

Called To Both 107

Hi, and happy Monday. I have something to share with you that I think you're going to love and is also time sensitive. So my friend and fellow podcaster, Angie McPherson, she's amazing. You may have heard of her, has put together an incredible training for brand photographers that is totally free. and happening this week.

She will be teaching you the three secrets to building a blooming personal brand photography business. Angie is going to be showing you how you can expand your business into brand photography and how to properly align yourself so that you can book dream clients. This isn't one of those workshops where you get one or two tips and leave without a plan.

It's going to be value packed to join this free class. And grab your seat today, simply head to the show notes and reserve your spot. Now, if you work less than full time hours in your business, then you are in good company today, my friend, because I have not worked full time in my business in over five years, which just so happens to align with the birth of my daughter, Clara, my first child.

And after that point of becoming a mom, um, I made an intentional decision. I said, I don't want to work as much. I want to be a more present parent. And I realized something now that my hours are probably half of what they were before. I have some really good news for you. You do not need to work full time hours to make an impact and to make an income.

You're listening to call to both the podcast for ambitious women, chasing both business dreams and little ones. I'm your host, joy, Michelle. I'm a wedding photographer turned business coach and founder of photo boss. I have helped thousands of photographers and creatives grow their businesses here on the show.

I teach about topics like visibility, marketing, mindset, productivity, and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you. This is not another business and marketing podcast telling you to do more. This but rather how you can build your business and your income in less time and with greater ease.

Join me here each week for bite sized and actionable episodes that will encourage you on your call to both journey.

I think the saying that parents are like some of the most efficient people you will ever meet is so true, and I think moms who run businesses get work done. I, I've never been a more productive human in my entire life. As I reflect on some of the changes that I've made to my schedule. I can actually note seven things that I've made significant shifts and changes that have helped to really support this 20 hour work week that I now have in my business.

And 20 hours is like, you know, give or take, mostly take because I am also trying to fit in. Other things into that time. You know, like I do personal things, I still work out during that time and sometimes I am, you know, taking a, a break or listening to, you know, something that I wanna listen to. And it's, there's, there's time in there for me too.

So it's probably even a little bit less that I'm working in my business, if I'm honest. I love this kind of conversation and I, so I hope this is helpful for you listening. So this isn't to say. You need to do these seven things if you're going to work 20 hours or less and you want to be successful. Not at all.

I'm just sharing some things that have helped me. And hopefully, like, there's a thing or two that would fit beautifully into your life. Because I think your call to both journey is going to look different than my call to both journey. And I have found so much benefit in just listening to how other entrepreneurial women and entrepreneurial moms are structuring their days and structuring their time.

Thank you. I love it. If I'm ever sitting across the table from a woman that owns a business, I am going to be peppering her with questions. Like that's just me. That's who I am. And I will be asking questions about your schedule, how, how you're thinking about time. What kind of tools are you using? And speaking of tools, stick around to the end, because after I give you the seven things that have changed to support this new schedule, I'm also going to be sharing with you.

three time saving tools that I use in my business as well. So I'll share that at the end. Okay. So let's jump into the seven things that have helped me to streamline my schedule, basically cut my work hours in half. So the first one is theming out my work days. And this is something that has changed and evolved over time.

So you know, if you talk to me in six months, the themes and the days might look a little bit different, but I will always have themes to my days. So for example, right now in my business and with the childcare that I have, I work Monday, Tuesday, Wednesday, take Thursdays as like full time mom day, and then Fridays.

But even on those days, I am working just those morning hours and then spending the afternoons with the kids. And one of the best things that I've done is look at a calendar view and even like a week calendar view and decide what the themes are for those days. Before I do anything else, before I take on clients, before I decide what I'm going to launch, products, how busy am I going to get in my coaching business, I'm going to decide what are we doing on these days so that I can absolutely guarantee The things that need to get done are getting done.

So for example, in my business currently, my call days in my business, I have coaching days and call days and creation days and things like that. So my Monday and my Tuesday are coaching days. Those are days when I'm doing my free discovery calls, trying to help people to decide what program they might want to join or if we're a good fit to work together.

And they're also the days that I'm working with. My clients. So Mondays and Tuesdays, those are the days that I'm coaching Wednesdays, which is today when I'm recording this, this is a content heavy day for me. So this is a day when I know that I'm not going to have coaching calls on the calendar. I'm not going to be doing like mastermind stuff, even with other friends, more education.

This day is reserved for content and working in the business on content. Like courses and things that I'm working on. So this feels like more of a day for my business and less of a day where I'm working on other people's businesses or moving things to the finish line for my clients. Right. So it feels like that Wednesdays are more protected for me.

So theming out your days, I think can be really helpful. Some people, instead of it being a repeating schedule every week, they do an alternating week. So that's kind of fun. If you do batching in your content, you might have every Monday, every other Monday you batch out like a full day of time. where you batch out your content for Instagram or whatever.

Um, I like my schedule to be consistent each week. I've thought about the A week B week thing, and I know that works for some people, but right now I'm loving this like repeating schedule in my business. And then the other thing you can do with theme days is have the first, you know, Monday of the month or the first week, day of the month.

And the last week, day of the month. be CEO time, admin time, um, time that you're getting into the finances. So by designating days as like a theme of

whatever it is, I feel that you're preemptively saying, like putting that flag in the ground and saying, this is for this. And it just really helps to protect your time.

And something that's similar, the next thing that has really helped me is having no call days. This is similar because when you theme things out and you start to feel, go into your business, say, okay, this is the day where I'm going to work on client work. Maybe you have editing days, maybe you have.

batching in your business and you, you need to sit down, you need to be in your deep work. Those could be days that you also don't want to be taking calls. You don't want to be doing consultations. You don't want to be doing even like networking, education based calls, things like that. So I have days in my business where I know I'm not going to have to get on zoom.

I'm not going to have to be camera facing or any of that. And that For me is really, really nice because I do a lot of content creation and I'm facing, you know, people a lot on those, the rest of the week, but on Fridays when I work, I know that's a no call day. If I want to work on something completely different in my business, I can, and I have the space for that because I know I'm not going to have a call staggered every, you know, hour or whatever it is.

Now, when you do have calls, this is like kind of a side note when you do have calls, setting up your calendar in such a way where you're not going to have a call and then an hour of like open space and then a call, then an hour of open space and like time, that's like almost too little time for you to really get into deep work, but not enough, you know, it's like, you can't start a real project, but you also don't Don't know what to do because you're waiting for that next call.

If you feel like your schedule is doing a lot of that, where it feels sporadic, you're switching from thing to thing, theming things, but also setting up your call schedule to be more efficient and have smaller gaps between those calls. Oh my goodness. That can be a game changer and that can save you a tremendous amount of time.

Um, so first one is theme days. Number two, no call days. Number three is building content creation blocks into my schedule. Now I already talked about how Wednesdays are a content creation day for me, but this is something that I see come up a lot with my coaching clients where they're feeling like they don't know where content creation is going to fit in because life already feels really, really full.

They know they need to be creating content. But where is it going to fit in and this is so important for me that it has to be on my calendar, or it won't fit in for me either. I have to say, hey, this is a content creation block, even if it's not a whole day. I have to say maybe the first two hours of my time to sit down.

Is going to be for content. Otherwise, the content creation is not gonna be a guarantee in my business and I need it to be an automatic guarantee. This is happening. We are putting out weekly content and it has to be consistent. And the only way I know how to do this is to put that content creation block on the calendar and make that a repeating thing.

Okay? Number four is focusing more on selling and income producing activities. So. What I mean by this is that I've started to get really, like, specific and literal about putting things on my, on my calendar and on my days where I will have, you know, inside of my calendar, inside Notion and inside my physical calendar, because I use both, I actually have some repeating activities on my calendar throughout the week so that I'm taking the thought out of it.

I know every Monday on my calendar. I'm already going to see a reminder that I need to promote and talk about the podcast episode that I need to check in on my email newsletter creation that my team is working on. And I want those things to be automatic and recurring, but I also want those to be linked to income producing activities.

So I'm talking about things where you can draw a direct line between the thing that you're doing in your business and. making money. This is so helpful. If you feel that time is extremely limited, you need to make sure that the time that you're spending in your business is actually leading to revenue, because if it's not leading to revenue, then we don't want to be doing it right.

Like at the end of the day, that is the point of the business is to produce revenue. So getting really detailed about that, creating almost like a, I don't have to think about this checklist of like, what can we do? What email can we send? Where can we reach out? Where can we follow up? How can we post in a way that we can rinse and repeat those activities that will produce income?

So. So this, for you, this might take some time to sit down and look at like, what has worked for you in the past? What are some things that you know, when you do that thing, you get inquiries or when you do that thing, it really could lead to sending a proposal, booking that client and generating revenue.

Those are the types of things that I'm kind of penciling in and putting on a list that's visible to me. In my like project management, I'm seeing that list all the time of like, have you sent this email? Have you reached out to this person? Have we followed up? Have we like, these are the things that are income producing activities for me that I know when I get busy or when I'm tired, I just forget like some of the most basic things.

I think sometimes we're also overcomplicating things in our business. We're looking for the new shiny thing when really. There are a few things you can do that are going to be rinse and repeat revenue generating activities. So focus on those, make sure those are built into your schedule. Okay. Number five is outsourcing.

Decide what things actually need to be done by you. And what things could be done by someone else. Now I talk about hiring, delegating, um, picking people to be on your team in episode one Oh two. So if you haven't gotten into that and you want to hear what my team looks like, what are some of the first hires I made in my photography business and later in my education business, I dive into all of that on episode one Oh two.

Number six is knowing when to wait on a project. And I think this really applies. I mean, this, this is a big one for me, and I think this is going to apply to So anyone listening who is multi, uh, like talented, has a lot of interests, is super ambitious and loves to start a new project. So if you're anything like me, then you're going to resonate with this one.

This has changed the game for me, knowing when to wait on a project and knowing when to actually add it to my plate. It has been a huge shift and not even just in since becoming a mom, but even just in the past year, understanding the value and the, like, when I decide to add something, I have to accept that I have a capacity.

And so when I add something, either I need to consciously remove something else. Or something's going to fall off the plate and I don't know what, and if it's that, if you keep adding and you keep adding and you keep saying yes to projects and collaborations and ideas and courses and revenue streams, while all of them separately could sound so interesting.

and beneficial for you without knowing if that's even going to fit into your schedule, we're just willy nilly adding things, stacking to your plate, and stuff is going to fall off. And it could be something really important to you. It could be something really aligned for you. It could come down to the time you're

spending with your family when And you don't consciously decide, okay, is this a project that's for now or for later?

And in my recent coaching, so I have worked with a one on one coach the past year or two. I've had a couple of different coaches and all of my coaches have said the same thing. They've said you're doing too much. And I don't like hearing that. And as a coach, I'm saying this to my clients in different ways and for different reasons, but the truth is the truth.

When you're trying to do too much, you will be ineffective in lots of many different ways. It's like, you won't feel like you're being truly effective as a parent. You won't feel that you're being truly effective in those relationships. And you won't feel that you're actually moving the needle in your business because you're trying to be everywhere to everyone all the time.

And we just get watered down. And so this skill of like knowing when to just say, that's a great idea. Let's write it down. Let's put a pin in it. When could that work later has helped me tremendously. Okay. And then number seven, saying no a lot, saying no to interviews, to summits, to speaking, to coffee chats, just so many things.

I did not realize like how often I I was going to need to say no until just this, so this, the beginning of this year and the end of 2023, I had no childcare. So for a few months there during the transition, I moved, our family moved down to Florida. We were between nannies and I had no other choice than to say no to everything.

It actually made it really easy. It was like, the answer was no. It didn't matter. You wanted me to speak on your podcast. Oh, sorry. No. If I have a spare 15 minutes, I have to record for my own show. So the answer is no. If you wanted me to join your mastermind. Oh, Even if you were like the coolest person ever, I had to say no.

Like I literally had to say no to all of these things. And I realized that I probably would have said yes to some of those things. If I would have had childcare and some of those things should have been a no, but I probably would have said yes, but it just, it took it off the table. It took everything off the table.

And it really opened my eyes to how many things we, we get offered. I mean, people will like DM you and say, Hey, do you want to do. Um, an Instagram live? Do you want to do this stylized shoot? Should we collaborate? Do you want to do a swap? Whatever it might be. I mean, and it could be really good

things mixed with kind of like obvious, nah, no, you know, and then you realize just how often you are proposed with something that is potentially taking up your time.

And if your automatic answer is yes to most things, I would urge you to really start, like, utilizing a pause of not agreeing to things right away. So I'm not saying you have to say no, but just check your schedule first. Think about those commitments and think about what might get pushed off the plate.

If you say yes to the thing, because it needs to run through that filter of, does this get me closer to my goals? Does this align with the life that I'm trying to build? Would the version of me in three to five years say yes to that? Because if she wouldn't say yes to that in three to five years, maybe I shouldn't say yes to it now.

So those are a few things. Let me run through the list one more time. Um, and then we'll move on to the three tools that have really, helped me be more productive. So the seven things that have helped me streamline my schedule are themed work days, having a no call day content creation blocks or days focusing on selling and income producing activities, outsourcing, knowing when to wait on a project and saying no to a lot of things saying no a lot.

Okay. So three tools that have really helped me to be more productive. The first tool that I have to mention, and I've I've mentioned this on the podcast before, so if you are a loyal listener, this will not surprise you. Toggle time tracking. I track my time in toggle. The reason why this is so impactful, and I have to mention this as boring as it sounds, is I still do so many silly things with my time.

And when I have to actually write it down and see it in a report, I start to see it differently. And I start asking like, do I actually need to be on Instagram for that long? Or like, why did it take me? An hour to write that email. Like it, it pulls me out of the ruts of doing the same things in my business that feel right.

Like we just open our computer, we start doing the same things, but they're not actually getting you closer to that next level of business and income and impact that you need and that you want, and that you have desired in your business. toggle. It's a free tool. Um, I have like the Chrome plugin. I have the app.

I'm constantly updating it. And the other cool thing is when you start tracking your time and what you're doing in your business, you can actually hold this up against your revenue. And this is so helpful. Like I said, for when you're looking

at those income producing activities, if you don't actually know like, well, what things am I doing that are leading to income tracking your time.

Is going to really, really help you to know like what you're doing and then be able to look at where are your leads coming from? Where is the money coming from? How are you booking more clients and selling more of your stuff? When you hold those two things up together, you can start to compare the time you spent, the things you're doing versus the money you're making.

That is just, it's amazing data and it will change the way that you operate in your business. The second tool that really has helped me be more productive is a time cube. I will link this in the show notes. It's just a simple cube that you flip it over, little timer. It's like a teacher timer and it has like five minutes, 15, 30, and 60.

And you flip it to the time that you want. And it immediately starts a countdown, just a little blinking light on top. It's completely silent until it goes off. But I love this. I use this for anything that I like, I don't want to be working on. And I say, I'm just going to do it for 15 minutes. Like, let's just do the thing we don't want to do for 15 minutes.

And I like trick myself into thinking it's, it's let's just get started. I also flip the timer when it's things that tend to pull me in and then I lose track of time and I need the timer to like snap me out of it. Um, so I've used this in a variety of ways. I've talked about this multiple times, but it's honestly, some of the best money I've spent on Amazon.

And I, I really recommend it to anybody who tends to get kind of sucked into like any task in your business where you don't realize you're taking the amount of time that you're taking. And you kind of need that like interruption every 30 minutes to like, Hey, do you still want to be working on this? Hey, should you maybe like stand up and go for a walk?

Maybe you like take some vitamins and take a drink of water. One of those highly recommended time cube. And then the third time saving tool in my business. Honeybook. Honeybook. Oh my goodness, and I could go on and on and I will not. Let me just give you the high level overview. Honeybook is the CRM, the client relationship management software that I have used in my business.

Um, from like, I don't know, six or seven years ago, I've been using this software for ages and the, the tools, they're constantly adding things to

HoneyBook to make it better. It's, it's an incredible, this is how I'm getting inquiries into my business, how I'm getting consults. I have a scheduler and it has just taken so much of the tediousness out of the client communication that I have in my business.

So absolutely love HoneyBook highly recommend it to any service provider, photographer, coach, creative to give this a try and see if it's a good fit for you. I have a 50 percent off code in my description, or you can always go to join Michelle. co slash HoneyBook. And that will also get you a discount and a free trial, but amazing tool for booking clients, communicating with clients and just automating the process.

All of the things and saving me so much time. Okay. So everything mentioned in this episode is available in the show notes. So like the past episodes that I mentioned, the tools, the resources, all the things I'm going to have that link down in the show notes. Thank you so much for joining me here today.

And remember you are called to change. To both. So go after what it means to be called to both in your life today. 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.

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