

Called To Both Episode 71

Joy Michelle

Today's episode is all about taking your business from hobbyist to professional. So whether your business is a side hustle a hobby, or kind of something in between professional and side hustle, this episode is for you. I want to share with you some of the factors that I think are the most important elements to focus on when you're making that crucial shift from hobbyist or side hustler to confident professional. So I will be giving you my three factors or zones, if you will, to focus on in your business, and what this can actually look like when you're strategizing going pro in your business. Huge thanks to my friend Amanda Warfield of the chasing simple podcast for having me on her show, and allowing me to share the interview here with you today. Truthfully, this was one of my favorite interviews, I loved talking with Amanda and sharing this transition of hobbyist to professional. And I just felt like there were just so many golden nuggets here in this interview that I wanted to share with you guys here on the call to both podcast. So I know you're gonna get a lot out of it. And I cannot wait for you to give it a listen. 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 bow. Let's dive in.

Amanda Warfield

I'm so excited to have this conversation of hobbyist to pro because I know that there are many, many listeners who are in that space right now where they feel like maybe they're not treating their business like a business. Or maybe it is just just quote unquote, a side hustle and they want to grow it to more but they're kind of in this phase where they feel stuck. And so I would love to hear what you think the difference between a hobbyist and a pro is because we can't bridge the gap if we don't know what the start and end point are.

Joy Michelle

Yeah, I love this question. I think there's so many people that are going to be listening in are in Facebook groups. And you're kind of in this like learning phase that would identify as a hobbyist. But I feel like let's let's kind of define the two in the difference. I actually looked this up before hopping on this interview. The hobbyist or a hobby is an activity done regularly in one's leisure time for pleasure. And the professional is relating to or belonging to a profession. So I personally think that the second you are taking money, or trying to find more people to take money or you're trading money for a service, it becomes a business right. So when you have an offer and someone pays you for it, even if it's lower than you'd like it to be, or you just started last weekend, or you feel like you're just starting out and you're still thinking you might fit into that hobbyist category. The second that there is that exchange of money, it does play into that business model. And I think the word in the definition for one's leisure time is important to point out because a lot of times creatives especially they find pleasure in their work, right? So it says done in their leisure time for pleasure. And so we might say but I really enjoy it. And I don't really charge a lot. So it's kind of a hobby, well, that's where we're kind of blending those two things. And just because someone is loving, it doesn't necessarily mean it's still a hobby. That's kind of the difference between the two. I think the second year trying to make money from it is now a business. And there's such a mental shift that needs to happen there. And I think letting go of that word. And that identity of hobbyist is like the first step for sure.

Amanda Warfield

Okay, so the mental shift is exactly where I wanted to take this next one. I'm really glad you brought that up. What would you say to someone who they are exchanging money, they are running a business, even if they're feeling like the hobbyist? What would you say to them about that mindset shift that they really need to make? Because they're calling themselves? Well, it's just a hobby, it's just a side hustle. But they're having that exchange of dollars to time, or dollars to product or whatever that

Joy Michelle

may be? Yeah, I think that a lot of times, we especially as creatives, we might stumble into that business role where you started out doing this for friends or family, or you just love what you do in your business so much that it can be hard to see it as a business. I think the first thing to say is that feeling ready is kind of an elusive concept. And more often than not, I think we have to push past a feeling of ready and decide give ourselves permission to step into that next role. So deciding that you're going to be a professional is the first step and I remember early days of my photography business actually having to practice saying, I'm a wedding photographer outlet out, because saying it, I felt like I was lying even though it was true. And it felt like I would say it wrong or I would pat it with an excuse. Or I would say I'm just, sometimes I shoot weddings, but I'm also doing this. And we feel the need to say what else we do. You know what other day job we might have. And having a day job does not discount, whatever it is that you're doing in your business. And that is so so important. But I think that the confidence with which we talk about our business, or we talk about our service, or our product, is key, because if we don't believe in it, it's going to be really hard for others to believe in it. And I think sometimes we wait for someone else to say like, you should be a pro at this, you should charge more at this. And someone might even say you should charge more, but they're not actually willing to pay you more. But I think it's so important to make sure that we're not looking externally for that first step that were really just saying, I want this, I've decided I want this and that makes it valid enough.

Amanda Warfield

I love that you, you talked about how important that confidence is. But you also gave everyone an action step to go build that confidence because it has to come from inside, you have to start with building that confidence for yourself. And if that means you walk around the house, saying it out loud to yourself, or you write it on a mirror, or you write on a post it note, whatever that may be, I really want you guys to start calling yourself what you are. And I know how hard that is. Just this last week, I was at a conference. And I should have been saying I'm an author, because the book has been written. I didn't mention at once. And so I know that resistance that you're feeling everyone get it, it is hard to put those things out there. But the more you say it, the easier it gets to say it and the more confident you feel as you say it and that confidence then bleeds into more sales. When you're confident when you're talking to someone about what you do. They go oh, okay, and they link what you do in their brain with you. And the next time they hear someone say, I need a wedding photographer, I need someone to set up the Satoh back end for me, they're going to think you if you're confident enough to tell them what you do.

Joy Michelle

Yeah, I love it. I love that you mentioned that you're still navigating this, because that is such a common misbelief that if I can just get through the first couple of years, I'm going to feel like that person I see online, and they look so confident and they look so self assured and their brand is so beautiful. But it almost doesn't go away with every new addition to your title. Now saying you're an author, which is so incredible, it takes a minute to like put that identity on and to put the hat on and say like, I'm allowed to

step into this, this is true, it kind of feels weird, but it's true. And so I love that you you're kind of saying like, hey, this doesn't go away. Like we have to keep checking and making sure. And then also that like, the more you talk about it, the more people can link your offer or service to even someone in their lives who might need it, which is so true, and truly is how I found some of those first clients.

Amanda Warfield

And yeah, and I still to this day, if I'm like, Oh, I know this person needs this person, I'm going to help make that connection for them. If I think of someone and they're like, oh, I need this person, I'm gonna say, Oh, well, I know someone that can help you with that. Because a referral from someone you know, and trust is going to go so much farther than your content marketing. Well, and I know that that's the content marketing strategy is saying that guys, but it's true content marketing will only get you so far. And those relationships are so important. But if you don't tell the people in your life, what you do, you're not going to get those referrals.

Joy Michelle

Yeah, yeah. And it's even beyond a conversation. Like for me, it was hard to say, I'm a wedding photographer, I am building this business, I want to do these things in those early phases. Sometimes when I didn't have the work to back it up. It was hard to talk about. But it's also going to bleed into the content you create, it's also going to affect the captions you write and how you come across. And with what kind of presence you bring, even to an Instagram story, even when you open the camera and you start talking about what you can do and what you're excited to offer. It makes a difference because everybody works, wants to work with someone that's excited about what they do and is passionate about it. And I think I care a little less about how experienced someone might be versus the passion with which they will do that thing with me. So really take that as like, a unique advantage when starting out is that like you can bring a lot of passion and intention and client service to the table. Maybe not years and years and years of experience. But like really don't let that hold you back because sometimes that's not everything.

Amanda Warfield

That's so true. And I again at a conference last week, there were some incredible speakers, but most of them could not attend in person. And we had a lot of virtual speakers and I was like you know what, these speakers are incredible. But I would have rather have had less experienced people both teaching me what they're experts in in the same topics than have bigger names, the virtual, I would much rather have someone who was newer, less experienced, but still knew what they were talking about. Because you don't need to be 510 years into your business to be an expert in what it is that you do. Are you going to continue to improve? Absolutely. But you're still an expert today?

Joy Michelle

Yeah, yeah, that's such a great point is like there's value to being in that room. That is such a good point. I love that.

Amanda Warfield

Okay, so what would you say, we can do to start making that shift, we've got the mindset, we are, at least understanding that the imposter syndrome is going to try to hold us back. And we're going to break through that by reminding ourselves that you don't have to be in business forever to be an expert, and reminding ourselves that confidence is going to really take building up but that we can do that, and then it will bleed into other areas. What do we do from here?

Joy Michelle

Yeah, this is an awesome question, I think because it can be really overwhelming to stay like, Okay, we are at the bottom of this mountain, how do we get to the top. So I think breaking it down, just chunking it down a little bit into what exactly needs to happen to successfully make this transition is really what would be helpful here. So I like to think of a business in and going pro in that business, and maybe like three factors. So the first factor or zone is your front facing brand. This is the website, this is the colors, the Logos, the fonts, the stuff that I think sometimes especially creatives, hyper focus on important but not everything, it's one leg of the stool, right, then you have your back end. And that is your systems, your repeatable processes, templates, brochures, lots of what happens really more. So when someone starts working with you, or contacts you or needs, you know, customer service in any way, shape, or form, that's your business back end. And then you have your actual skill set or your product. So kind of chunking it down into like these three things, I think can help you to know which of these areas that they are separate, but that they all are going to need attention at different times, because you might fall into one zone of hyper focusing on one area. So I know, at first I was really, really hyper focusing on like, I've got to get better at taking photos, because that's my skill set. And that's important, right. But I've also got to look really professional online. And I like completely forgot about the back end of my business. And it kind of had me like stumbling along as people were asking difficult questions or reaching out and wanting to make amendments to maybe my contract, it's like I was floundering on the back end, because that just wasn't my strong suit. It's not where my head was at. So I think something really important if you're going to be making this transition into professional in your workplace is let's get a CRM, you need the client relationship management tool. You if you want a lot of clients, you need to start thinking, what are the tools? What are the systems, what are the templates and workflows that are going to carry me through when that client roster is full. So thinking, let's set it up now, because I delayed some of these things personally, which I think so many people encounter this because I wasn't super busy. So I could kind of work really not smart, I was spinning my wheels a lot. I'm writing the same emails over and over. I'm trying to remember where I'm at and each client process, but when you have a handful of clients, it's doable. And I didn't have any kids at the time. And I had all this extra time. And now I'm realizing it really wasn't necessary for me to spend so much time on the back end of those things. So that kind of stuff. You also have like your legal and your contracts and getting your business set up legitimately like filing for an LLC, or whatever business formation you end up with. This is so important. And I think that also kind of contributes to our own confidence doing some of these simple things on the back end, that seem not as exciting that nobody really sees, will be important for you to know, no, this is a real business, I do have a business bank account, it might not have lots of money in it, but it's there. And we're excited about that. And so setting up your back end is really important as well. So as you think about these zones, especially when you're in school, or you're working a full time job, and this is on the side, one thing that I love to recommend is to pick a focus maybe once a week, one time a week that you can focus in your business. So in your calendar, you're blocking that time, even if it's like a 90 minute block, and then choosing Okay, either for the month or for the week. Let's focus on one of these zones. You know, you do need a brand you do need a website you do need those visuals, but don't let that be the thing that sucks you in for six months. And we haven't worked on the craft educated ourselves connected with other creatives that kind of thing.

Amanda Warfield

I was so glad you mentioned that connecting with other creative because I'm finding a lot of students falling into this trap of working on all these aspects of the stool, but not building relationships in any

way, shape or form with other people in their industry. And yeah, if you don't have that you can't do business in a vacuum.

Joy Michelle

No, I guess yes. And it's funny, I'm like jumping ahead, because that's like totally one of my points, but it's connect through community and through mentorship. So finding a tribe, finding a like minded community, you know, if you can find people in your local geographic area, that that's wonderful. But online is wonderful too. And I always say there is stagnation in your isolation. So if you're feeling stuck, and you're just like, in thinking the same circular thoughts, and you know, working on your website a little bit and then get an inquiry, and then they ghost you, it's like, maybe get out of that, that closed world that vacuum, just like you said, is such a great way of putting it like if you're just in this vacuum, you can't expect to grow, you know, like we have to rise to the community that we are around that we've surrounded ourselves with. So, so important. And I think this also goes for like mentorship and coaching too, I think that can easily help you to uplevel your community because you have access to someone who has done it, who has been through it, who has made so many mistakes and can shed light on areas that you don't necessarily need to go stumbling over. And I don't think it always has to be a paid thing, I think you can sometimes find mentors that are willing to take you under their wing. But I will also say that when you invest in something, something incredible happens with your commitment. I have seen this in my students lives, it's, it's wild. And I've seen it in my own business when I put my money into something because money is just energy that you're saying I'm gonna put this towards this, it just further confirms for you that you are doing that thing you can say I have committed to this, I am working on this, we are growing in this. And the way that you show up for yourself when you actually pay for something totally different game. Hey, photographers, I know just how many steps and pieces it takes to set up a professional photography business that you can feel confident in. So I created a one stop solution. It's called hobby to pro toolkit inside hobby to pro toolkit, you will get every tool template and guide you need to confidently go pro in your business so that you can get back behind the camera and spend more time doing what you love. Hobby two Pro includes email templates I've been using for eight years in my business, pricing guides, three contracts, consultation, guides, and more. It is quite literally a one stop solution for all of the business back end in your photography business. To check it out, simply go to [hobby to pro toolkit.com](http://hobbytoopro.com) Or go to the show notes. And you will find it linked there to stop the overwhelm and go confidently pro in your photography business with hobby to pro toolkit. Totally different game. It's sometimes we need that accountability, right.

Amanda Warfield

And it's so funny because you and I were just talking about this before we hit record about the whole Okay, well, we outsourced podcast editing right off the bat off. I didn't write off that. But you did. And I got to this place where I really was feeling bogged down by the podcast. Because I was so tired of editing I was I hated every second of it. And my husband and I had to sit down have a conversation of is this a good investment to make for the business? And he was kind of like, I don't know, like if you think it's a good investment, I guess so. But like is the ROI there? Turns out, the quality of the podcast has shot up not just because the editor is way better than I am at editing. But also because I can pour more deeply into the actual content. Because I'm not so bogged down. I'm more invested in it. Because I'm giving someone else my money and saying Please do this for me.

Joy Michelle

Yeah, yeah, I love that. I think the beauty of this is like you're shortcutting in to a higher quality product as well. And that's really what happens in a coaching relationship. It's like you can shortcut they're

gonna like hand you things and explain things and help you not spend so much time on things that you don't need to be spending time on. That is so invaluable.

Amanda Warfield

And there's so many other perks of having relationships, one, you're surrounded by people that get it. Let's face it, a lot of times our spouses and our friends just don't get what we're doing in this online space. And that's okay, because it's not something that they've lived through. But when you've got people that you can have these conversations and shortcut these conversations of oh, here's what I want to do without Wait, but what does that word mean? And what does that mean when you are you know, when you're having a conversation where it's like, I'm trying to follow but I don't really know all these terminologies that you're using. So then you have to backtrack and explain everything. And then by the time you get over out, it's like, well, we've spent 30 minutes talking about this, and I haven't even gotten an answer to my question or your thoughts on it. But when you're in relationships with people that get it, you can ask the question and 10 seconds later have some sort of brainstorming opportunity. And so you've got that. They also build your confidence, which we just talked about, right? Like, having someone else say, No, you are good at this. No, you are meant to do this, because that imposter syndrome is never going to stop. You're how many years in business? Nine, nine, okay, and I'm five, eight. And it just, it never ends, there's always something else to feel like you're an impostor about. And so you have to have those people that are gonna lift you up, when you're down.

Joy Michelle

Oh, I 100% agree. And I think that takes self awareness to know that you feel better when you're with certain people, or that you need to surround yourself with people who get it. And you can have supporters, there's a difference between a community that gets it and people who support you, my mom supports me, she doesn't understand the jargon. And it's just like you were saying, I'm going to spend more time trying to explain to her the significance of podcast download numbers than actually getting somewhere in a conversation. And so there's, there's a place for both of those people. But you just you need both you need the community. And it's so it is going to help keeping you focused on your why and why did you start this at all? Because sometimes, it gets so overwhelming, when you're doing all the things wearing all the hats, you can get lost in it, and the community can recenter you.

Amanda Warfield

I love that. Okay, so I know you said we jumped ahead of it. So we first action step was to focus on all three of those zones, which is, you know, the front facing brand, the back end, and then also your skills. And then we also talked about the importance of relationships, what other action steps do you have for us?

Joy Michelle

Yeah, so I think just being a lifelong student of your craft, and carving out time for that every single month. And I think breaking this down even further, it's not just the product or the service that you bring to the table, it's now all the different aspects of business. So trying to grow in each of these areas slowly can look like watching a teaching or attending a conference on email marketing, and you didn't think you were going to be an email marketer maybe when you signed up for this business, but now you are. And so I think really committing to like the learning and growing process. So important. And this can be as simple as finding a podcast like this one, and just listening to it every day as you get ready, or tuning into a YouTube channel if you're more of like a visual learner, but I think that making sure in both the time that you carve out in your schedule, even if it's a little bit to constantly be learning

and growing, but even in a budgetary way as well to think okay, every year, I want to reserve a little bit to reinvest back into myself. Because I think sometimes we're we're accustomed to investing back into the business. Like for me, it was like a lot of gear, that made sense, I could buy that lens, I could buy that camera body, and I could physically hold it. And so that felt so important. But now I realize that stuff, it has wear and tear, it was important, it was tied to income, that's wonderful, but also kind of fleeting. Everything that I learned as a business owner, I get to take with me into any iteration that I have in business and to any pivot that I might take, that bettered me, as the business owner and as the CEO. So continuing to make sure that that's kind of in its rightful place, like pouring back into you, as the CEO is so important and so valuable. So it can feel like everything's important at first, because there's a lot on on your roster of things to do. But developing you is also very important, too.

Amanda Warfield

I love that I as a former teacher, I think continuing education is so important, because like you said, there's always going to be another thing to learn, things are always changing. And hopefully I'm not hijacking your next point with this. But along with that, a lot of conversations we're seeing right now is people being very unwilling to embrace change as a business owner. Oh, particularly with tick tock, which as we're recording this it is September hopefully by now everyone listening has gotten on tick tock, but that is just the nature of being a content marketer, things are going to change, we get so upset when the algorithm changes and we get so upset when this and that changes when iOS updates, ruin quote, unquote, our ad strategy and this and that changes the nature of being in business. And if you've been stagnant like you said, you're not

Joy Michelle

growing. Oh my gosh, I love that. You mentioned this. Have you read the book? Who Moved My

Cheese? No.

Joy Michelle

Okay, Game Changer weirdest title game changer. It's so short. I actually listened to it on Audible because I'm a big audio book listener. It is all about change. And how if we're unable to adapt to change, but it's like so good. You have to listen to it. If you're unable to adapt, you will not win in business and that like the most adaptable business owners are the winners like we've experienced this the past few years with what's happened with COVID now here with like, what looks like a recession happening The most adaptable business owners will still be making it at the end of all of this. And it's, it's such a good book. So yeah, Who Moved My Cheese? Great book. But then also, as you're saying this, I'm like, It's mindset, it all comes back to mindset because it's a scarcity mindset to be hung up on an algorithm for a free platform that exists to reach hundreds or 1000s or millions of people. And instead of seeing it as Okay, with the algorithm change doesn't mean no one's getting reach. We just have to figure out how, like, you have to figure out how to make it work for you. And really seeing it as like a land of opportunity, instead of a frustration situation like almost like palms open instead of like fists clenched.

Amanda Warfield

Yeah, absolutely, yes, the palms open it's opportunity, especially, particularly for talking Tik Tok. Again, there's so much growth opportunity, I had to talk go viral on one of my accounts over a month ago. And every day, I'm still getting followers and likes on that Tik Tok. And it's just a cat account. So it's not doing

anything for our business. But there is so much opportunity to truly get in front of 1000s or hundreds of 1000s or millions of people on Tik Tok right now, which we're not seeing on Instagram or anything like that anymore. And if you're able to be that palms open, and say, okay, change is happening. I'm gonna go with the change and see what I can do and play around with it. And not wait for someone to tell you best practices, and not wait for someone to say this is the best way to do it. Just go in and experiment and it's going to be messy. And that's okay.

Joy Michelle

So good. So good. Well, if you want to see messy go back to my first YouTube because they're all still there. And I wasn't following best practices. I didn't know I didn't know who to go to to learn this stuff. I mean, this was five plus years ago. But it's crazy how like, you can get stuck in like this like overthinking cycle of feeling like if I get enough information, I will feel ready, I will not make mistakes. And really what's happening there is just this like perfectionism, like analysis paralysis. And when I recognize that in myself, which happens a lot, because I want stuff to be perfect. I want it to be great and wonderful, and not to look stupid online. But when I see that, I really have to name that for what it is. And say like that is not serving me that is not getting me clients that is keeping me stuck. So just name it and make a quick action. Like for me, when I'm stuck thinking about things I'll say, What can I post really quickly? Like, what if I set a 10 minute timer? Am I going to go live? Am I going to make a story? Am I going to like something I have to hit publish? Because if it's been too long, the longer you go, the more you build it up in your head to be more than it is.

Amanda Warfield

I'm so glad you brought that up. It's definitely a mindset of perfection. And if we can, yes, there's a time and place where you should outsource things. And you should say, let me hire an expert to tell me how to do this in the best way. Absolutely. But there's so much inside of each of us where we can do this. And we can do these things. And it's totally possible in a lot of sense. Outsourcing is just I want to shortcut. Yeah, but in some things, a shortcut is not always it shouldn't be your first step.

Joy Michelle

No, yeah, especially when you're bootstrapping things in the beginning. And also, I've heard when you're hiring people on or when you're outsourcing something, you should have at least a basic understanding of what it is that you're trying to get someone to do. So if you want someone to make all of your tic TOCs, make 10 By yourself first know what's possible. Or you might have completely unrealistic expectations from that person from the metrics. And also you can't hold them accountable. This is like why when you hire an SEO expert, you know nothing about SEO, you can't actually check on their work, you need a basic understanding of these things. And that's why I exactly like you're saying, I think there's so much benefit to saying like, I have to learn these things, at least a basic level, so that I know what where am I really great. Where should I sit in my business where I am utilized? Well, and then I can outsource. And so that is like, that is so key. Because we do want a shortcut. We really, really do.

Amanda Warfield

Yes, and the expectations if you have not already. Go back and listen to episode 132 From November. It's called why your social media manager may not be getting the results you're looking for in spoiler. It's not your social media managers fault. So everyone go back and listen to that one. If you have not already Orko re listen because it's a great reminder. Okay, so I know you have one more action step for

everyone. I feel like we could just keep talking about this forever. But one more action step for everyone. What would that be?

Joy Michelle

The final thing I think that's so important with this topic is that this is not a sprint, it is a marathon. So pacing yourself and making sure that you've chunked this down into the action items that need to get done and really start getting good at knowing that that to do list is gonna stay a little mountainous that's just like entrepreneurship. But pacing yourself, you have that time on your calendar, you're guarding it fiercely, you're sitting there rotating through the three zones, know that this is a long game. And the good thing is slow growth can also equal very strong roots. And there is such a thing and I know someone's gonna be like, No, this sounds like a good problem, there is such a thing as growing too quickly. And if you are suddenly slammed with 30 clients, and you don't have the booking back end support, you don't have the systems and workflows and templates and things to draw from, you will be extremely overwhelmed and potentially not be able to deliver at that client level that you really want to. I think is so many times as, like small business owners, we really want that excellent client experience. So having an appreciation for that slower growth. And knowing that what you're doing now is laying a base for a long lasting business. We don't want just one viral video, we want a business that is going to stand the test of time.

Amanda Warfield

Absolutely. So good. Okay, so we have so many action steps, we've got mindset to revisit, we've got those three zones to cycle through, we've got making sure you're continuing your education and building relationships. If you were to give everyone just one action step for this week, what would it be?

Joy Michelle

I think that if you do not currently have one place where all of your business stuff lives, in terms of like a project management tool, so like Asana, Trello, notion is my current favorite, but whatever you will use is the right tool for you. If you don't currently have basically your entire brain living somewhere, you are doing yourself a disservice, that should be a first step, because you're going to hear all these amazing ideas. And they all sound so pressing and so important. What I like to do is just put that on a someday maybe list so I can get it off my head, I know we've written it down, we'll get to it. When we have time. Right now, in this season, we're working on back end, or we're working on our skills, we're working on the brand. And it just helps to get that off your mind because there's this David Allen book called Getting Things Done. And he basically talks about this like at at, you know, he goes into all the details. But the essential part that really stood out to me was that our brains are not made to store ideas, they are made to come up with ideas and solve creative problems, we are so good at that. So you might find that you have so many ideas that you like, almost can't even remember, if you transfer the laundry and what you're having for dinner. It's like you're all over the place. And one of the best things you can do is centralize everything into one, one singular location. I think it's great if there's an app so that like if you're on a walk, you can just write that thing down and move on. Because you might have gotten five ideas just from this podcast, put it down and then know where you're going to be and then you can still stay in your lane while gathering ideas while learning. Because I know for me it was like, it was like a machine gun. Those first couple years it was like ideas, ideas. Oh my gosh, everybody's saying all these things. I've never even heard of this. Okay, I need to get on tick tock like now I feel like the next week of my life, I need to be on tick tock. It's like, write it down, put it where it belongs, stay in your lane.

Amanda Warfield

Filing it all away is so important. In having something that works both as a desktop and an app. That is my number one reason for loving Trello because then for that for me, it's like Oh, I'm on a walk. Okay, well, I gotta get this out of my brain right now because I'm gonna forget or I'm going to obsess over it so that I don't forget it.

Joy Michelle

Yeah, yeah, it's huge. And it's huge for feeling present. Like if your business is feeling like it's kind of taking over your entire life, not just in the hours, but in your mind. That is one way to truly put a pin in it and then say, like we can we can be present now we can be with our spouse, we can be with the kids, we can be with friends, we can be alone and not be thinking. What are we doing with the email funnel? You know?

Amanda Warfield

Yeah, absolutely. Okay, so you've given us two great book recommendations already. But if there was like a top tier, everyone needs to go read this book right now. What would it be

Joy Michelle

soundtracks by Jon Acuff or start by Jon Acuff, so I'm like, Does it count because it's the same author? Can I say two books have changed my life start is incredible for if you're feeling fearful, and you haven't made the leap, and you know what you want to start and you just fear is what's stopping you soundtracks? Oh, my gosh, truly, I think every single human being should read soundtracks because you will learn how to replace the negative soundtracks in your mind, of all the mindsets that you might even not realize you're holding on to, that are actively holding you back from the life you want most.

Amanda Warfield

That's great. I already though, so I'm gonna add those to my library list. As soon as we get off of this call.

Joy Michelle

And he's hilarious. He narrates his own books, and he's also a comedian. So like, they're actually really really good reads or listens. Either way. They're really funny. Okay, great.

Amanda Warfield

Thank you. Yeah. Okay, so now everyone is obsessed with you as I am and they want more of you. Where should they go? If they want to just hear more of you if they want to work with you? Where should we send them? Yeah,

Joy Michelle

I so my website is Joy michelle.co. I am at joy. Michelle on Instagram, you could come tune into the podcast it is called to both. And the Facebook group is photo boss with joy Michelle. So if you're a photographer and you are like, Yes, I need all of these things to uplevel my business and turn what's now very passionate into something that's also profitable. Come join me inside of photo boss. I would absolutely love to have you.

Amanda Warfield

Okay, great. Perfect. We will link to all of that in the show notes. Julie, thank you so much for being here today. I really appreciate it.

Joy Michelle

Oh my gosh, the pleasure is mine. 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.