

# Called To Both Episode 100

You're listening to the 100th episode of called to both the podcast for the ambitious woman raising both children and growing a business that she loves. This episode is going to be a celebration episode, we have a few giveaways happening. In this episode, I'm going to give you instructions for how you can enter into this giveaway. And I want to share what it has looked like to host a podcast for 100 weeks straight. So that is where this episode is headed. And I'm sure I'll throw in some other thoughts and life updates as well. Now that I'm here down in Florida, and I relocated and settled into my new office. So that is what we're going to be doing in this episode. Hello, and welcome to the call to both podcast. I'm your host, join Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in.

Okay, so truth be told this episode kind of snuck up on me a little bit. And because I'm a big podcast listener myself, I've seen how other hosts have celebrated reaching milestones like 100 episodes. And so I had this idea loosely formed in my mind that I was going to do something really special and really momentous for this episode. And then I moved from Maryland to Florida. And we've been doing renovations we've been if you're following along on Instagram, you've probably seen some of this. But we've had the floors in our home redone. We just had every wall and closet and trim painted in our home day just wrapped up yesterday. And so between running this business that I have this education business and having two tiny kids and all the comes with a home renovation, I am so tired. I'm just to be honest, like I'm so tired. And so I actually avoided recording this a little bit because I was feeling like it wasn't going to be good enough. And I just decided you know what, it's okay. It's okay, every episode can't be a knock out of the park. And maybe this can still be knocked out of the park, maybe it can still be special. So we have a couple of cool things that we're going to be giving away. And I'll give you the instructions for that in just a couple of minutes here.

But I just want to share a couple of the things that I'm going to be giving away to celebrate 100 episodes of creating this show. And then I'm going to share with you some like cool behind the scenes of what it has been like to produce this show and what I see for the future and like what's happening behind the scenes, I'm just gonna like pull back the curtain a little bit like we're having coffee we're hanging out we're talking about called to both. So okay, the things I'm going to be giving away. First and foremost, one lucky winner is going to win one hour of private coaching with me. Another giveaway we have is one week of Voxer support for any business coaching needs.

This is like such a fun offer. I love Voxer coaching so much, another person is going to win the pitch power email templates for being able to confidently ask for what you want in your business, especially when it pertains to visibility, brand deals, and all sorts of guest speaking. And then last but not least, I am giving away one seat inside of hobby to pro Toolkit, which is my course it's like a little library of resources for everything that you will need to get the backend of your photography business up and running. And it's Yeah, lifetime access for hobby to pro toolkit. So those are the four juicy prizes that we're going to be giving away. So we're gonna have four winners. So if you're listening to this, you're like, I never win anything, please do still enter because I do have four prizes. And I'm really hopeful that

someone listening is going to be excited to have their name drawn for this prize. Okay, so how to enter. So I'll just tell you here how to enter and then you don't even have to listen to the rest of the episode unless you really, really want to. Okay, so first way to enter each way that I tell you how to enter is a point towards your entry. So you can actually get up to three points. leave a review for the show. First and foremost, leave a review for the show if the show has spoken to you in any way kept you company on your drives to and from where you go in life. Please leave a review. If you have already left a review in the past, you can go down and act as if you're gonna leave a review and it'll pull up your old review. screenshot that send it to me you still get a point if you've left me a review at any point even if it was years ago, you still get a point send me a DM on Instagram.

That's your first point. The second way that you can enter is share about the show on your IG stories you can share your favorite episode mode, you can say call to both is 100 episodes in and we're celebrating whatever you want to say, just tag me so that I can see that and I can add a point to your entry. And then the third way that you can get a third point or a third chance at winning one of these prizes is to share an episode with a friend.

Just show me tell me that you've done it in a DM, tell me how you did it. If it was like, I just sent this person a DM or I just sent them an A message, however you want to do it, however, feels good to you. Just let me know when you've done that. And I will add that to your points. So good luck, that is the instructions for how to enter to win either a coaching call week of coaching your pitch, power email templates, or hobby to pro toolkit. And essentially, I'll go through the list and pick a winner and then let the winner choose and then go down the list until all of the prizes have been chosen.

Okay, so this show has been going for 100 episodes. And that is remarkable. I don't have the stats in front of me. But when I first started podcasting, I remember reading something about how most podcasts don't get beyond like 10 episodes, or whatever it might be. And I remember thinking, I wonder how long I'll I'll do my show, you know, like you just think these things, and to be sitting here now typing out episode 100. And my notion as I'm planning this episode and thinking about like, what do I want to share with you? And what is it like to celebrate something that you can say like I did this 100 times. And it's kind of surreal. It's like, we're here, we're here. So I want to give you kind of a fun update. Because in the past, I've talked to you about, you know, what it's been like to host a show or why I think content is so important and different things about building a brand and a business that you love.

And so one thing that's been happening behind the scenes for this show, is that I have been in the process for almost 10 months. Yeah, just to the math, okay, almost 10 months, I've been in the process of obtaining the trademark for called to both such a long process. It's actually remarkable to me that I could grow an entire human in less time than it takes to obtain a US trademark. But here we are, we are here we are in the final steps you guys like we're about to get this certificate, it is in the final stage of the trademark process. And I went through a company called Indy law for this trademark. And they've been really helpful throughout this entire process. And they sent me a text the other day, saying that the trademark was in its final review phase like it's about to be done. And then once it reaches that phase, that it'll be done, it'll be official to be published, and it'll be out into the world. So it's actually super fun that we're recording this episode at the exact same time that called to both will be a registered intellectual property of my brand. And my company is like so exciting.

Okay, what else did I want to tell you? I think when you you get to a milestone like 100 of something, it is such a natural time to reflect like, what has been this experience? Like what has been my favorite

episode, or what has been my experience actually hosting this show. And I do I do have a favorite episode. I think I think my favorite episode that I have ever recorded was the energy ambition mismatch episode. And this was early in my podcasting journey here on the show. But I really talked about what it looks like that struggle when you are so ambitious, but so tired and have such limited hours. And I feel like that episode spoke to so many women because I think a lot of women felt like they were the only ones who were feeling that way that they wanted to work when they couldn't. And then by the time they could have an opportunity to work, they were so tired, or they didn't know what to work on.

And like, this is such a common thing. And so getting to like put words out into the world around like how I combat this and how I'm still experiencing this and how I set myself up for success in my business and a few really tangible ways to overcome that feeling of ambition, but tiredness and the push and pull between the worlds of motherhood and business. It was such a cool feeling. And then to hear your feedback on the other side of it really like brought it full circle. So that has been my favorite episode of this show. But it's actually really, really hard to choose because I've had some incredible guests on the show as well. And that's something that I do see doing more of in the future. So you may have noticed that I haven't really had that many guests on the show. It's been primarily a solo podcast, and I actually really like having a solo podcast, and I'm not against having guests. But one of the reasons truthfully, that I haven't had as many guests is that there's so much back and forth and admin and legwork to have guests on a podcast and instead of being able to record when it works for my kids naptime schedule or when it works for my energy levels, I have to promise that hour, you know, weeks or months in advance, which kind of pulls against some of what I've built here in my business in this current season of just being called to both.

So I do plan on having more guests in the spring, we're going to be opening up some more slots, I do have an application page on my website, if you've thought about becoming a guest, or if you've applied on that page, I'm saving all the applications and then I'm coming back to those in the spring. And then we're going to do a couple of batch days of guest recording so that we can sprinkle them throughout the year, because I just would love to share more of your voices and your experiences and stories and perspectives on the show. Another thing that I did recently that I'm going to be doing more of is the q&a episodes where I answer a series of your all's questions on the show. And I just think this is like such a fun way to vary some of the topics and make sure that we're getting into the stuff that you guys really want to hear. One thing that I think would be really cool would be to have a way that you guys can ask a question with your voice. So I can like play it on the show so that the question could be played out loud, I think that would be really cool. I'm, there's a couple different tools that I can use for that.

So I'm going to play around with that. But I also just need to take a moment and thank my producer and my podcast manager, Haley for supporting me along this journey from the very beginning. So Haley runs a beautiful podcast agency production company called Gaffin. Creative. And from the very beginning, I knew I did not want to produce my own show. I just didn't, I didn't have the time. But I also didn't have the desire to do that. After doing that myself on like the YouTube side of things, and just knowing what it takes to get that done. I just wasn't interested. And so that it has been probably one of the biggest reasons that I've been able to get to 100 episodes is the support that I have built in my business to achieve this level of content. And I think that's like super important to note, because sometimes we compare ourselves to other business owners, or we look at how other people are producing content. And it can be really easy to leave out the team aspect of this.

There's so much that goes into producing content, right? And if someone that you follow does have a team and does have help, just keep that in mind. Like always, always keep that in mind. And keep that in perspective. My coach was literally telling me yesterday that nobody has your life like nobody has your life. Nobody has your kids, nobody has your circumstances. Nobody has your team. So when you look at someone else, it's really really unhelpful to make that mean something about your own life. And I needed to hear that I needed to hear that yesterday. Because I was feeling like why am I not where I want to be. And that reminder was so important. So I just wanted to share that with you that the the whole truth sometimes of people's businesses would give us so much perspective. And so I just wanted to be honest and share that I definitely did not produce the show by myself.

And I have no desire to to do that. So big thanks to my manager, Hayley. One of my favorite things about content is that every single week is a new opportunity to iterate and completely change the game, like you can just change it, you can just decide, I'm going to do a completely different style of content this week, or I'm going to post something totally different. I'm going to make it shorter, I'm going to make it longer, I'm going to speak to a totally different element of my value for my audience or that kind of thing. And I think that that has been what keeps me interested in podcasting, because even 100 episodes in, I'm feeling this feeling of like, we haven't even scratched the surface, we haven't even scratched the surface of what's possible to talk about and how we can create an iterate in new ways. And that is what I want you to remember with your content too.

Even if you've done something for a long time, you don't have to keep doing it the same way. So looking at things and not thinking it's a deeper and deeper trench, the longer you go. But more of like now I'm flying now. Now I'm in the air and I'm flying. And I can see things at a higher level. So just looking at these past 200 episodes, has been a really cool way for me to be like okay, cool. So we did that. Now we can do new things. Now we can talk to new guests, or have new listener questions submitted and more giveaways. And there's just more on the other side. And I think in the very beginning, I always I kind of wondered like, do you run out of things to say do you run out of perspectives or even the desire to create the content like Do you get tired of it? And what's interesting is that I now have a completely different perspective on my own capacity for creation. I think that's, that's like probably the the best way for me to put it is that the more that I've created, the more I realize I have infinite creative potential. And so do you like it's not unique to me it's, it's, I only know it because I've done it. But it's not unique to me. It's available to all of us. So thank you for coming to my TED Talk.

Thank you for supporting the show. And leaving the reviews. I hope that you win the giveaway. We have four incredible things three ways to win, leave a review, share about the show on your stories and share with a friend send me a DM when you've done these things earn up to three entries for these items. And I cannot wait to draw the winners. So this episode will come out on a Monday and we will take winners for a week. So if this episode is less than a week old while you're listening to it, the giveaway is still open. So as this episode turns one week old, I will be drawing some winners I'm going to send you a DM make sure the DM comes from my account my verified Instagram account. Just in case we have some spammers or something up in there. We never know. And I wish you all the luck in the world. If this show has brought anything to your life. Please do share this with a friend leave a review and help share the Word and the impact of culture both. Thank you so much for joining me in this celebration of 100 episodes of hosting the call to both podcast. I appreciate you so much for listening all the way here to the end, and I will see you next week.

Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both 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.