

Hello, my friend, and welcome back to the called to both podcast. I am thrilled that you have joined me here for this episode. Since we're here in the summer, it is June at the time of this upload. I know that your time and my time, honestly, is extra limited. So I'm going to try to pack a little punch in this short but sweet episode.

So today I want to talk about how doing less. But with more intention could be the secret to staying sane this summer while also growing your business without burning out. So let's talk about it. You're listening to called 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. Take care. Bye bye. 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.

The pressure to do more, create more, be in more places, have more accounts is just a constant as a business owner. And it makes you feel like. you're going to be behind or that you already are behind and that you're on the verge of being forgotten about. Like if you don't post in all of these places or do all of these things that you're going to be forgotten over the summer.

But the truth is oftentimes you don't actually need to add something new to your plate in order to see success in your business. You can take things that you're already doing and already seeing success in and do them with more intentionality and excellence. So these past few months in my own business, I have been looking at things through this lens of less, but better.

How can I do less things, but the things that I am doing, how can I do these with more quality, simplicity, and sustainability? And to give credit where credit is due, this concept of less, but better is the best. Often originally associated with a German industrial designer, Dieter Rams. And this whole concept emphasizes the idea of focusing on quality over quantity and advocating for simplicity and functionality and aesthetic appeal in design and product development.

And while this concept was originally applied to design, it can be brought into business as a whole. So here's how I'm applying this and how you can apply this to your business too. The first step is you're going to want to cut out the things that aren't your main lead generators, especially ones that you feel that you can't keep up with or maybe aren't really being done well at all.

So in the past quarter in my own business, I've, I've I've actually done this. I've made a couple of strategic cuts. One of them was a podcast related Facebook group for this podcast. And in doing so, I've just decided, let me consolidate that down and focus more on my existing Photoboss Facebook group.

I've also cut out pitching and focused on the brand partnerships that I already have. And I've cut out adding any new additional content types to my plate. Now there are definitely more things like I've decided not to focus on Pinterest for the time being and things like that, where I've looked at the many, many platforms that are available to me.

Some of which I was already creating content on some of which I felt like I should be creating content on. And I've just, Intentionally decided that they're on hold, maybe not forever, right? Like I might circle back around to Pinterest in the future, but for right now, I know the Pinterest is not a priority in my business for this summer.

So for you, I think looking at all the things that are happening in your business, all the different platforms that you're on, Um, comparing that against where you're actually getting leads, where you're actually creating clients and customers in your business, and then deciding what to focus your efforts on.

And like I said at the beginning, what we want to do is find those things that we're already seeing success in, things that we already have traction in, and then put more intentionality towards those things. So less things, more success. But better and before we move on to the next step if you're still on this first step of being unsure of what things are working really well for you or feeling overwhelmed with what you might cut from your business, I would encourage you to take some time to To quiet all of the devices in your office, in your home, get out some paper and spend some time actually writing down what you've been doing in your business for even just the past 30 days.

What are some pieces of content you've created? What are ways that you have shown up and gotten visibility or Uh, built your networking relationships, things like that. If at that point you're still unsure, it is time to do a time study in your business. I stand by this. It is not fun, but it is effective.

Track your time. I use an app. It's free. It's called Toggle. Track your time in your business and do this while you're working or on your phone. As soon as you're done working, just make a note of what you worked on, who you talked to, what leads you followed up on, things like that. Because Transcribed We're moving at such a quick pace as moms and as business owners that it is really, really hard to sit down and make high level business decisions that are hopefully data driven, right?

Like we just talked about this in the business reboot series about making data driven decisions and And when we're talking about what we could cut from the business, I think it's really important to make sure that we're doing that from a place that we're informed, we're empowered, we're, we're getting a full picture of what has been driving revenue and what has not, what has been joy filled for us to do, what is fun for us to do and what is not.

Cause there's also totally going to be an association between the things that you actually enjoy and that are within your strengths. Those actions in your business will probably be faster, easier and lead to more revenue because you're just better at them and you're, you're in a flow state when you're doing them.

So that's another little side note for you to dig a little bit deeper into what you could potentially cut or even pause in your business this summer. Okay, so our next step is going to be to look at the remaining things, the things that you're keeping and then ask, how can I make this 1 percent better?

The things that are left on your list, those are the things that are going to get the intentionality. We're going to revisit them. We're going to spruce them up a little bit. So some of those things for me are my email newsletter, my photo boss, Facebook group, this podcast in terms of free content, not my offers.

These are all the things that are going to get. Emphasis from me and other things that we've made room for by getting rid of them. Like I now have more capacity to think, how can we make this just a little bit better? So each of these things are getting tweaks. They're tiny, but impactful updates, like an update to the email template itself, maybe just sprucing up.

How I'm setting myself up for success. Every time I go to write that email, I'm not starting with a blank page. You're going to see a little bit more of me in the photo boss, Facebook group, where I can coach for free and add value because I have made space for it. Something that's been really helpful for me as I'm thinking through this whole concept of how do we actually make it better has been to ask.

Like what makes me open an email or what makes me engage in a Facebook group and then Spending some time on that like writing some things down brainstorming a little bit Taking those answers and then letting those inform my one percent Decisions and improvements. And I want to just close this with the impact of a 1 percent improvement.

So to determine how much better something can be, if you were to make a 1 percent improvement each week for a year. Stick with me here. Just 1 percent each week, not even each day. So each week, if you were to make a 1 percent improvement, we can use the concept of compounding interest. So each week, your improvement compounds on the previous week.

So if something were to improve by 1 percent each week, it will be approximately 68. 2 percent better after one year. Thank you, ChatGPT, for doing all of that math for me. So Thinking about that, thinking if you were to make something, especially like a newsletter, um, a piece of content in your business, the way that you are showing up to your clients and customers, if you were to make that 1 percent better each week for one year, You would be 68 percent better one year from today, which is massive.

I think that's a big change with just very small shifts. So my challenge to you today is to take a look at your business, pick something that you want to make better, but instead of burning yourself out on a major overhaul and throwing it all out, starting from scratch, commit to finding something that would make it 1 percent better.

And do that this week. And if you're looking for ways to streamline your schedule for a 20 hour or less work week, I want to point you back to a recent episode here on the podcast. It's episode one Oh seven. It's the seven ways that I streamlined my schedule for a 20 hour work week. It is packed with tips and tangible steps that could really help you to be more efficient, be more effective in the time that you are spending in your business so that you will have more time.

for your family for some time off for sitting by the pool and really just soaking in the summer. So again, that is episode one Oh seven, and I'll see you over there. Hey photographers. I know just how many steps and pieces it takes to set up a professional photography business that you can feel confident in.

So I created a one stop shop. Solution. It's called hobby to pro toolkit inside hobby to pro toolkit. You will get every tool template and guide you need to confidently go pro in your business so that you can get back behind the camera

and spend more time doing what you love. Hobby to pro includes email templates.

I've been using daily. For eight years in my business, pricing guides, three contracts, consultation guides, and more. It is quite literally a one stop solution for all of the business backend in your photography business. To check it out, simply go to Hobby2ProToolkit.com or go to the show notes and you will find it linked there to stop the overwhelm and go confidently pro in your photography business with Hobby2ProToolkit.