this pillar or anchor piece of content that we're talking about, because I do know that a lot of photographers feel like, okay, well, I'm going to do this blog post on, you know, this wedding that I just did. And then they get sort of caught up in not understanding, like, what SEO is looking for, and what people are really looking for. So I personally do not go to, you know, a photographer's website and read a blog post about the wedding. Like I don't know this person, I don't really care about this person. Not to be rude, but I really don't like I want to see pretty pictures. But how could you take what happened at that wedding and make it into a piece of content that more people would be attracted to. So if it's raining at the wedding, for instance, maybe you throw in like three tips for how to photograph a rainy wedding, and then write down some ideas for that. Maybe you went to a you know, engagement session and they met at work. So maybe you could say like, you know, three ways to incorporate how you met into your engagement photos or something like that. So it's a little bit more applicable to you know, your ideal target audience and not just randomly like this cool wedding. I shot over here at the botanical gardens like it's just not as engaging and people are not searching for that on Google. So how can you really use your photography sessions to turn it into something that's a learning experience for your listener?

Joy Michelle

are a viewer. Yeah, I love that. And I think that the way that you were framing the titles just sound more interesting and click worthy than saying Sarah and Greg's wedding. It's you know, how you can incorporate to reception dresses at your offbeat wedding. And it's like, oh, I kind of want to click on this and see, like, what should those two looks look like? And at what point in the reception do I switch like, this is engaging me?

Ashley Freehan

Yeah. And then you just weave in your photos, you know, throughout the blog post, and then say, want to see the full gallery, click here. And then it's just it gives, I feel like, again, we're talking about readability of like, it just gives your viewer your reader I guess, is the right word, something else to do, and they want to stick around and then also probably want to keep looking at your blog, because they're like, Wow, this blog is different. It's actually teaching me something. Right. So I think that's really important.

Joy Michelle

Yeah, I think what you're talking about here is really stepping into this mindset of being a content creator, not just a photographer sharing photographs.

Ashley Freehan

Yes. So important, especially again, as we talked about standing out as a photographer, we want people to stick around. And beautiful photos are great, but they don't, they're not going to be what keeps someone on your page on Instagram, right? And we talked about this earlier, before I hit record and this idea of branding and infusing yourself into your social media into your website, not just showing up one time with your you know, cute headshot, but like infusing yourself into your brand. So do you want to touch on that for a minute, before we get into gear?

Joy Michelle

Yeah, and you know, I was just talking to someone about this. And I was saying, it seems as if it should work this way that if you're really, really talented photographer, that you get the most bookings. Or if you're really good at what you do, you get paid the most. And in photography, this could not be more false, right? Like, guess your talent matters, and work on your craft and hone your skills. And I will follow people because their work is beautiful, but not only because their work is beautiful. And I think there's a select few, maybe a few unicorn photographers out there that are truly just so mind blowing ly talented, that they no matter what they do, they're going to book weddings, they're going to book portraits, they're going to do whatever they're going to do. But for the large part, myself included, there is no way that I can just ride on beautiful images, it's just not going to take us very far. And it's also to your point, it's not really going to keep them scrolling or reading or feeling connected to us. And so what comes down to something we can actually control beyond being better photographers is building a brand that stands on something or believes something or solves something, and hopefully is all three of those things. And so the solution and the answer to this feeling of you know, being a little bit lost in the mix of there's a lot of people doing what I'm doing, there's a lot of people saying the same stuff. And the using the same presets, how do I stand out? It's you. And the best way to display you like we've we've referred to this in the About Me page, it's what you do with your craft for your clients. So not just you, but how you uniquely come into the marketplace and solve your clients problems with your work with your services, how you create albums, or lead them through the whole process in such a seamless way that it becomes a part of your brand. And so that's absolutely true. Because unfortunately, just beautiful images are not going to be enough.

Ashley Freehan

I 100% agree. And I love that we touch on this. And I just think that every episode I do, I almost always like try to bring it back to the fact that you have to stand out and you have to sometimes be willing to do things that are uncomfortable, like getting in front of the camera and being on video. And unfortunately, no, I say fortunately, like video is the future and people's attention spans. This is the unfortunate part that people's attention spans are just so small these days. But you really do want to be able to

capitalize on this and being an entrepreneur, you have to be flexible. You have to be willing to pivot when things pivot, you have to be willing to not dig your heels in and say I'm not going to do this right? Because sometimes I'm not saying that you should jump on every new shiny object which we've talked about before too. But I am saying that you know when you see the marketing trends starting to change, you do have to adapt, and so joy can you share with us like how do we get started like how can people what gear and software can they use to really step into this confidently and not feel like it's so overwhelming?

Joy Michelle

Yeah. Yes, okay, well fortunately for photographers, they have a lot of this gear. And so I don't even allow the excuse of I don't have the gear because your DSLR or your mirrorless camera are way more than enough. And if you don't have an awesome DSLR, your phone is way more than enough. So I will say Use what you have the best gear is what you have. The one area that you do want to think about and you do want to be intentional about when you're starting is your sound, because that's one thing that I don't think people can kind of just push past especially when consuming video content that has you talking. If someone is a headphone user, it's a little abrupt if it's, you know, popping, there's background noise, or echo, or they just can't hear you or the audio is all over the place. Right. So the audio is one area that you're going to want to think about and invest in from the very beginning. Now I have a couple of mic recommendations. And I'll share my curated Amazon list so you can see what mics I'd recommend. But there are mics you can get on Amazon really affordable mics that you can actually just plug into your phone and our lapel mics that you could put on your shirt for talking for speaking. Even if you're just using your your phone, like if you use a little tripod for your phone, and then you still have a microphone that is perfect. And it can be awesome for behind the scenes content as well. Because I know when I'm getting behind the scenes content, I'm using my nice camera right, so we can't often have both. And so getting started with good audio is key. And then a couple of my favorite apps for editing in your phone are Mojo and InShot. Both of them are free, I think they have inept upgrades. But you can do so much with these apps. And they have taken me so far I have content that I've created repurposing content for reels, I have videos, entire videos that I've created just in my phone. But if you're looking for something a little bit more robust, there is an app called D script that is a computer software for actually editing audio and video. And it's really user friendly, really intuitive, and can be a great place to start. But I will say my first 50 or so YouTube videos were just edited inside of iMovie, which has the free editing software that comes on your Apple Computer. And I think almost every computer has some kind of free editing software. And I think that, for me personally that held me back for so long. I thought I'm just a photographer, I don't know how to edit video, I don't know if I'm like going to be able to make it seem succinct and professional. Because I have a brand that is a little bit more established. And then I'm starting video, right. And I will tell you that these apps have gotten better and better. And iMovie is perfectly acceptable for just streaming together syncing together some clips that you might want to put together. So those are some really great ways to start with your gear and with your software.

Ashley Freehan

I love that. And I love that you mentioned like it doesn't have to be complicated, because here we go. Again, us photographers always trying to complicate things, oh, maybe it's just me and you. But I think everyone else listening can relate. Like, we always think that if it's going to work, it must be really hard. You know, like, if it's going to be something that is going to be a long term play. Like it's just got to be really complicated.

Joy Michelle

And that's perfectionism when it comes down to it because I have found this to be true. In every piece of video I've created even the reels that I've made, the less amount of time that I have spent making a reel, the more views I get, I have a reel with 2 million views on it. That took me like 30 minutes maybe to like find the audio, record it throw text on top, find hashtags create a cover, like I'm talking 30 minutes start to finish. And if I didn't do a cover any of that it would have been less and as 2 million views. And that just sort of prove my point on against myself, when I think I need to spend more time on this in order for it to be worthy of views or for it to grow my business. And that's our perfectionism getting in our own way, when really done is better than perfect. 80% is all you need. Like, if the video we're just we're gonna give it a B Let's Let's shoot for a B, because if you can get to a B, it'll probably get published. Otherwise, if you're waiting for it to look a very specific way, it's very likely that that YouTube channel that video that reel, it's never gonna get published. And that's sad, you know, like how many of your ideas and you know, concepts that you could be putting out into the world that could help someone or could book your next wedding or your next you know, portrait session are never going to see the light of day because you can only press publish if it looks a certain way. And if that's resonating, that's perfectionism.

Ashley Freehan

Oh my gosh, yes, that's so resonating because I am a perfectionist at heart and I really have had take a really close look at that and do exactly what you said. And just be okay with be work. Be okay with Done is better than perfect. And honestly, when I really lean into that, things get done, they get done, and they don't get moved. Exactly. And I am able to help people. And that's really what this is about your great ideas can no longer help anyone has no potential if it stays in your brain.

Joy Michelle

I know, I know. And then, you know, then we're left frustrated saying, Oh, I don't have enough time. And if only if only and you kind of it, I feel like what happens for me, and maybe this is true for someone listening. But I check myself when I start feeling a little jealous. Like when someone else does something, they launched the YouTube channel, they start making their reels, they start doing stuff, and I'm like, oh, man, like she's doing what I want to be doing. And then I'm like, wait, I could be doing that. Right? That means I should just go do it not feel that feeling of like, Oh, she's running circles around me. It's like, no, she's just pressing publish on things that she probably isn't super confident on either. And we're, you know, too scared, slash nervous slash fearful of whatever could come. And so really getting out of our own way. And identifying that is huge. And I have found one way for me to push past that is soon as I identify that it's happening, I set a time limit of, we're going to press publish, or we're going to press go on this vlog or this reel at this time. And I would literally set a timer on my computer, or I'll put the date in my calendar, and I make a deal with myself that it's going to happen, we're going to move forward on this. Because I think it's one of those, like, the longer you think about it, the bigger it becomes in our minds. And it's not even real, we're just blowing it up in our minds to be so much bigger than it is. And I know this is true with YouTube, and video content. But I think it can also just be true of like showing up authentically. Like in stories with your face. We we overthink this. And so sometimes I just have to whip out my phone and I'm just like, I'm going to make a story. It's not going to be great. But I'm going to make a story because I know as soon as I press publish, I'll be like, Okay, I'm, I'm now someone who posts stories instead of thinking about how I should, should should, I'm actually doing it. So it's like I'm bringing myself into alignment with what I really want, which is to grow my business

Ashley Freehan

100%. And you totally brought up something that made me think about us as photographers like, can you remember the very first photo that you ever took?

I mean, the first photo probably not. Like, I'd

Ashley Freehan

be so embarrassed to show someone the first photo that I took versus like my photos now. And I think that just goes to show is like your first blog post is going to be crap. Your first video is going to be crappy, like just be okay with the fact that it's not going to be what you want it to be. It might not be what joy Michels look like because she's been doing this forever, not forever for a while, right. And so it's like, just take the first step. And this is what I tell my kids all the time is like you don't get better at something by never starting. You have to start.

Joy Michelle

But we as humans don't like that answer to be better without having to do the work. And I am now back in this position of like super beginner super rough with my new podcasts that I'm starting. And it's like, it's so cringe, I'm just have so much admiration for everything that you've built here, and you're over 100 episodes, because it is so hard to do something that you know, in your mind what you want to be. It's the same with photography, we knew when we took the picture, like what we were picturing and what we were trying in our minds. And there's a discrepancy between what you think you're capable of, and what's actually coming out of your camera, right, that is so hard to push past that and say I know I can be better, I just you can't see it. You can't see them talented yet, but I will be. And most people at some point in that messy middle, lose motivation or get super discouraged and can fall off of that vision of where they want to be and where they want to go. Because it's so hard. It's uncomfortable to be not great at something but like you said, and like you say to your kids, if if you want to be good at something you have to start and when we start, it's kind of cringy like it's a little awkward, but the only possible way to be, you know, 100 episodes in is to create 100 episodes. And that is like it's a hard truth to accept, right. I think that's hard.

Ashley Freehan

Oh my goodness, I feel like we could talk forever. And I do want to say one more thing. So I'm training for a half marathon right now. And I actually have already run technically for so I ran a full marathon before I had kids and then I ran two halves. So essentially that's four halves, right? So I'm getting ready to run this marathon. It's net Last month, and my husband is running it with me. And let's just say I'm not in as great of shape as I used to be pre kids. And I just like I had to I ran five miles yesterday, which is the most that I've run in a very long time. And I just had to remind myself, every step was getting me closer to the end of that five miles. And it's just like, I feel like the same is true with my podcast is like, I didn't look at being like, Okay, how many episodes am I going to do before I'm done? There was never an end in sight, right? It was just like, Okay, I'm just going to do the next episode, I'm just going to do the next episode. And it was just, I'm gonna put one foot in front of the other, I'm gonna do the video. I'm gonna do this real even though it doesn't feel right. You know, it's just taking the step to just continually move forward, even when I was, you know, really tired. And I wanted to give up yesterday, and I really didn't want to do it. And it's just staying consistent. And the motivation will come, I think that's really important is like, you have to be consistent and commit to the plan. And then the motivation to do the plan comes.

Joy Michelle

Yeah, that's so good. And that's so deep. And I think it can apply to so many areas of life. But as you're saying that I'm just like, yeah, man, this is true it and I kind of brought about the like the quote, like action brings clarity. And a lot of times I want the clarity before I take the action. Yeah, I want to know, where the heck is it going like, exactly where is it going? And exactly, how is it going to look? And how much am I going to make? And how happy am I going to be right? And like, that's not how life works. You have to take the first step. And then this is challenging me today. This is so good.

Ashley Freehan

Oh my gosh, I know, I literally feel like we could talk for hours. And I'm so excited. We're gonna have you back on the podcast. And we're gonna talk about other things because I know you have so much knowledge. I have learned so much through this episode. And I just know that everyone listening has as well. So thank you so much joy.

Joy Michelle

Oh my gosh, thank you so much for having me. This has been a pleasure and an honor. And I feel like this time just flew by. I don't know where it went.

Ashley Freehan

I agree. I don't know. I feel like we could just keep talking for hours.

Joy Michelle

We'll have to do another one.

Yes, please.

Joy Michelle

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.