

# Called To Both Episode 108

Welcome back to the call to both podcast. I am so excited that you've joined me for today's episode. This is going to be short and sweet, but hopefully very impactful still. I want to talk about overcoming critics, haters, negativity, self doubt and what it looks like to have resiliency in your entrepreneurship journey.

So this conversation was inspired by a coaching client of mine. She actually sent me a message over the weekend. Asking me how I have handled big leaps or transitions in my business, specifically how I handled what other people were going to think of me or what I did. If I did get negativity in response to some of the things that I did in my business.

And this particular photographer is stepping into something new. She is making her mark in her industry as an educator and offering new things. And with that is now stepping They're like having to navigate that right? So let's talk about it This conversation is so good because the mental game of entrepreneurship and how we decide to Navigate it like take leaps or not take leaps with or without support Is so important and if you've ever experienced negativity Like not getting the support you wanted when you launched your business.

Maybe you've heard some criticism, some gossip, some through the grapevine kind of stuff that wasn't very nice. Or you have felt like an outsider in your own industry. You feel uninvited to the table by people that should be your industry peers. Then you're in good company today. This episode is for you.

The sponsor of today's episode is Riverside FM. Riverside allows you to record studio quality audio and video, either by yourself or with remote guests. It's what I've used to record all of my guest episodes here on the show from the very beginning, and there are so many more. So many reasons why I personally chose Riverside to create my podcast, but let me just share a few.

The first one is the audio quality and ease of use. I can just send a link to my guests and they can join me in the studio. I love that Riverside allows me to chat with my guests. From anywhere in the world. Even when our internet connection is a little iffy, it records everything locally to the computer, so we don't miss a beat, no more glitchy interviews, which I love another great feature is the video editor and they have an AI powered clip creation tool for quick creation of videos.

Social media sized clips. So this is making it so much easier for me to create those vertical clips that I need for social media. And it helps me to pick the best

moments from the show, click on the link in the description and head over to Riverside to start for free and be sure to use the code joy for 15 percent off.

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 your host. 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. Take 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.

Now,

when I first started my photography business, I went through the full range of emotions here. Like the doubts, the wondering, like, am I wasting my money? Am I wasting my time? Should I go get a real job? And that was difficult. You know, wondering like, what are my parents going to think? What are the past, like professors going to think who thought I was going to go on, do something else.

And now I'm going to be a wedding and portrait photographer. There is so much like the game in your mind starts before you've even started your business. The game has started where Your thoughts are swirling, the doubts are present, and you may have even some negativity happening in your life. People say, Oh, don't do that.

You shouldn't do, don't quit your job. Don't, you know, whatever it might be. But I will say personally for me, it was when I started making YouTube videos, when I started educating, when I stepped into courses. That it actually was harder. I would say it was worse. And I will, I will stand on this Hill. This is something that I have said before, and I strongly stand behind it.

Pivoting your business is harder than starting your business because now people are watching. And the voices are louder because there are actually people commenting on your stuff in your DMs saying, why aren't you offering this anymore? Or why are you doing this new thing? Or whatever it may be. And

then there's also the mind game that has been happening since day one in your business is still happening in your head.

So when I started making YouTube videos, First, I didn't even make them for like a year. I talked to, like, I talked to my brother about it. He was a YouTuber at the time and he was trying to convince me to start a YouTube channel, which if you've ever heard my story about how I started on YouTube, it was strongly pushed by my little brother, but it took me about a year to actually start doing it from the time I wanted to, to the time I actually did it because in large part by the, the game that was happening in my mind, like me.

Deciding ahead of time, what was going to happen? Like, Oh, I'm going to get these comments. And what if this happens? And what are these people going to think? And definitely I wondered what are the photographers in my industry that have been doing this longer than me? What are they going to say? When I start creating content, are they going to, are they going to talk about about me?

Are they going to judge me? Are they going to stop referring clients to me? You know, I'm, these are people that I've learned from, you know, like even thinking, Oh, I've second shot for these people for years and years and years. Like, what if I start sharing some of the things that I've learned? Are they going to feel like I'm sharing trade secrets like that?

So these were absolutely thoughts in my mind. And. Like I said, I mean, this delayed me and this, this delays us all the time. Like if you've ever wanted to pivot or start a new offer, like I'm, I'm sure even just listening to this, you might have something that's like in the back of your head, you're like, Oh yeah, that one thing, that thing that you've wanted to do that coaching offer, or you wanted to do a workshop where you wanted to host a mastermind.

You just have never done it because of. This, the mental game, the critics talking, the gossip, rumor milling. And here is the thing, having fortitude, that mental fortitude in your business is a quality that is going to help you to stay in the game It is going to be something that you want to cultivate and it's something that I see in women running businesses who are staying in the game, they've got it down.

They have figured this out and they feel the feelings that you're feeling. So first and foremost, this is not just you, this is everyone running a business. This is small business, this is entrepreneurship, this is being an artist. So don't think it's just you first and foremost, but know that the people that you look up to the most have.

and are still navigating this and are working through it anyway, are feeling the feelings of discomfort, are feeling the feelings of cringe. And the, you know, the comments, the DMS, the someone saying this to you and say, Oh, that's not going to work. Why are you doing that? Why would you change what you're doing?

Why would you stop and start doing something different? Those, thoughts are so real, and it's really, really what we do with them that becomes the biggest factor here, right? So there's two sides to this. There is the doubts that you personally hold for yourself in your mind, and there are the questions.

The criticisms and judgments and this like dark side of what other people are saying. And I think it's really important to note that the doubts, like their doubts are annoying. Like other people's doubts and criticisms and judgments are annoying, but are not detrimental unless that becomes your story and your own personally held self doubt.

So there's like two sides to that. And In, in, in working with photographers and business owners for years, I've noticed that this is like a universal experience. Like it's actually baffling to me that I ever thought that's that like, Oh, she, she's just really, really good at this. Like she doesn't feel self doubt.

Like when I would be looking at women I admired or entrepreneurs or coaches or anything, I would say, Oh, she's just really, really good. Like, I doubt that she's overthinking her content. I doubt that she's overthinking her pricing. I doubt that, you know, she let. Her random, you know, whatever the parent, the friend, the past business partners comments get to her or that hater comment or the DM saying like, you don't know what you're doing.

Your work is terrible. One of those, I doubt she lets that get to her. Right. And now I realize like the closer I've gotten to all of my heroes, the closer I've gotten to the people that I admire, like paid these coaches met some of like my business heroes, the more I've realized like, wow. Okay. So. They're feeling the cringe, like they're doing the new and awkward and stretching thing.

They, and it wasn't like something they did, and now they're, they're good. You know, like they're on the other side of it. The lie that we can fall into is that they're past it or they never even felt it at all. When really, this is a game that you are playing every single day. The mental fortitude, the pushing through, the, Pushing through the uncomfortable is something that everyone is doing every single day in varying degrees.

So if you are feeling stretched, you are doing something right. We don't get to skip the uncomfortable part when we walk into the calling, when we are taking risks, when we are creating content, when you put yourself out into the world in any way, even if you feel like you polished it up really, really nice, You are going to feel a level of discomfort.

And that is a really good thing. Like you're feeling stretched, you're doing something. But the other side of this coin is other people talking, right? Not just our self talk and our negative personal beliefs that we really need to work through and do mindset work on and journal on, but it's also other people talking and me realizing that, like, I could not convince everybody to come to my side of thinking was so important for me.

So early on in my journey with Photoboss and with YouTube, I actually had a real life friend and fellow business mentor really tell me That I was giving away too much. That like, I was giving away way too much in my videos, like kind of almost like, Hey, like you shouldn't be doing this. Like you're embarrassing yourself.

Kind of one of those comments. And what I had to be okay with was being misunderstood. I had to be okay with the fact that like. I had the calling to start photo boss that I had the calling to help photographers and raise an industry of underpaid creatives and help them make more money because being really good at something doesn't mean you should do it for free or very little.

You should be very well paid to do the thing that you do. I'm passionate about this. It has to, it had to be okay with me. And I realized that I had a, that was a real conversation like sitting across the table from somebody. who had taught me a lot about photography, but didn't understand what I was doing online.

The other thing I will say is that, to an extent, like, we just have to let them talk. You are never going to see somebody doing better than you, living in their calling, ever take time to like, pause and be nasty to you. So, Let that be the filter of what you let in. Be very, very careful with the words you let in, because you really want to make sure that if they don't have a life and a business that you want and admire and respect, that opinion can just float right on by.

Cause that means something about them. That doesn't mean anything about you. So, whether those doubts are coming from within us, it's our own negative self talk or whether that negativity is outside of you, just know that you are in good company and every business owner that has gone before you has been right where you are.

So I think just becoming more aware of this, seeing as it happens, that it is happening and working through that in a container of like with a coach or a mentor, a safe person that's like, I am going to hold space for this because this is real. No one gets out of this. When nobody gets to skip the uncomfortable part of taking risks and pivoting and growing a business, nobody gets out on the other side unscathed.

So that was more or less what I said to my client. And I wanted to share that with you here today. So I hope this resonated with you. I hope this encouraged you and if this episode did resonate with you and you know that there's more for you in your business and you want to talk about your next move in business and see if we are a fit to work together, feel free to head to the show notes and schedule a 20 minute call with me today on my calendar.

It's completely free and I can't wait to connect with you and hear about what's next for you and your business. Thank you so much for listening to the show. If you enjoyed this episode, please subscribe. 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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