

You're listening to the called to both podcast. I am your host, Joy Michelle, and if you are an ambitious mom running a business and you are called to both, you're in the right place, especially today, especially today, because we are talking about what it looks like, tangibly speaking, to be tired and uninspired, feeling drained of all of your good ideas, maybe even a little burnt out.

And yet still have deadlines, projects, big goals, bills to pay ambitions. And how do we reconcile those two things? Well, that's what I want to unpack for you today. And I want to share a few things that have worked well for me. So whether I have walked through times of pregnancy, postpartum, sick kids that were up all night, or a combination of things happening in my personal life and in the business, these are things that have helped me to continue to move towards my goals.

Even in those times where inspiration is not there, I'm really tired. I'm feeling burnout and I'm still able to move the needle. And get things done in the business. 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, 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 very first thing that I think is so important to point out is that inspiration is fickle. It often does not care about your deadlines, your content plan, your yearly revenue goal, any of those kinds of things. So we do not want to set up a business in such a way where we're waiting for inspiration to show up or one that requires full energy, full vision and ambition.

So that's something that I learned pretty quickly, especially since becoming a mom and also Managing a business and clients and a team is that I really needed to start to plan for those times where I'm going to feel uninspired because it's going to happen, right? Like this is going to happen. It happens to me.

It's going to happen to you. It might be happening to you right now. And that is 100 percent expected. So why not plan for it? Like let's plan for it. I would like to share some of the things that I do to actually set up my business in such a way where it really helps me to take the thought out of it and know what to do when I sit down at my desk, when I'm uninspired and I'm tired.

To have a plan in place, right? Like these are some things that I have set up, some systems that I've set up. So maybe some of these will resonate with you. Maybe some of these will be some things that you want to adopt into your business and maybe not. So I'm going to give you a list of some things that have helped me to plan for those uninspired times.

And then I want to share, what do I work on when I have super limited time? Like, what are the three things that I do when everything kind of went wrong? The wheels came off. I am not, I didn't get good sleep. My brain is not there. It's like, what do we work on at the very minimum? Right? Like, what are like daily action items that actually should get your attention?

And then maybe some things that shouldn't. So the first thing that has helped me to just remove inspiration from the equation all together. It is by having a playbook or like a business hub somewhere that you go to in your business that tells you what to do every single day. And it has your daily, your weekly activities, kind of a breakdown of like, what is the plan that you should be working on?

What are the things that are leading to income and new leads and happy clients? Now that I have this, so I built this inside of Notion. So I have a little dashboard and everything that I do in my business lives in Notion. And I have a whole episode about this is actually one of the most highly played episodes on called to both in like the entire history of this podcast.

So I'll link that in the show notes. But like having a place for it is so crucial and I don't really even know what I was doing before I had a place for everything in my business, for the tasks, for the projects, for the communication. It's like having a hub for everything is really, really central. And sometimes I will find that this is a missing piece for business owners because they are kind of autopiloting to something.

Before having Notion or Business Hub, I probably just went to, like, my inbox or whatever, like, one client project I was working on when I last sat down at my desk. Like, instead of really sitting and critically thinking, like, where are we at, I have a bird's eye view of everything in the business. I probably just

defaulted, you know, to like what, whatever app I wanted to scroll or like I said, the inbox.

And I think knowing where you're defaulting and then really identifying that and redirecting so important. And I will say that like this took time to build, it took time to figure out like what's a good software that fits with my brain. Some people love Monday, some people love ClickUp or Trello. I don't think it matters.

Like, I think the, the key here is to have a place where you have a central location where you go and it says, Hey, it's Monday. Here are your activities. Here's your goal for this quarter. Here's what we're working on. Here's your quote. That's like encouraging for you. And it's a little inspiring, but like, Directing space that helps your brain to stay on track massive for me has been so huge and just really helps me to not have to sit down and like come up with a plan every single time I sit down at my desk because I have those repeating daily or weekly or monthly activities that I've already sat down and established are important to me and linked to those goals.

Another thing that's really helpful is to have your mission statement front and center where you work. I often think that this sounds a little cheesy, but like we do forget like why we're doing what we're doing, the impact of the work that we have, the heart behind it, the vision, the like, Any of that.

And I think that there's a lot of ways you can do this. I've, I've even heard of people like reading out their own mission statement, like just getting an audio clip and then having that in your dashboard, like in your hub for wherever you run your business, because you can literally just hit play if you're like, I don't know what I'm doing.

I don't know what if like what my business is even about anymore. Like, does this even matter? Why am I doing this? You can literally hit play. And it walks you through, it's like reminding you in your own voice, who are you? What are you doing? What is the mission? Who are you helping? Why does it matter? And where are you going?

And it can be like such a fun and powerful reset moment. So I think that's really helpful. So whether you're like a written words person, an audio person, I really like being able to hear things. I think that's like so helpful. I can just hit play. Be like, what are we doing? Okay. Yes. Okay. Good reminder. The other thing is to know a short list of activities that will lead to income for you in your business.

And this, I mean, we kind of touched on this a little bit in like having a place like a business hub to go to that would have your activities. But I want to like expand upon this a little bit more. I think when you know where Your time is best spent. You know where your clients are coming from, where your money is coming from, where your best clients come from, all those details of your business.

And you've actually sat down and like unpacked that a little bit more, like looked at your marketing, looked at your numbers and connected those and said like, this is really what leads to income in my business. These are the activities that like when I do these, I see new inquiries, I see new purchases, I see new commissions and income in my business.

Those are the things that I need to think about and it's really refreshing like this is such a like a liberating thing because there's so many things that like we can be doing it's very overwhelming when you get online and you see this person has a membership and this person is doing five emails a week and this person's over here running ads and Really, like your list of activities that lead to income is something that you need to know.

So like if you don't know that right now, I think that needs to be like, draw a little asterisk that's next. That is going to go on your list of like CEO activities to do this month or like when you do your year end review, which we have an episode coming up on a CEO review. So stick around, hit subscribe.

When you do that, really connecting, like, what are you doing in your business and what have you done over the past year that truly is leading to income and revenue for you? That's really going to help to kind of just give you the freedom to ignore everything else, especially in these times of being tired and being overwhelmed and know that like these are the things that move the needle.

The next thing that I want you to do. is to become practiced at working completely uninspired. Like, let it be okay. Give yourself permission to show up even as a creative, even as an artist. and be uninspired. Because I want to remind you that the business doesn't have feelings. It doesn't know the difference between you checking a box and writing a blog post, or you getting a great idea and being excited and working until midnight.

It just counts the work that gets done. It doesn't care how you feel. It cares what gets done. The business and the numbers and a lot of that stuff is actually super objective and black and white. And as artists and creatives and inspired people, we can sometimes forget that. We give a lot more weight to work that felt good.

Like we were excited and we were feeling in flow. We were like totally into it and had this amazing morning routine. And then we moved into work. It's like, I think we glorify that work. And I really just want to like remind you that the work that gets done is the work that gets counted, not the inspired work that gets done or the exciting work or the work that you're like super feeling really good about, you're confident about.

So remembering like this is I think really where it's like done is better than perfect does really come into play. And it's so important to like become practiced at. So even just saying to yourself like, Oh, I'm really tired. I'm uninspired. I'm going to work anyway, because the business doesn't actually require me to be inspired all the time.

There are still things that could get done. In fact, there's probably a lot of stuff that has nothing to do with inspiration, like the admin stuff and things that have nothing to do with creation, but are essential to the business. And that's so important. And I find that kind of comforting. Like I used to think I needed to be really inspired or excited or something along those lines to actually have like an impact in my business.

But now I feel like it's, it's kind of a relief to know that like the business doesn't care. Like the content just needs to get made. The things just need to get responded to. There's things that need to happen. That like I didn't have to be in a great place to do those things and they still can get done and they can still lead to revenue and that makes me feel better for not always feeling excited or energized to be behind my computer.

I think this is also just a part of working for yourself, managing your energy and. Becoming like the best CEO that you can be like really paying attention to yourself and learning when you're likely to feel the most drained, the most tired, when you're starting to feel burnt out. I think a lot of times there are patterns to this.

And when you pay attention to that, you can coach yourself a little bit. Um, like I'll see myself like slumping in my energy and I'm like, okay, joy, like your kids are sick. Your schedule is off. You are not feeling it, but we expected this. So just log into Notion and just do the daily tasks, like just do the minimum.

And I can walk myself through that instead of, you know, potentially like feeling guilt, feeling, Oh my gosh, I'm going to be so behind. Like instead of spiraling, essentially identifying like, Hey, this is happening. It's okay. We expected this. Let's just get into Notion and see what we can get done. And the

last thing that I wanted to share with you in this list was to become okay with not being like your most productive and eloquent version of yourself in order to work.

And this is particularly like I'm talking to my fellow perfectionists here. Because I know that you tend to overthink, you tend to overproduce your work, and it can lead to not publishing anything at all. It can lead to feeling like, okay, I'll work on this once I feel this way. Once I'm in a more, like, in a flow state, once I'm ready to do whatever it is, then I'll go ahead and work on it.

And I think becoming okay with the like 70 percent version of yourself, the 60 percent version of yourself, just identifying like, Hey, I've only got this much in the tank, but I'm going to give it what I have and realizing like that is your 100 percent that day. That is a mindset adjustment, but it will take you so far because Perfectionism is such a productivity killer.

It's, it will end the content before it even begins. It will just derail you. And we talked about this in episode 45 here on the podcast, and I'll have it linked in the show notes. So go back and listen to episode 45 after this. If you really resonate with that feeling of like, not wanting to create unless you can create like the most optimal version of what you had in your head, Or waiting for inspiration to strike or things like that, then episode 45 is going to speak to you so much.

Like I said earlier, it's like, this is where like, done is better than perfect, really does come in. And you have to believe that like, actually doing something is better than waiting for it to be perfect. Because it really is better that you do something than wait for inspiration because inspiration, like we said at the top of the episode, very fickle, who knows when it's going to show up and the business doesn't actually require you to be at a hundred percent all the time.

So like really accepting that, believing that leaning into that and saying like, I can still be very successful even if I have 70 percent to give that day. And watching it, like prove that to yourself, show up and do it and realize like, wow, I can still get the clients. I can still get customers. Like this is still growing even when I'm not at a hundred to prove it to your brain.

Cause I think sometimes we think things and our brain is like sabotaging us and we need to gather the proof and show ourselves. No, we do not need to be at a hundred percent in order to grow the business. So for me personally, when I sit down to work and I'm in one of these funks where I'm tired, I'm uninspired, I'm burnt out, whatever it is, or I'm just not like feeling super, super great.

You know, like the tank is not full. I'm not excited to be there, but nonetheless, we we've got to work like we've got things to get done. These are the things that I like actually do. So number one, first thing I do when I need to work is I take care of the clients I already have too many times. I think we dismiss the past bookings, the people that we already have as like, okay, I made that money.

Now it's time to focus on fresh leads, fresh marketing, getting new money. And this is a huge mistake. So take care of the people, your people, well, before you focus on new leads. Your existing clients are your best investment of time and energy when it comes to potential repeat clients, referrals, getting great testimonials, and just overall customer loyalty.

This is something I've, I've leaned on so much in the past few months as I've like navigated the first trimester. Now I'm in my second trimester with my third pregnancy. And there were times where there wasn't a ton that I could give. I had a little bit in the tank, but I knew I needed to take care of the people that invested with me.

I needed to take care of my clients, my customers, my coaching clients, people who bought my programs. Take care of the people who have already given you money, and I truly, truly believe a lot of the rest of this will take care of itself. The second thing that I do when I'm like, my tank is on empty, is do something to be visible.

Making visibility a non negotiable in your business will help you so, so much. So deciding what your visibility tactic is going to be is super helpful, knowing where your most effective channel is, knowing what your most effective medium is. Maybe you have a podcast, maybe you have a YouTube channel, maybe you have Instagram and you create reels.

Maybe you go live or you have stories and people love to see you in there in your stories and you know, like every time you go in your stories. There, there's like this effect where you get more inquiries and you get more bookings and you've noticed every time you show up, you get more clients. That's something that I would do.

So first thing, taking care of the people that have already given me money. Those are my clients. We need to take care of them really, really, really well. The next thing I'm going to do is get visible. Even if it is sharing something that is not face to camera, something very low lift, what could I do? I could repurpose.

What can I do? It would mean there's so much, we have so many content based episodes here on the podcast and in the show notes, I will have a couple of different episodes on. Producing visibility for yourself, how to generate visibility for yourself, content, how to leverage, uh, Instagram stories, and we just talked about that.

I have a whole episode about that, so I'll link that in the show notes. Any of these things, even if it's a low lift thing, is going to help you to just stay on everyone's radar, talking about what you're doing. I think it's so, so important. The third thing that I do is I make working a game. Or I create some sort of reward that I want.

So I will just bribe myself. I will say like, as soon as we get done with these tasks that are on our weekly or daily tasks, as soon as I get through this inbox, as soon as I get back to these clients, I am going to take myself through the Starbucks drive thru. We are going to get a good holiday drink. We are going to get a cake pop, like whatever it is.

I will straight up make it a game and say like, what do I want? Like I want to go get my pedicure. I want to. Watch that show. I've been really, really, really wanting to sit down and, you know, fill in the blank. You probably have some things that you could make it like a reward for your work. And I think this is so effective and I do this all the time.

So I don't know if that's helpful for anyone, but I do that all the time. Where I'm thinking like as soon as I get done with these three tasks that I really don't really want to do I get I'm going to go for a walk, and I'm going to listen to that podcast episode by the creator that I love, or I'm going to listen to this book.

I'm, you know, whatever it is, figure out what is your reward, even if it's something like really simple. Um, and put it for yourself, like put it on a sticky note, put it on your computer and be like, we're going to go do that. We're literally going to go get that drink, that treat. We're going to go whatever it is for you, write it down on the sticky note and have that as your reward so that you have something to think of, like a really quick reward that would happen right after you're done working.

I hope there was a nugget in here for you, um, an encouragement or just something for you in this episode. I would love to hear what do you do when you're tired, you are out of ideas and you still need to work. You can share your answer with me on Instagram. I love getting DMs from you guys. Um, I'm at joy, Michelle on Instagram.



Thank you so much for listening here all the way to the end of the episode. I really appreciate it. And as always. All the links and past episodes that were mentioned within this episode are linked in the show notes or can be found over on my blog. I'll see you guys next week. Thank you so much for listening to the show.

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