

Called to Both 92

Joy Michelle

Hey, thank you so much for tuning in to today's episode of the call to both podcast the podcast for ambitious women pursuing both a business and a life with purpose. Now, today, we're going to be talking a lot about content creation, simplifying it, and making your content a consistent piece of your marketing strategy this year. So if you've been wanting to be more consistent with your content creation, but you could use some help and guidance in this area, than today's episode is for you. Now, when I say content creation, how do you feel what comes up for you? I think for a lot of people, when I say content creation, you get that feeling of disappointment over the past content you've created that might not have done as well as you wanted it to. Or you might just have the sense that you do not have time to create content in your business. So if you're in that position right now, I want to tell you that today's conversation is going to be a great blend of tangible and actionable tips, but also some tough love you might need to hear when it comes to consistency, and content creation. Now, personally, I love this conversation because I've been in business for over 10 years, and I've made my fair share of content from YouTube videos that have reached millions of people to blogging, newsletters, social media, sometimes platforms that don't even exist anymore. And now a top ranking podcast, I've learned what it takes to create content that truly works as an asset for your business instead of just something that we do to check a box, but rather something we do to generate revenue. So today's episode is an interview that originally aired on my friend Jordans podcast called the work and worship podcast. So you'll actually hear Jordan interviewing me about content and my journey and tips for you to take forward in your business this year. After this episode originally aired, I actually got a DM from a listener of Jordans show saying that this was her favorite episode on content creation. She said it was freeing it was motivating and that she was gonna listen to this a second time to take notes. So I knew right then reading that message that I needed to get this episode out on my podcast too. So I will have Jordans work and worship podcast linked down in the show notes. Definitely give her show a listen. It is a weekly show conversations on faith business and building a business around your life. All right now here is the interview. Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place if you're ready to grow your business while also being the intentional and present mom you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in.

Jordan Jones

Hey, Joy, welcome back to the podcast. Hi, Jordan,

Joy Michelle

thank you so much for having me back. I'm so excited. I'm

Jordan Jones

so excited to chat with the queen of content creation herself. I feel like I mean, we were kind of masterminding for like an hour before this. And I know you have so much to share on this topic and how people can simplify something that shouldn't be simple, but we a lot of us tend to overcomplicate Yeah, and how we do our business. So before we get into the meat, can you just give a brief intro on who you are and what you do?

Joy Michelle

Yes, sure. Okay, so I am Joy and I run join Michelle CO. So I teach creative small business owners how to build brand authority and get seen online. So this is one of my favorite topics here today is just content and visibility and how to show up online. But I started my business in 2013. So 10 years ago, I started out as a wedding and portrait photographer here in the Maryland East Coast area, shot weddings for over eight years. And during that period of time, when I'm doing all the wedding photography stuff, I actually started a company called Photo boss to educate photographers on the business of photography, because I really believe that creatives should still get paid really well for what they do. And that is now a community and then ready access programs and coaching and all of that. I also host a podcast the call to both podcast for ambitious creative women who are raising little ones but also growing a business and that started really just off the heels of me having my own little ones last year. So I had two kids, one and three when I started the podcast and they are now two and four. And I basically just share realistic and bite sized business for people who are not working full time in their business but want to make really good money. And I'm based in Maryland right now, but next month I'm actually moving to Florida. So that's the like, two minute intro.

Jordan Jones

So just a few tiny things on your plate. not busy at all. No,

Joy Michelle

no yeah,

Jordan Jones

you're not entrepreneur at your heart because you have a million things going on. Yeah, but it's cool. I mean, one thing I love that you just said, because I think a lot of what you said ties into this is this idea of brand authority. And, you know, even your programs of teaching photographers the business side, it's allowing them to charge what they're worth and run a business and not just let it be a hobby, write a review of the hobby to pro toolkit and yeah, you know, I think for what you do in content creation, even how you phrase that on brand authority, it shifts something even in my own brain of like, okay, it's not just showing up to show up, you're it's it, there's a purpose behind it, right. And like, we all know, we should be creating content where we maybe we feel like we should be creating content. Yeah. But why does that matter? Like, and I am kind of setting you up on that, because I feel like brand authority was such a Aha, even in your intro, but why does it matter to create authority or to create content? And why does it matter that we're consistent in that? Yeah, I

Joy Michelle

think the reason I say those two things together is I think that the one leads to the other they go so Hand in Hand that to build that brand authority, showing up visible online as a part of it. But also creating content that builds your authority is the point there. And you even said something of like, we feel like we're supposed to everyone's telling us to make content. And then sometimes we just end up throwing up a lot of things to check a box, and then it just falls flat. And we're like, this is time consuming. This is tiring. Why am I doing this? Again, everyone is saying content is so powerful, but it hasn't been powerful for me. And I think that if that's happening, there's a couple of things that we can address there. But a lot of times what's happening there is that the content isn't actually working for you, in a context of what I say work, I mean, almost like a team member would work for you and move the needle. And so when I say content creation and brand Authority building, I'm saying you're creating

content not just to be seen, but to be seen as the expert at what you do, so that you can get paid and do what it is that you love and become known as that person in your niche. And so I think that's like one of those big missing pieces with content a lot of times is that we're not looking at it as this is a piece of content that is going to work for me and my business, just like a VA would work for me or a team member would come alongside of me and help me to move the needle. Instead, we're seeing this as like, Okay, I have to like sing and dance, or point or do something everyone's telling me to like post in all the places. And so it becomes really overwhelming. And then we just don't do it at all right? Like with no, it just becomes this all or nothing thing like, well, if I can't get the results, I was originally thinking, I'm just gonna put that on the backburner and do my client work and you know, quietly be the creative behind the scenes. And then you're not actually building the content that's working for you to position you as the go to expert. And then you're back feeling like, oh, gosh, I guess I have to go market myself. And then this cycle continues.

Jordan Jones

Yeah, I think so many of us treat it as an afterthought, or this thing that like everyone's doing, and I should do and it needs to be more of a fourth. I mean, we were joking before we hopped on about your, your posts that you're moving and the amount of effort I know it took to for you to put in your like, get the photos and do like get the boxes for the moving and set it up. And yeah, like, I know that that took effort. But when you create content like for you, you very much seemed to create it as a forethought. And with strategy. And with purpose versus like me, I'd probably be like in the U haul on the way out of the driveway like PSU moved.

Joy Michelle

That's so funny. Oh, you know what, like, this is such a perfect real life example of let me like pull back the curtain a little bit. So I am moving to Florida, this is a huge deal for my family. And originally I was not thinking I would announce this in the way that I have like kind of this big, you know, announcement pictures and all this stuff and letting everybody in. But the reason why I think it's worth it to take pictures and talk about it was because I was sending people to the full story on my podcast, and my podcast is an asset for my business. It's part of how I talk about my services. It is a brand Authority building piece to this like whole machine that runs my business. So I didn't just you know, put up all this really cool boxes and like pose my kids and be like, Oh, we're moving like it wasn't just attention to get attention. It was visibility leading to a podcast episode where I'm diving a little bit deeper and saying like, here's the real reason why I'm moving and and here's where it like where it pertains to you and what what my business is going to look like next year. And I hope you listen to more of the like 90 Something episodes here on the podcast. And so now that whenever you say that I'm like, Man, I could sound really tiring to someone listening. I could sound like why I don't have time for that. But the reason it works is because there's strategy behind the effort, like you don't put forth the high lift, unless their strategy behind what you want them to do. And that is something that sometimes we miss when we're slapping together content is really thinking like, well, what is the purpose of this? What do I actually want them to do with this piece of content? And so that can save you so much time? Because it doesn't have to be complicated. It doesn't have to take a long time for it to have purpose.

Jordan Jones

And that's, I think that's, I mean, definitely what sets you apart. But what sets good content apart is that there's a reason for it. And we're not just like trying to go viral and do the Tick Tock dance, talk dance, but because that is what feels exhausting. I mean, I work less than 10 hours, probably a week in my business, I have very limited care, childcare. And so when I said about creating content, I don't get

excited about content I don't care about. And so it's like, how can I do it in a way that serves people, but is also strategic, like it has to go somewhere as to do something or, you know, like, build know, like, and trust or drive them to take action in some way? Or, you know, there's, there's something there's that purpose behind it. And I think I mean, you just talked about the strategy. I feel like there's kind of two hurdles for a lot of people when it comes to content creation, that first part being the strategy. And the second part being the consistency. And so I'd like to kind of dive in to both and talk, how can we simplify it right, like, you have a podcast or send someone to and you know, there's the chat bots now. And there's, there's so many ways that we can do things that when we have a strategy can feel simpler, but when you're when you don't have it, it can feel overwhelming. So where can someone start with that strategy piece like either what to prioritize? Or how to think about content creation in a way that is strategic for their business? Yeah. Well,

Joy Michelle

I love hearing that, even while working 10 hours a week, you're still prioritizing content, because the first part of this is actually deciding that content is a non negotiable for your business. Because people ask me, and I'm right now working about 12 hours a week, sometimes, you know, I can pull up my laptop during naptime. Maybe, maybe not, I'm in a weird limbo right now with moving. But even in this season, it is a non negotiable for me to be creating content to be showing up consistently to be back in people's earbuds or on YouTube or wherever it may be. And that's because a long time ago, I decided that content was an absolute non negotiable for me in my business. And it has served me so so well to show up in that way. So I feel like first it's the decision because I will be asked, How are you doing everything you're doing? And I can answer that like very granularly. But ultimately, you have to decide in the beginning, like, I will make time for this, just like I make time to go to sleep, and I make time to feel my body. And I'm trying to drink water and take supplements like well, how do you find time to work out? The people who will answer that authentically, say, I make the time to work out, I make the time to go to bed or read my Bible or whatever it is at a time that I want to do it. And so ultimately, like when I was trying to figure this out myself, that's like the answer I kept hearing I was like, Well, sounds like you just sort of decide like, this is going to be a priority, just like you decide my business is going to be a success. And I'm going to make a difference where me saying I'm going to start photographing weddings. And I had nothing to base that off of besides my decision to say I'm going to be a wedding photographer, and then I did it and then it became true. But it starts with a decision. And then I love what you were saying about like, how can we simplify this? And that has been really a theme this year for me and my business is thinking, how can we simplify this because I am really good at overcomplicating and overthinking everything. And so really, it's a wonderful exercise when you're doing literally anything but especially with content to sit and look at like let's say you're writing a newsletter. And if you were to ask yourself, like, what part of this like, How can I do this in a way that if I did this every single time I could actually keep up with this, I could actually do this like maybe it's you don't go crazy on all the graphics. Maybe you don't obsess over the subject line you as chat GPT you pick the best one you put your own spin on it, you press send, asking yourself like what level of content can I create, but I could actually show up that's the consistency piece because sustainability and consistency go hand in hand. And that's really really huge and I think the other thing to really be thinking about with when it comes to consistency there's like two pieces with that as well. And that is batching and repurposing so that's like the one to hold on to when it comes to being consistent. You got to batch you got to repurpose, and then the other piece of this is understanding low lift versus high lift content. So like we let's let's unpack Which one do you want to jump into first?

Jordan Jones

I think oh gosh, I even i i want to say Let's talk about high lift. You're the expert. And I think over here, this is me overcomplicating things in my own brain of their when you're talking strategy. And I love that you just said like, not just strategy for the type of content you're creating, there's a strategy for the consistency to like the decision when you said the decision. It made me actually think of the book traction, which I'm sure you've read that, but he talks about having your rocks. And I think of like what I started to see when I decided, Okay, I'm going to make even this podcast, I knew this is a form of content. And it's a rock, like, it's a priority. It goes on my it goes on my rocks, it goes in my traction, like my planner, you know what I track with it, it goes in my notion for my calendar, like, yeah, it's not a flimsy decision. And I think that's a really interesting perspective to take on. Not just a strategy for the type of content you're creating, or what that content is going to do, or the purpose of the content strategy for being consistent. And knowing like, what your boundaries are with that, too, because I can't just say like, I would love to have a YouTube channel on top of it. I have all these video podcasts, I could repurpose. I don't have that time right now. And I can my options are either to hire someone to do that, or at some point prioritize it. Yes. It's, you know, it's not for lack of idea or strategy. It's, it's what are you choosing to value and be consistent with? And so I think, kind of coming back to your last question of, how can how can someone like I'm over here thinking what, when I am thinking about what I want to prioritize and what I want to be consistent in? Is there a better place to start with the high lift or the low lift? Like, depending on the type of business you're in?

Joy Michelle

I mean, I think in my opinion, yes. That what you have to ask yourself is, Am I okay, with the majority of my best content existing somewhere like Instagram, or Tiktok? Or these certain places where it's not evergreen? In nature? It's not as search friendly in nature? And for me, the answer is no, I think high lift content would be something like a podcast episode, right? This isn't something that you can whip out your phone, face to camera and make a quick story, Instagram story, Lower Lift content, you need higher lift content, but I think be really, really selective with how you're doing this in a couple of ways. One, trying to do more than one big piece of high lift content is a great way to burn yourself out, do something for a couple of weeks, and then feel like I just don't, I can't do it, I must be different than her, she must have, you know, all the systems in her brain works different than me. And the truth is, it just may not have been sustainable from the get go. So I really encourage people to try different kinds of content, like a podcast, this is a great example. Because if you think you might want to have a podcast, a fantastic way to try this out would be to be a guest on other people's podcasts, which is such a win win, because you get to try on the platform and the the form of content a little bit, but you also get amazing visibility. In the meantime, you can use that repurpose that even in your own content and decide, you know, is this something I would want for my own business, because it's very valid to just be guests on other people's podcasts and then have something else as your main evergreen content. But what's interesting with like, the high lift, low lift conversation is that a lot of us are very all or nothing. We think if I can't do a 10 minute YouTube video where I had multiple camera angles, and it was amazing. It had graphics and intro and outro music, then I just I'm not going to do it at all. And that's so so like, you're missing the point almost of the whole point. And I think that's where the perfectionism gets in the way in our overthinking, if you think about that that's overthinking is killing your marketing before your bad content even has, like, overthinking has killed more businesses than bad content. Because if you're thinking oh, I can't make that caliber of YouTube video, so then you kind of end up not doing anything, then you got no visibility, and then you're left just overthinking it, right. So for me, I think one and a little antidote to that is like create before you consume so often, like we're seeing it, I think one thing that's made content creation so hard is that there's so much good content. And then it makes us feel like we could never create something that has that kind of impact or that level of like, you know, audio quality or

video quality or I'm not that funny or whatever it is. And that is just a form of analysis paralysis that we've scrolled before we've even created and it's getting in our way. So really deciding that you're going to create content but then setting yourself up for success by really being selective about what you're allowing in is going to be huge because I think sometimes as For online business owners, we see so much more content than the average person. And so we're comparing ourselves to something that like our consumers aren't even comparing us to. And so that is just, it's going to be in your head, it's going to mess with your ideas and your creativity and your mindset before you've even begun. And then you're discouraged. And you're low on time, and it's just like a big spiral.

Jordan Jones

Yes. Oh my gosh, it's like a mic drop moment that overthinking is gonna kill more than that content.

Joy Michelle

Yeah. Hey, they're creative. I'm jumping into this episode with a quick message for you. If you've ever dreamed of being a guest on podcast, collaborating with influencers, or maybe you want to speak at an upcoming summit or conference, but you're just not sure how to actually make that happen. I want to tell you, it actually starts with the perfect pitch. And that is exactly what pitch power email templates provide a foolproof way to go after the thing that you want. Not only will you get access to 11, pre written email templates, ready to go to plug and play in pitch, but you will also get a masterclass training, where I share the five crucial elements of effective pitching, head over to Joe michelle.co/pitch power to grab your templates. Now, take the guesswork out of pitching and join me inside pitch power templates today.

Jordan Jones

I think to your point on consistency and figuring out, you know, kind of just using what you've got in a way to like I posted that all the time when we were living in Colorado is like half the time I recorded my podcast in our bedroom with like a laundry basket and like a gorilla clip. Because it had the best lighting. Yeah, and my kids weren't up there. And so it's I had stopped myself for so long. Like we bought podcast equipment joy when we were in the RV. Wow, that was like five or six years ago, and I haven't wanted returning it because like, I wanted to do it then and I just didn't prioritize it. And I kind of had to tell myself like, alright, what is it gonna take for you to do it? And are you comfortable enough doing it before you're really ready? Because I think there's this mindset of like, we need the perfect podcast studio, or, you know, for YouTube video, I need to have an intro. And I need like the lighting and all this stuff. And editor and I need to have all of this before I'm ready, versus learning as you go and doing the thing. I mean, my first funnel was not perfect. Yes, my first funnel still earned us \$30,000 On my maternity leave. And there's a lot of things we did wrong. And we learned and I'm sure your first YouTube videos are not the same quality as now two videos are now they your videos and my funnels would not be where they are. If we didn't just start and be comfortable doing it not the best. No,

Joy Michelle

that is exactly right. It's but the thing is waiting longer thinking more watching more people create the content you want to be creating doesn't actually get you closer to being better on camera or being a better speaker. And it's it's so funny that you say that because one thing that I had written down was that the more that you do it, the easier it gets. Yeah, that's the only way to get better and create those systems and figure out like, what am I good at? And what do I have? What can I work with? It's here and available now is to do it? And it's not a fun answer. Nobody wants to hear that the answer is it's gonna be awesome. Or that your content? Yes, thank you Nike, like it's like, it's gonna be not to the

caliber of what's in your head. But that the only way to get to like where you want to go is to actually just kind of start doing the reps. And content is the exact same way. But I will say, as you do this, if you want it to get easier, don't do it differently every single time, create a process. And as a creative, I used to be allergic to this whole conversation of like, you've got to make a process and whatever. And I was like No, all the engineers are trying to box me in and I'm like, now I'm like, Yes, you have a process, your process is just going to look different than my process. Start paying attention to how you're doing the content that you're doing, how you're creating it, when you're thinking at your clearest during the day, where you like to create this, like for me it's notion, and then you start to create these processes like okay, well every time you publish that piece of content, let's make sure we're sharing it in all these amazing places where you've cultivated community, and spent time connecting with people. So then you create the checklist and you're like, well, let's make a Pinterest pin for it. And let's share it like if you create a short form video on Instagram, please share that to YouTube shorts and tick tock and Facebook reels because why wouldn't you? Like why?

Jordan Jones

Marginal effort, right? It's like you're already doing I mean, we talked high lift, low lift, right? You actually prioritize the high lift content that's going to move the needle that's going to establish you as an expert and it's going to serve people really well. And you have a plan Then for how to repurpose that or be strategic in that to create low lift content. You're still getting to do all the little lift stuff, but it's not an afterthought. It's even though it's coming after, right? It's yeah, it's on purpose. And that content is going to go farther for you. Because even if it is not even like, because reels work great for a lot of people, it's a real that's then driving them. Well, this is a clip of a YouTube video, or it's a clip of a podcast that now I want to go listen to the whole like your, your example of that picture of you moving, it sent people to your podcast, like it wasn't just it gave people information. Yeah, anyone that follows us like, well, I want to know the whole story. I did something similar. We moved from Colorado to Virginia. And I'm like, how am I gonna go on Instagram stories? It was honestly more just necessity, where I'm like, I can't explain this. Instagram stories. And I've always been messaging me like, Wait, yes, happening. You've just moved to Colorado, what is going on? And like my close friends knew what we were praying through and what's going on. But not everyone that follows me on Instagram. And so I was like, honestly, the easiest way is for me to record an episode and then share pieces. And people can go and listen to the high, you know, the high lift content. But I loved like, what you said about the process is as easy as it is to ignore the high lift stuff and just focus on the lift. The opposite can be true to where we can just create one solid, amazing piece of content, and then not have processes in place for those easy wins of low lift repurposing, yes, like the process actually makes that both of those easy, yeah, and

Joy Michelle

you're making sure that you're really maximizing the the effort, or time or money or all three, that you're spending on that piece of content, making sure like it's really going that distance. And I think the other thing with low lift content that's really interesting is that sometimes you're in a season where you can't sit down and create a bunch of new stuff for Instagram. But it is better to post something than nothing, in my opinion, especially when it comes to consistency. So I'm not saying post junk. But I'm saying we know that if we go on Instagram stories with our face, that is a higher level that is going to get better engagement that those gurus have told us that it's going to do better, right. But that is not to say that I am not gonna sometimes just post a behind the scenes video or some B roll or a poll or something else if I don't feel like being face to camera, which happens all the time because life happens and my kids are waking me up in the middle of the night and I'm tired or, you know, there's just a lot happening. Like I don't want to put myself together. But I do want to keep showing up in ways that still feel aligned. But

yes, is not the best it could be. But I'm not going to overthink it because it's more important that I show up and talk about the fact that I have a podcast, even if it's with a graphic instead of my face. Because low lift is still better than nothing. And I can at least remind people that yes, I published a podcast episode where I was on someone else's podcast. And I think that that's like just really making sure checking like, Do you really not have time for content? Or are you being a perfectionist? Because there's a difference? Like, do we have time? Do we have five minutes? Can you post something to Instagram, because maybe you can't create a super long, beautiful evergreen piece of content. But you might have some that you could repurpose, or that you could talk about again, because it was really good and a time in your life when you had more time. But now you're in a different season, where what can we repurpose? Or maybe you could create something really short and sweet. But it points back to some of this great content that was really strategic that maybe had a freebie. So sometimes I think it's like instead of just charging forward and keep thinking kind of create new, new, better better. It's like well wait, hold on, you might have a whole library of amazing content that just is buried, like unless someone's searching on Google for those things. And that's great. That's there. And that's working for you. But no one on social media knows about it. So like repurpose that stuff, revive that stuff. And that's the beauty of creating evergreen, long form content is like you really do get to go back and repurpose it because it was so juicy and so good. It's been six months, no one remembers it, go repurpose it. It's still that good.

Jordan Jones

That is that's a really great point. And something I think it's funny because I see this with people that I follow on social media where I'm like, wow, they're they're so good at content and like the thing is, is they're not posting this mind blowing new idea every time they're usually reiterating this not and not I mean that in a bad way, but right there like they know their topics they know their niche person or the the problem that they're solving. And that is what they're talking about. And they're just saying in a lot of different ways. Yeah, like I might not have seen I see people talk about this with viral reels even the idea that like they had a real that went viral. And so they actually just could created a different take on Yes to see to like, extend that lift, if you will. And I think that's a really good point to think of like, go back and look at, not just repurpose, don't just take your podcast episode and share the video and do all that that is awesome, do that. But then look at your best performing stuff and be like, what are people really connecting with? What is driving the needle? Like what's driving revenue into my business or inquiries in my inbox? Yes. And do more of that exactly another version of that video or another topic of that podcast on a very similar spin on it.

Joy Michelle

I could not agree with you more Jordan. And I think this is one of those instances where we have to remind ourselves not to make it complicated. Like I have to go back to what I've already done. And look at the feedback I've gotten, look at the analytics, look at who's opening the emails, like they will tell you what they love, they will ask you questions around what they want to hear more about. And I love when you're saying like, it's the people who are doing this really well or not doing this in a way that's like mind blowing. But they're so consistent in their message. And I love this, because you're like, literally every time we're talking, we're like going through my points together and like you haven't seen my notes. So I'm like you're we're like on the same wavelength. Because you will start to repeat yourself quite a bit. And you might even get a little bit sick of your message. And I think if you're not a little sick of your messaging, you're not saying it enough, you're not repeating yourself enough, and you're probably ping ponging all around in your topics. Because we have got to get like dialed in on the things that we're good at. And this is one way to build authority is really building out like a cohesive, almost like a library

of content around the thing that you want to be known for. One way to do that is to talk about something more than just once or twice, or to create maybe a series on it go a little deeper than just some tips and tricks do actually like a comprehensive walkthrough of something that you want to be known for as an expert. And it's really effective. It's crazy how quickly when I work with people with visibility, we say, Okay, well, let's do six weeks of this. And then suddenly, they're being asked to be on podcast to talk about that thing. I'm like, This is it, this is what I'm saying, like, surprise, surprise, surprise, like, you talked about it for six weeks, and now they're thinking of you for that thing, see how that works. They you have a problem, and they're thinking of you. And so it's just a beautiful reminder that it's it doesn't have to be complicated. But consistency is so key to this. And that sustainability. And consistency is just all really tied together, making sure that whatever you're committing to make sense for you. And that's why I think it's important to to say like, that does not necessarily mean that you need to come out with like a weekly YouTube video and that weekly, it's like huge, huge pieces of pillar content, it depends on your season, it depends on the support that you have in your business to, you know, because I, you can still have a great amount of success and have, you know, two pillar pieces of content per month. And people can work magic with two pillar pieces of content and make it look like they are publishing something every day, because of the way that they're approaching and, you know, saying, Oh, we're going to take this clip, and we're going to grab this thing, and we're going to do this. And it, it doesn't have to be complicated, so much as it needs to be consistent.

Jordan Jones

So good. And I think that answers the whole idea of this simplicity in our content creation is I mean, the strategy piece, the consistency piece, all of that comes down to it's actually better to be simplified, like you're going to be able to do more with it, you're going to be able to be more consistent, you're going to be able to stick with it for the long run. The simpler that you keep it and at least for me, when I keep it simple, I don't necessarily mean do the bare minimum. That simple to me a lot of times translates into those processes that you've talked about the systems that you have, and making it a easily repeatable process like not necessarily basic. But using whatever the strategy is, like, if you have strategy, do the same strategy. Or if you have a process to repurpose, that's easy, or it's easy to hand off to a VA or, you know, you're not just sitting here like huh, where should I show up this week? Either you're like, Okay, I'm gonna create this main thing. And then these are the five other tasks that you know how it was for my business with a short and it's gonna go out in my email blast and it's gonna be five pins on Pinterest. Yeah. And that the strategy and the systems, like, with a simplicity kind of overlay on top of that, that's what that's how you keep it. Yeah,

Joy Michelle

I think that for me, one way that things are simple is if I'm not making more decisions, Because I just get major decision fatigue in my life. And so, to your point, you decide not having to say, Okay, how many Pinterest pins Am I making? Or what's the structure for a blog post, you just have your formula you have your all the questions of like, the fanciness. And you know, what, what graphics am I choosing? It's like, No, you have templates, you have a little checklist, you know what you're doing. Another thing that has helped me to simplify is to make actually sitting down to create the content. And easier, yes, so making sure that I have my camera tethered to my computer, and like on a little monopod, instead of what I used to do was a much more elaborate setup. And I had lights and I had like a background light and a front light and all these things. And it looked really, really good. And I don't think it looks as good now. But I'm so much less likely to talk myself out of it now, because it's plugged into my computer. And my mic is everything's like integrated. So I don't have now a floating like, I have a card here and then an SD card here, and then I have to sync them all up. It's like I can just sit down in

one software and record everything. And I'm just less likely to talk myself out of it. If I have an easier yes and easier. Yes. And so really try doing that. And even some software's, you know, you and I both use and love Riverside. And this is another example of like even a software can simplify your life, because it's keeping it all together, it's easy to share with a team member, if you want to add them in and they can grab the file, it's easy to make the clips, it's easy to like to get your captions, it literally does all the things that has AI. So even in sometimes in the tools you're using as a content creator, thinking like, Is this making it simpler? Does this like consolidate down the things I'm using, you know, simplifying my tools, or it's simplifying the process for me, it's saving me time, but careful because sometimes saving you time, you have all these complicated workarounds, or things that are happening just to save you a little bit of time. So simplifying things in your software's or even in your setup is also super relevant conversation there as well. So really knowing yourself like asking like, okay, in a time, maybe there was a time in your life where you were more consistent with content? Was it because you had, you know, a setup or you had a carved out time on your calendar? Like, what was different about your life then? And can we take bits and pieces like, I can't go back to when I didn't have kids? Like, my life is different now. But what was it about it that helped? And could I just keep my setup up all the time, so that when the kids do miraculously nap at the same time, I can jump in front of my computer, and create something and not be a perfectionist about it?

Jordan Jones

Yes, I love I love that easy. Yes, I think I think becoming an entrepreneur. But also now as a mom, entrepreneur, I've I get Steve Jobs and his black turtlenecks. What I think about I mean, I like want to get rid of half the things in my closet, because it's the idea I was that I was the weird public school person that voted for uniforms, because I wanted to make less decisions. Like

Joy Michelle

me, That's too funny. But, but it's to

Jordan Jones

your point with tools and systems. And I think there's an important note here too, because it's easy for us to think we need all of these tools. And maybe it's actually the tools are making it more complicated. Or we don't want to pay \$10 a month for a tool. So we're just going to do it ourselves when actually the \$10 month tool will save you so much time and energy and it will make that yes easier. So I think that's an somebody that that you have to think through yourself of like, what are you investing in what's going to help support you on that? And I know you mentioned Riverside, we've talked about notion. You know, the last question I had for you in terms of like the simplifying and the systems part is what are some of your go to tools that help you with the planning that creation and the sharing of content that makes it either simplifies your process or makes that that easier? Yes for you Yeah,

Joy Michelle

um, well, notion is a big one. I everything that I do in my business, all the content that I create starts and ends in notion in terms of outlines, knowing where it is in the given process, knowing if I have help, because I do outsource parts of my podcast and I think that's like that's a big part of the conversation too is that sometimes creating consistency and simplifying things will mean outsourcing and just getting support. So yes, notion is a big one. I love Riverside I use a lot of the Facebook tools like the studio, what is the scheduler on like native to Facebook because I do have a couple of different Facebook groups. Canva is a biggie for me like I use Canva a lot. Campus

Jordan Jones

great. I've been on the premium Canva plan for so many years and I was like never, ever not doing premium. This is an example. I really like the first year of business like I'm not Hang on, let me know what you pay \$10 like \$15 because, you know, I, it's a silly thing to pay for. And then I realized whenever they did the switch that you could like, auto resize, and it was like a premium, like if done. Right? It saved me. So whatever it was, it was like the amount of times I had to start from scratch or whatever. Yeah. And it was like a few graphics a week, because at that time, we were doing a ton of Facebook ads and like four people. And so I was in Canva. All the time doing that. And I'm like, it was an hour of my time where, yeah, how many times? It's like, a added a little bit to every single time I did that task. Yes. So to pay for it eliminated that, that just that one piece of it.

Joy Michelle

That's a great example.

Jordan Jones

I think that's a good example of like, it's a free program that probably works free for a lot of people. But then there's going to be like, there's a point at which you have to ask yourself, like, are you? Is this something that is going to do a lot of heavy lifting for you, and even saving you two minutes on a task you do multiple times a day, or multiple times a week

Joy Michelle

really adds up? 100%? Yeah, that's a great example. I love that.

Jordan Jones

Awesome. Well, I feel like there's so much meat in this that people are gonna get so much out of and hopefully be really on fire to create content and be really strategic and how they do it. Yeah. But for someone that might need a little bit more strategy to or a little bit more help, obviously, like you, you do coaching you do this, how can someone connect with you or learn from you more, especially in regards to this brand authority and content creation piece?

Joy Michelle

Yes. Okay, so I actually have a series on my podcast about brand authority. And so it's like a four part series, that would be a great next step. Or simply come visit my website at Joymichelle.co. And you can kind of explore lots of different ways that we can work together, including coaching, there's some easy to grab programs and downloads, or all sorts of stuff in there as it pertains to like visibility, but also content creation.

Jordan Jones

Awesome. Sweet. And I'm gonna do a little bit of rapid fire because I did this last time. We'll see if it changed. Yeah, why is bringing you joy right now?

Joy Michelle

Okay. Christmas Lo Fi. Love it. Love it so much. I love and Forrest Frank. I don't know if you listen to him, but he has an amazing Christmas low file. It's the best. It's like soothing, but like holiday ish. And I love it.

Jordan Jones

Okay, I'm gonna need a link to that. Okay, it's for the podcast show notes. But just for myself, because I tried to put on some. I was like cooking. I was like, play Christmas music to my Alexa. And it. It went immediately to Mariah Carey. Yeah. Which I don't blame it. But it was I do I blame it. Well, I don't believe in terms of like, it's just going to find the most popular thing ever. Right? Yeah. Not what I was going for. Yeah. So need that. Like, what is a favorite book that you've read recently?

Joy Michelle

Okay, so I am in the process of reading habits at the household. And that is such a no good. Have you read it?

Jordan Jones

It was one of the first books I read this year. And I'm still trying to me Pete has to read like 200 books in the next 10 months for this day. I'm and I'm like, when you're done reading all the yes, it's a really I love how he goes through all the different aspects. So

Joy Michelle

good, so good, really, really good. And the one that's apparent? It's, it's

Jordan Jones

just, it's a great perspective. And then what's the verse that you're meditating on? Or that's just been encouraging to you lately?

Joy Michelle

So in our small group, we are going through the book of James, and this, this was I saw this on your rapid fire questions. I was thinking about it, because it's like, what am I what am I meditating on? And that I think it was like in the third chapter of James, where they're talking about, like, how teachers are held to a different standard. And so that's been something that has just been almost, I just, I've just been thinking about it. And it's been an interesting thing to be like praying over as, like, we are influencing our child's lives. And I think as coaches and educators, we have a teaching posture, I guess, and so I read that I was like, Okay, wow, I need to be like really praying for wisdom and just careful with my words, because I don't I think I'm, you're gonna be held accountable for like, the things that you've said. And I was like, okay,

Jordan Jones

okay. Yeah. And how you leave people? Yes. And disciple them. Yeah. And steward and that's really great. Well, thank you. I'm glad. That's a new Rapid Fire there. And I you said, however uncombined you just before this, so I will link up to that for everyone that was listening are on here. You want to connect with joy on her website on her Instagram on her? Go listen to a call to both it's one of the few podcasts that I listen to every single day. Thank you. I'm so excited. Thank you for hanging out with me again. Yes, thank

Joy Michelle

you so much for having me. 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.