

Hello and welcome back to the Call to both podcast. If you have ever felt like you are spinning your wheels, trying to keep your business afloat, keep it running, keep it growing, while also showing up as the mom that you wanna be. Today's episode is going to be a good one for you and honestly, this whole.

Podcast is gonna be a good one for you because that is really the definition of what called to both was built on, is helping you go after both of these worlds with intention. And over the years, I have probably worked with, gosh, just the past couple of years, I would say 50 entrepreneurial women in my coaching business, one-to-one.

When I think about the patterns that I see, just a handful of things that really contribute to feeling stuck, feeling overwhelmed, or feeling like you're really just failing in both of these worlds, business and motherhood. I pulled out five things that I see over and over again, just common mistakes that I see.

And I wanna share these with you today so that you can spot them, avoid them, and move forward with more peace and more purpose in your call to both journey. You're listening to Call To both the podcast for ambitious women chasing both business dreams and little ones. I'm your host. Join Michelle. I'm a wedding photographer, turned business coach and founder of Photo Bos.

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.

Alright, so mistake number one is failing to adapt and being too rigid in your plans. And this one is really particularly hard for me. I will admit I love a good plan. I love to have an idea of like what's gonna be on my agenda. I love consistency, and I think as moms in particular, we really do crave that plan and that predictability.

We wanna know what is happening, when is it happening, and how is this all gonna work? How's it all gonna fit in? But the truth is that life. Happens in spite of all of our best planning, the kids get sick. Nap schedules shift and change as your baby grows and develops. And sometimes school is gonna call you in the

middle of your workday and you have to drop everything and go pick up your kid.

And if your business is not set up in a way that can bend and flow to the curve balls that life is gonna throw at you, you are going to be perpetually frustrated. And I feel that this is something that has become so predictable that every time things stop feeling like they're working. For me in particular in my business, it is often because I have not adapted to the situation that has changed right in front of me, especially at home with my kids.

So right now I have a four month old, I have a 4-year-old. I have a 6-year-old. So we've got first grade, pre-K and an infant. And because you know, there's a bunch of them and they're all different ages, they're gonna need different things at different times. And nap schedules are changing. So as you go through that, like four month sleep regression and start.

Establishing hopefully better sleep patterns. As your child ages, your schedule is gonna change naturally. 'cause like how much they need you, how much available time that you have is going to ebb and flow. And this is really hard because I wish that I could just set a schedule like that works for me, that works for my energy and my moods, and just stick to that, right?

Like long gone are the days where I could just wake up and say, you know what? I'm really feeling like content creation today. I have to build out schedules that support the current season that I'm in, and that current season is constantly ebbing and flowing and changing. So. Instead, I really want you to start to think about building flexibility into some of your systems.

Um, planning buffer time between things that you have on your calendar, maybe even having like plan B type tasks that can be done in shorter windows. So let's say something does change. You're, a lot of stuff comes up the morning doesn't go the way that you think it's gonna go. And your work window, when you actually sit down to get some work done gets cut short.

It's half the time you thought you were gonna have, well. If you have some tasks that you know can be done in a shorter amount of time and you've already kind of mentally put them in that bucket, you can then jump quickly and adapt quickly into saying, okay, now we have 45 minutes. I thought I was gonna have three straight hours.

We've got 45 minutes. Let's get this done. And I think the goal here isn't to throw the plan out, it's just to make that plan feel a little more fluid, a little more

adaptable. Another way that you can sit in your current season and try to figure out what would support you best would be to build a start of workday and an end of workday routine that really keeps in mind the season that you're currently in.

So there's episodes here on the podcast where we talk about start of day and. How I build this when I'm sitting down. It's not necessarily like the start of my day, like waking up in the morning and having coffee, but like how I start sitting down to do work and how I wrap up my work when I do have that, you know, two hour, three hour dedicated work block.

So I'll make sure that that's linked down in the show notes. That's a great next listen for you. If you've never sat down and like intentionally planned, like how do I wanna wrap up my work at the end of the day so that the next time I sit down I really do know what to do. I know where I'm supposed to go and what things are gonna be.

Needing me most if I have, you know, 30 minutes or three hours that you know where to put your time. I think a lot of prioritization is knowing how to adapt to change. Mistake number two, not delegating tasks or not asking for help. I think we often believe, um, I think we're just ambitious women here, like we know that you, you don't listen to a podcast and think about how you can be everything that you wanna be, both as a mom and a business owner, if you're not somebody that's constantly trying to better yourself and be the best person that you could be.

So. You are probably someone who thinks you need to do it all in order to be a good mom, um, or that real business owners are like in every aspect of their business. They're really good at all the things. They're just the jack of all trades. But refusing to ask for help is absolutely a fast track to burn out both in business and in your home.

And in business, this might look like you're holding on to admin work or editing or customer service or something that someone else could actually help you do faster and better. And in motherhood, this might look like, you know, you're feeling guilty about getting childcare help or letting your husband handle dinner.

Like saying, Hey, what can we do to like distribute the household? Load a little bit more. How can we have a family meeting and figure out, you know, what nights am I gonna cook? What days are you gonna fold laundry? How are we gonna figure this out? And a lot of times I think these conversations aren't being

had because there's just that little sneaky underlying belief that like, you should just be able to figure it out.

Like the, there's women you're following, probably online. And she just seems like she's. Figured it out. Her house is clean, her kids are cute, their outfits match. They don't seem to have issues with laundry backing up and her business is thriving. Look, she just sold out another course. But like that is, you know, I don't have to tell you, but I'm gonna tell you that is not the complete picture.

We have no idea the level of support that these women have that we follow, or men. And many times, um, that's just, it's not a helpful picture to look at, like thinking that someone else is conquering the world by themselves. And so we have to conquer the world by ourselves. Um, and so just really thinking like, where could I ask for help?

Where could I ask for help from like another business owner or family? Where could I get help delegating? In my business, well, maybe there's a team member. Maybe there is a, a person you can bring into your business and say, Hey, I need some help strategizing this thing. I need to have a plan for what my content is gonna look like for the rest of 2025.

Who can you delegate that to, because that is somebody's. Area of expertise. There are people who can come into your business and say, Hey, I think these are some areas where you're probably losing some time. And this is, this is part of the audit that I do for my clients when we first start working together.

It's just like looking for gaps, looking for issues, and I think that's another part of delegation. So just a reminder to you that delegation is not a weakness. It is leadership and being the leader and A CEO doesn't mean you're doing everything. It just means you know how to get everything done through the people that you've built around you, right?

Like it all gets done. It just doesn't know. It doesn't have to be you. That gets it all done. So you can do everything. You just can't do it all well, and sometimes that means delegating. So there is an episode recently here on the podcast from my maternity leave where we had a guest expert come in and talk all about delegation.

Um, that's not as episode here, and I'll make sure that that's linked in the show notes and talks all about this concept of asking for help and what this looks like from a business perspective. So definitely check that episode out as well.

Mistake number three is going wide instead of deep. Now, this can show up in so many ways in your business.

This could be your offers. You have way too many offers and none of them are specific and. Dialed in enough. This could be your content or platforms that you're on, or the ideas that you're chasing currently in your business, that there are just so many of them, and the time that you have and the ideas that you have are just not aligned whatsoever in terms of your capacity.

And because of that, you might have a million things going on at once, and you're really not making a ton of progress in any of them. And like that's a hugely frustrating feeling when you feel like you can't get headway. Like you're like, I just got to figure out what was going on with Instagram and now this is blowing up over here, and I just figured out how to.

Onboard my clients and give them this really beautiful automated experience, but now I need to go figure out Pinterest and I have this and I have this, and I've said yes to these other projects, and they're not even all really aligned with what I want to be doing in my business in five years. And if that's the case, it could be that you've gone really, really wide.

Thus, your energy has gone wide. You've just started scattering your energy everywhere. However, if you look at this like, okay, what if I just dug one or two really deep holes instead of like lots of little shallow ditches everywhere? What if I just focused on one or two things? That way you can dedicate that energy into that thing.

And when you pick fewer things, you actually start to make more progress that you notice and you see, because you've gone all in on those things, whether it's offers, whether it is platforms that you're creating for, things that you're saying yes to, how you're spending your time. This is so, so important.

And a lot of times, I think this is one of the most common things that I see is just. Way too wide and not enough, enough depth, and I, I've been guilty of this. I have to constantly reign myself in from saying yes to something that's like such a cool idea, but is actually not something that I could actually put.

My best effort into, I can't be excellent at it. And sometimes I'm thinking, ah, this, this is a great opportunity, but then I have to check and say, but is it like something I can really dedicate some time to? Can I actually give a hundred percent yes to this person or this brand or whatever it is? And if the answer's not, no, it might not be no forever.

It could just be like, no, right now. Like, what about next quarter? 'cause timing is so important too. So if you feel like you're spinning your wheels and like nothing's really progressing, you know, like your following is not growing and your content's not getting traction, and your email list isn't growing and you've tried to launch something and you put out this new product and like it didn't seem like it got anywhere, it really could be that you need to do an audit of your business on how wide you've gone in the many areas that I've mentioned, and think about what would it look like for the next 90 days to go deep.

On one or two things instead of just shooting the shotgun everywhere and feeling like you're just spraying and hoping for the best. Okay. Mistake number four, following the wrong people in business. And this is like specifically, I mean like online, like letting these people speak into your life and not realizing that they're really not aligned with what you're doing.

And. It's thus just derailing you. It is a confidence killer, and social media is the biggest culprit of this. Social media can be so inspiring, but it can also be somewhere that you're like, you immediately start feeling less than like someone else has it all together. Like maybe you should change what you're working on, change what you're focusing on, and before you know it, your confidence has taken a hit.

So if you're following people that are in totally different seasons of life, for example, they have no kids or they have full-time childcare, or they're in a completely different industry, like maybe their life situation looks vastly different than yours. They have family that lives with them, that helps with their kids or whatever the situation is, it can be really easy to start thinking like, if she can do it, like why am I back here?

She's running circles around me. But here's the thing, we don't actually know all the details like we were talking about earlier in the episode. And not just that you are not on her timeline, you know, you, you, you don't have her story, her capacity. We just don't know. And it's a huge distraction from your calling, from your, what's been placed in your lap right now.

So. The more that we've really get close and follow these people, the more I think it can like chip away at the confidence and the calling that we had felt at the beginning where we're like, I really wanna do this. That that excitement and the passion can start to wane and then like that doubt can start to creep in.

And this is not to say like that you shouldn't follow people that have like really different lives than you. I think that just let it be a gut check moment of like, if

somebody's content. Has you feeling less than like you're behind questioning your worth? I think it's time to take a break from them.

You can just mute, you can unfollow, you can come back to them in the future, but I want you to curate your feed so that it fuels you instead of drains you. I want you to curate the things that you hear, the messaging that comes into your. Mind, especially through, you know, it, this could be social media, this could be long form content like podcasts and books.

Um, sometimes you can get something wonderful from somebody in a really, really different season, and then sometimes you're, it just brings frustration. So I think that being really discerning about who you are going to let into your brain. In this time and in a season where what you're building is gonna look different than what she's building or what he's building, it does look different, and that's okay.

Until you get to that place where you can see somebody's content and you don't feel any kind of way about yourself, then I say, mute. Mute, unfollow. Do what you need to do to curate your. If you're looking for a good aligned follow, I would encourage you to check out some of the recent guest episodes here on the show.

We had a whole series of incredible women come and speak on this show, and they're all moms. They're all. Building they're called to both life. They are chasing dreams and raising little ones. And so if you're looking for some inspiring and aligned content, I think that would be a great place to start.

We've just, we've had some incredible women come and share, and a lot of them make content specifically for women like us, like in this exact season. So very encouraging and just uplifting content. So. Definitely go check them out. Okay. Mistake number five is not having clear goals for both your personal and your professional life.

When you don't have clarity on what exactly you are working towards, it is almost impossible to make decisions that are going to align with your priorities and support that goal. It's almost impossible. It's probably never gonna happen. So. You end up really busy all the time, running from thing to thing, feeling kind of scattered and not moving towards the life and the business that you actually want.

So setting goals for your business is so important. We've talked about this extensively here on the podcast. I have a couple of goals setting episodes that

have been so popular. I have a goal setting like freebie. I'll have that linked in the show notes. Like a guide that I love to go through in my own business, especially at the beginning of the year, to really like, reflect and it walks you through the reflecting and the goal setting and you know, just getting really tangible with all of this.

But I also want you to be thinking about goals for your motherhood, for your marriage, for your health, for your faith, and like for your home, like your physical space. And the reason that these are so important is if you're anything like me. The business part comes really naturally. I'm just gonna be really honest.

The business part comes really, really naturally to me. I have goals in every aspect of my business. I have goals in terms of like what I wanna see when I open my bank account. I have goals of what I wanna see when I look at my team on Slack. I have goals for how much I wanna be working and what kind of people I wanna be working with, and the client wins that I wanna see my.

Business coaching clients have in their businesses. Like I will get that specific, but it's a little less exciting for me sometimes to think about like my house and my health and my marriage. But now that I've really started to dedicate more time to this, even though it is not my strong suit, I can see how impactful this is on my business.

Because if my health and my energy is in the garbage, how can I show up and create the work that I wanna create? Like, I really can't. How can you create the impact and the offers and the art that you wanna create in your business? If you are struggling in your health and you're struggling, like your home is a mess, and you have don't, you don't have systems for all of these things.

Even like just to schedule for like how things are gonna get done and who's gonna help you get these things done in your home. And when we put that on the back burner. Then it's no wonder that it feels like we're not thriving or that things are out of balance. And so making sure that you really do have a clear goal that if someone said, what's something that you wanna accomplish in your health in 2025?

You would know, you could tell them something, you know, like what's something that you wanna see in your motherhood by the end of this year? Or like, 'cause I think most of us, we would say like, what's your income goal for 2025? We would know, like immediately we would know. But would we also know if somebody said.



You know, what's a faith goal that you have? Like, are you memorizing any scripture? Are you plugged into your church? Are you, you know, feeling poured into in that regard, that's like a totally different question, but when we don't have clear goals in these areas, it becomes a problem. Eventually that gap just gets glaringly obvious and we have to address it.

And so I really do want you to sit down and, and think like, Hey, are any of these. Areas that need a little bit more of my attention. And I think each one of these things could be just a really good thing to like put on a sticky note. Like if you felt like, Ooh, that's my thing, that's my mistake. That way you can be more aware of it.

So let me recap the five big mistakes that I see for women chasing their call to both life. Mistake number one, being too rigid in your plans and failing to adapt to. Your changes of life and season Mistake number two, not delegating tasks and not asking for help. Mistake number three, going wide instead of deep.

Mistake number four, following the wrong people and letting the wrong people influence how you should be running your life and your business. And mistake number five, not having clear goals for both your personal and your professional life. Okay, so there you have it. Those are the five most common mistakes that I see when I work with ambitious women who are balancing business and family.

And I am curious if this resonated with you at all. Friend, you do not have to perfectly balance anything. There's no way that we can perfectly balance everything at once. The goal is to be intentional. Intentional about your time. Intentional about your energy and your priorities, and that starts with recognizing the patterns that are holding you back.

So if you identified any of these not so great things that we fall into, myself included, that is, okay, you're in great company and this is something that now you can be aware of and start working on. So if you found yourself in any of these mistakes, do not beat yourself up. Just pick one and make a small shift this week.

A small and intentional change that's gonna compound over time. So I would encourage you to share this with a friend. If you have a mom friend in business, please go ahead and share this episode with her. Maybe you could start a good conversation where you saw yourself in this episode, and maybe she can share where she saw herself in this episode.

And it can just lead to some really beautiful growth conversations. As usual. Thank you so much for listening. I will see you next week. 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.

I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.