

**Joy:** Hello and welcome back to the call to both podcast. I'm your host, join Michelle, and today we're diving into ways to optimize your business so you can spend more time with your kids. So if you've been struggling with finding more time for family, then you are in for a treat today. We're also approaching the summer months ahead, and I know for many of us that means you're gonna have your kids at home or at home more than they usually are.

So I love this topic of optimizing for the very purpose of. Spending intentional time together, whether that is for a summer, for a season, a little longer than a summer or for the long term. Today's episode is gonna benefit you in getting that intentional time. Today we have Elizabeth Maccray on the podcast.

She is a show at Website Designer and an. Online business educator who's also a mom to two small boys and has another baby on the way, so she totally gets it. When it comes to balancing these two worlds and being intentional about the time she spends in both of them. She's here to talk about three ways to optimize your business with without overworking so that you can spend more time with your kids.

So let's dive in.

**Elizabeth:** Hey guys, I am thrilled to be here with you today. I'm Elizabeth Maccray and I am a mom of two boys with a little girl on the way very soon. I live in the Nashville area and I've owned my business for nine years now. So what I do, I create and sell show website templates, and I teach designers and podcasters how to do various things from their businesses through my two online courses.

I'm also the host of the Breakthrough Brand Podcast where I talk about working mom life, all kinds of business and design tips, productivity, and all sorts of stuff. So let's get to the topic though. I'll make sure that you leave this short and sweet episode with some solid takeaways that you can apply to your business today.

Right now. And we're talking about how to optimize your business so you can spend more time with your kids, if that's what you're wanting for the season of life you're in right now. So to give some context real quick before I get to the first tip as to where I'm coming from, so we're on the same page. I have had my business longer than I've been a mom.

So I've had my business nine years, and my oldest son is three and a half years old. So I know business without kids, and I know business with kids. And at this

point, really just since I became a mom, I do part-time childcare for my kids and I'm with them as a mom, more in that stay at home mom role more than I am working in my business.

But I still run a business full-time, quote unquote, financially, um, but not necessarily full-time hours. The reason I do it that way is because it's what I personally decided I wanted to do in this season. It definitely was like a hard and easy decision in different ways, but I'm trying to set up my life so that I can still do my business that I love, uh, but also be with my kids more than I am working.

So I work around 10 to 15 hours a week. I. And my business still does great financially, although I won't lie, and I'm sure you guys can relate to this, but I know I'd make more money if I was like, I'm gonna put in 40 hours a week on this. But everything is a trade off, right? And I like my decision, and my husband and I both like our decisions around how we're doing work right now and it's working for us.

So if you're a mom who wants to be with your kids more and work less while not losing your business and still seeing growth and having fun and enjoying the journey, these are my tips for you. Now I could do more than these, but I wanna stick to three for this episode. Okay. So first tip we're gonna talk about, decide what you want for your current season and phase in motherhood, and then take action and reevaluate and continue to EC decide later.

Now, if this first one seems less practical to you, I promise I got some more practical ones coming, but this one I'm starting with because I think this is one of the biggest things that is going to give you peace. Whatever it looks like right now to run your business and be a mother. So when you decide what work and motherhood should look like, what you want it to look like for right now, it gives you something to strive for versus being disappointed or running around, like not knowing what should I focus on today?

What am I trying to do? Wait this opportunity over here, this opportunity their way I wanna be my kids. Wait, I don't wanna be working. It can feel kind of crazy and too often. We don't say the specific goal or thing we're really striving for. We say to ourselves in our planning things like, you know, I want my business to get to this revenue number, or I wanna spend more time with my family, or.

This working mom thing just feels too hard right now, but there's not really direction and decision in like the kind of things we're feeling. We're just kinda

leaving it all sitting there. And I have personally been so guilty of doing this in my motherhood journey of adding more kids and now pregnant again.

I. It really does stink. 'cause when you're in this place, you can feel like you're in a victim place of sort of just super indecision and you're feeling like you can't give it all to everyone and can't decide where to give your energy and time, and you end up feeling like you're getting nothing done and not serving your business or your family.

Well, I. Anyone relate to that, right? So we can tend to think of these decisions too, of like what we want work life to look like right now is super permanent when they're really not. So our kids' schedules and what the needs are and what your work capacity can be like even on a day when your kids are home with you is always changing, especially when your kids are under two years old.

'cause I mean, even just in those two years, like you have so much changes to even just like the nap schedule, right? So it can be smart to set more goals around like what I'm doing for my work in motherhood this month, or for quarter one of this year, or while my baby is under six months old, and then I'll reevaluate.

So consider even setting like a reevaluation date on your calendar, but make the decision for right now. Then try whatever decision is, act it out, and then plan a date where you're like, I'm gonna reevaluate this and see if there needs to be anything, any changes made. So to give a real example of this that you can use to kinda make sense of what I'm talking about, just hypothetical situation.

Let's say you're a mom of two kids, a newborn and a 2-year-old, and you're decided you wanna take a longer maternity leave this time and really soak up the newborn phase in a way you feel like you didn't get to with your first. But you still have your business, right, that you wanna run and have fun with, and you want it to make money.

So you decide that until your baby is five months old, you're gonna be the primary childcare provider for your baby. And your toddler is going to go to a preschool or or parent stay out program three days a week and during nap times for the baby. On those three days, you're gonna focus on work things two to three days, or as you have energy, and maybe you have a family member or a babysitter who's also gonna come help.

Some days with the baby, and then you decide. I'm not gonna take any interviews, speaking engagements, or meetings during those five months so that

you have more flexibility with your work and you're only taking on one client a month so that everything feels manageable to you. And you can write all this down, right?

Maybe you put it on a note on your phone so you can see easily. And then on the week of your baby's five month birthday, you're gonna reevaluate the plan. See, you can see how powerful that is that even putting that reevaluation date on your calendar again, I literally do this in my own life, can be really helpful.

Um, and it can be helpful too, to remember that you had decided that you wanted to like EC decide this thing later. And again, this may not seem like it's a super business optimization tip, but I promise it is because by getting a solid plan and expectations for yourself and how you're gonna run your business.

In place for your work life. You will feel empowered and then be able to make other moves and decisions easier in your work. And you're going to feel like work is going better because you've set the bar, the bar isn't being set by some other mom. You follow on Instagram what, what your own mother did or your friends do.

It's being set by you and what you're deciding for this specific short season. So that's my first tip. Okay, second tip. This one's a bit more practical. Do evergreen, uh, set up for your products and offers, and then instead of live launching, do occasional promotion. So this is huge, and I think this is one of the biggest ways that you can set up your business to keep making money, to generate income without feeling like you're having to work all the time.

And you have to, as a mother, do make your business work for what you want your motherhood to look like right now in this season. So if you are gonna be with your kids more during the day than you are behind your laptop right now, then it's more helpful to your finances and to your time management to have some products that are for sale always.

Versus cart closed, cart open in a promo period and all of that. Because you know, it's very common in business to be like, you know, this course it's open twice a year. This membership's open three times a year. Or like this thing, you can only buy it during Black Friday or whatever. Having stuff that's just always for sale and then being able to consistently promote your products.

Watch sales come in regularly versus in big chunks, and your finances are gonna be easier to manage and you'll be able to consistently make money. So this is what I have personally done in my business. Since becoming a mom.

Everything's always for sale. My templates are, I saw website templates. Those have always just always been for sale.

But now my courses as well, they're always for sale. There's opt-ins and sales funnel that sells the products to people. And yes, when I make something new, of course I'm live launching that, but otherwise things are just for selling my website. So this will help you avoid feast and famine, finances, and then make work more flexible for you because you're not depending on having to do, you know, a bunch of webinars and running the Facebook ads and all the like launch emails and tons of social media and all the things.

Instead, you can just be consistently promoting your products in whatever way you're doing marketing. And a big mistake I sometimes see with people who set up their business to have everything on Evergreen is that you think, oh, it's always for sale. I don't need to talk about it anymore. So I wanna say too, even with having stuff in Evergreen, you wanna talk about your products consistently without a launch happening.

One thing I do in my business, so specifically that I think works really well is that my products can always be purchased on my website, but then I have a promotional period where things are discounted or there's a special bonus or something like that to get a boost in sales and also really incentivize people to buy who are maybe thinking about it and have been on the fence a while, but hadn't taken action.

And then those times give me the opportunity as a business owner to really deliberately talk about my offers, create great content around them. And I do those on my schedule with what works for my family and also what I think will work for, you know, generally who my audience is and what their schedules are like.

But you can plan it accordingly that way. But again, the product's always for sale, just not necessarily on sale or being like heavily promoted. So my last tip for you is to learn how to delegate and let some things slide that you used to obsess over. So I think moms are really great and efficient business owners, uh, because you learn to not waste time to cut things out that don't matter and to delegate well.

And motherhood teaches you so much. Like the act of like taking care of children, raising small children teaches you so much. It can lead to a lot of like good success in business. When you apply skills you're learning in motherhood to what you are doing in your business, and not necessarily all moms, right?

It can be really efficient business owners, but it's a skill that motherhood will try to teach you. So I wanna say, let it teach you that. And when it comes to your business, if you don't learn that skill and act on that skill, you may be driven crazy by having less time in your schedule to obsess over things in your work, in your home, or wherever.

Um, so if you're overwhelmed by work and motherhood, I would encourage you to really look at the things you do daily, weekly, and monthly in your business. Look for holes and things that don't need to be there. So look for what's not even necessary, but you are doing just because you had the time at one point and kind of thought you need to do it, but now maybe you don't have the time, so maybe you don't need to do it.

Look for what could be automated, using tools you already have in your business or by buying a new tool. And then look for what could be delegated to an existing team member or by hiring someone to take on that task. And then also look for what could be done more efficiently by you still or by a team member that maybe that's the things that can't be cut.

But the time could be cut down. And so a lot of things looking for, I'm gonna kind of go through those again, but what's not necessary, but you were doing, because at one point you had the time for it, what could be automated using tools in your business, what could be delegated to someone else, and then what you could do more efficiently.

Um, so things where you're like, Hey, I gotta still do this, but like my system for it takes way too long. And it could even be helpful to keep like a time sheet of when you are sitting down to work of like, what are you doing? And what could be done better. Uh, maybe you are even a mom where you feel like you're on your phone all the time, kind of trying to work from your phone while being with your kids, and that feels really overwhelming, maybe figuring that out.

But that has been my own experience that when I really look at those things, I. And really evaluate. I find that some parts of my business did not need the level of attention like I thought it would, and stuff can be cut out. Uh, for me, when I was preparing for my first maternity leave, actually, I did this very intensely and I found things that I could have a team member do.

Things that I needed everyone to just stop doing, including myself, because it was a waste of everyone's time. Uh, but at one point I thought was really important. Then other things that I could create a stronger system around to

make it more efficient for me. So this is gonna look different for everyone depending on what your business is and what kind of offers you have.

But I would just encourage you to really start exploring this for yourself, ways that you can optimize your business, find holes, and maybe stop doing something and really ask yourself if there's a test that feels like it takes way too much time in your business and is stressing you out. Ask yourself, like, do I actually need to do this?

Right? Like you thought you did at one point. Maybe at one point it was serving you and now it's not anymore, and maybe it's something that you can cut. Okay. To close, I'm gonna recap these three tips and then I have one more thing to share with you guys. But as I recap these, think about which one you could take action on today and what resonates with you as maybe a solution for you to help you be able to optimize your business more, to spend more time with your kids.

So the first one. Doing that, deciding of what you want your current phase of motherhood to look like when it comes to your work. Take action on it, write it down, type it up, share it with your spouse, uh, and reevaluate later. And set that reevaluation date on the calendar. Number two was to set things up to be evergreen.

Make the funnel, have it sell that way. Make your offers always for sale. And then as you want to and as it works for your unique business and schedule, do promotional periods where there are bonuses or discounts to really incentivize people to buy. I. Then the third thing, learn how to delegate better and let things slide that you used to obsess over in your business and be a little bit more like type B in some ways, uh, when it comes to your business.

And that will really serve you well in the season you're in right now. So anyway, let me know too. I'd love to hear from you if these were helpful. I'm Ed Elizabeth MacCray over on Instagram, and I would love to connect with you there, and if you found these tips helpful, I really would love to encourage you to go listen to the Breakthrough Brand podcast.

I have over 300 episodes, which feel so bizarre, the podcast stay so long, but all about things like, uh, productivity, managing motherhood, and business, faith in business. Design tips and strategies, marketing, all kinds of stuff, really tactical, actionable episodes. And Joy has actually been a guest on the podcast too, so I'm sure she can link to that episode in the show notes if you guys want to listen to our conversation.

Thanks so much for listening. I hope you have a great day.

**Joy:** Such a good episode, right? Thank you so much for listening to this episode of The Call to both podcast. If you loved it or you learned something, I would so appreciate a review on Apple Podcasts, but also go follow our host, our guest host for today's episode.

Their information is in the show notes. As always, I hope you have a fantastic week as you go after your own version of what it means to be called to both. I'll see you next week.