

If you have ever wished that you could find a way to stop overthinking all of your content and simply create and publish without getting stuck in draft mode or creating something, and then at the very last second deciding, Ugh, it's not good enough. It doesn't make sense. The messaging is not right. I'm gonna just save it as a draft and I'll come back later.

And then you never actually do. If that's you, you're in good company. Well, we're gonna talk about it here today. We are gonna talk about overcoming perfectionism so that you can create more, publish more, and get seen more in your business. First, I feel like we just need to talk about the cost of perfectionism and what it's costing you as a business owner to be in this cycle.

This never ending loop of things not being good enough. The comparison trap being in your head. Just all of the reasons, all the overthinking that keep us looping from being able to actually hit publish and move forward. And I think the biggest thing is that when. You are in the cycle of perfectionism.

The content isn't going to be seen by the light of day and when it's not getting seen. Visibility is no longer a possibility, right? Like when you are overthinking and over editing and over perfecting your content or thinking that you can perfect the content that perfection is. Possible you are going to be costing yourself visibility, costing yourself potential clients, and even costing yourself opportunities that you never know what opportunities you would've had if you could have published, if you could simply hit publish and get out of your own way.

Now, I know that this is. A super common thing and that one reason that I know that this is really common is that perfectionism actually showed up in the top most played episodes. Here on the call to both podcasts, we have an episode called Pushing Past Perfectionism, and. I was really moved by this because this is just something that I shared a little bit off the cuff, um, because of my own personal story with feeling like I just overwork, overwork my work.

And I think if you're a perfectionist, you get it. You get it. There's, there's a lot there, there, and I know that so many people resonated with this, and so I wanted to create this as a follow up of more tactical. Follow up that talks a little bit more about what tangible things can we actually put in place to truly get content out into the world, not just in the context of mindset, but in strategies.

And so that's what today's episode is going to be. You are 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 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.

So first I like to start with identifying the root of the avoidance because to me, perfecting our work, like when we're sitting there over editing, feeling like no caption is good enough, no, no font is perfect. In Canva, the the white balance isn't perfect in the image. What I think is happening is truly an avoidance, and I think it's important that we like name what the true root is so that we can then strategically.

Put some things in place to support ourselves that we can overcome it. Common reasons that I've seen in, in my own life and in my clients' lives are fear of judgment. Maybe they're comparing, so like they have an idea of what something should look like as they're creating and your, or, or another one is, um, identity.

Just being so wrapped up in the business feeling like, gosh, if this, if this doesn't get enough likes, that does, that means I'm not good enough, right? Like, if this post falls flat, that means something about me. So like identity being very closely wrapped up in the business that you're producing can really hinder your ability to press publish and press send, and press go on things and get you stuck in this endless tweaking mode.

Right. So when we're tweaking, it's gonna be really, really hard to achieve consistency. If you're constantly feeling like something's not good enough and you can't press go on it yet, it's not gonna get seen, and then you know, you can't be there for your clients. You can't grow that relationship and that trust that all of us as brand first business owners are so desperately.

Seeking to achieve. Right? So maybe like you don't want your friends or like from your high school or your day job to see your posts. I think this is a really common one. Like you don't want your in-laws to see your reels. Like super, super common. And I actually saw a reel the other day of a woman who created

a whole new account, and she said that she blocked, like everyone she knew when she created this new account.

Like everyone, all of her family, all of her friends, like she wanted to be able to create without. The thought of them seeing it, and I, I really thought that was so cool for her to share because her content looked so confident, her content looked so polished and put together. But for her to admit that, like she actually had to like mute some things, mute some voices and get out of her head to achieve this was super interesting to me.

So get into the root of what is going on for you, and I think even for some people. It can be as simple as like they're not creating in an environment that's conducive to publish anything, right? Like if you're distracted and you have friends playing and you're listening to music and like your kids are coming in and out and you're trying to achieve something, then that could be also a reason why you haven't been able to press go on something because.

Everything is set up against you. So I wanna share a couple of strategies that have really, really helped to move the needle along, get me out of, uh, my head, and actually get some things published out into the world. So the first is to set deadlines. And use good enough benchmarks. So what's really important is that things are getting out into the world and not that they are perfect.

And the idea that a blog post or a newsletter or an Instagram post can be perfect, is gonna be super, super damaging as well. So what I think is important is that we have standards, right? Like we still want to produce excellent, excellent work. And I'm guessing if you are listening to a podcast and you're like.

Six minutes into a podcast like you deeply care about the content that you create, and you probably have standards. So instead of the standard being perfection or just like when it feels good enough, which is like, what is that, how is that feels very dependent on my moods and wherever, like my hormones are at that day.

And instead, I want this to be based on a benchmark like brand standards for your business. So by setting a deadline, like. I know I want to be publishing content to my podcast every Monday. These are deadlines. These are things that have to happen. I'm gonna make an agreement with myself that these things have to happen, and then I have to use benchmarks to create that content.

Like how do I know that what I've recorded is good enough to put out into the world? Well. You partially don't know, right? Like partially you just need to

publish and people will tell you what constitutes good enough, right? And so I think like releasing the idea to. That it can ever be perfect is very important.

And with that, creating brand standards is going to help you. So I know what I want a general structure to look like for my posts. I know what is a, um, formula for a good title, right? Like I know, how do I expect my graphics to look in my business, or how do I expect my, uh, I, I mean literally, this could be for each individual platform.

I have a standard for how I like to approach them so that I don't have to reinvent this every time I go to sit down. But also by having some benchmarks and some good enough standards in your business, you will be able to outsource. And that is my second point. So outsource the final touches. Or the beginning of the creation of the content to a virtual assistant or to an editor.

So when you've created like a playbook for the standards that you have in your business, this makes it so much more possible to hand something over to someone and say, Hey, I have a blog post here. I want you to create a newsletter out of it. I want you to create a carousel out of it, and I want you to put this on my Facebook community just.

Three examples. So here are my standards, here's what I do, here's how I do it, and here's how you can do it. But if you don't have that, then it's, it's gonna be really tricky for you to get help. And I think by outsourcing some of these, um, the sticking point of a creation of a piece of content, it's a game changer.

And I feel like outsourcing the final touches could be a really helpful way. If you still want to have your hand in that content, you still want it to sound like you. You still want it to feel like you. Then you just want to hand off the finishing touches. So this podcast is a great example of that. I'm gonna sit down.

I'm going to create this content, like this is my idea. These are my words, this is my examples, and I've sat down and put this into a document. I sit down and I, I'm at my desk. I open up a recording app on my computer and I start talking, and then I add it to a Google Drive and I hand it off to my podcast team member.

They can take everything from there, right? Like they're not coming up with something out of nothing. They're taking a recording of a completely unique, long form vi idea and then piecing it down saying, okay, what graphics do we need? What's the subject line? I've already given them an idea of what I want

for the subject line, but I wanna be in a collaborative experience with my my team members where they can say like, Hey, I actually.

Think maybe we should consider this, this title idea. And I, I love that because then it's not on just me to figure out like, when am I gonna hit publish on stuff? And like, I have to take something from the inception of an idea all the way to publishing. And there were years, there were many, many, many years where I was creating.

Every single piece and touching every single step of this in my YouTube journey, especially, I mean, I've created hundreds of YouTube videos by myself, so I know what it's like to take this from start to finish, so I don't say that. Um, in like a, just get a va, like, it's a simple answer, but I do think that there is a great benefit to saying like, Hey, what if you could bring someone in for just a handful of hours a week to take things to the finish line because you're having a hard time.

Being the one to press go. So that's just one strategy. Hey there, creative business owner. Let's talk about a game changer for your income affiliate marketing. If you've ever thought I would love to make more money in my business without taking on more clients, then my brand new course affiliate Boss is for you.

This course is designed specifically for photographers and creatives who want to leverage affiliate marketing. In a way that feels natural, not salesy, whether you're recommending your favorite tools, sharing resources you already use, or building a passive income stream, affiliate boss will show you exactly how to do it.

Inside. You'll learn the step-by-step strategies to start, grow, and maximize your affiliate income without needing a massive audience. You'll be getting everything I've learned so that you can start earning as an affiliate right away. So if you're ready to add a new income stream to your business, head to my website.

Join michelle.co/affiliate-boss and join Affiliate Boss today. Another strategy is that when you are batching, if you batch create, you realize that there's so much less pressure on any one singular piece of content. And this, this is an idea that I noticed was coming up for me. So when I start obsessing a little bit on like, um, like getting a caption exactly right and reworking it and um, just getting in my head about it, wasting a lot of time and feeling very perfection.

I realize like I'm putting so much pressure on one piece of content and like no business is built. Or killed in a single piece of content. Like that's just not how it works. And that's a good thing. Like it's a good thing. It takes many, many bricks that you lay down slowly over time with your clients showing up for them and sharing your ideas and sharing your work with the world in order for you to build a brand.

So when you batch content, like if I sit down and I record. Three podcast episodes, then I realize like, okay, if I share an example that just kind of falls flat or the content just blah, it's not great. It's just not great, and that's okay. I'm gonna have those days. I realize, Hey, I, I had two others. I recorded two more, and then next week I'll, I'll have a better, more catchy title, right?

Like, I have 52 podcast episodes this year. So no one podcast episode needs to carry my business on. Its back. So batching your content, even if it's just a couple posts at the same time, I think can reframe the pressure of a single post. So just remember that your consistency is so much more important than any perfection that we think that we can achieve.

And if you don't publish, I think this is another good one for me, is that like. When you don't publish anything, like when you're in this mode, your audience really can't benefit from anything that you don't create. So I, I'm guessing you have a, a wealth of knowledge, a wealth of, um, things that you could share, ideas and reframes and beautiful work and artistry that you could create and share with your, your potential audience that just hasn't made it out into the world because.

There's a little bit of overthinking happening here, so if you can set a deadline and use some of these tricks that we've talked about in this episode, imagine what impact could be had through the content that you do publish. I think that's like such a great reframe for me. Um, along the same lines as setting a deadline, I kind of wanna loop back to that point just for a second.

A lot of times for me, this is like very informal. This is, I'm, I'm grabbing a timer or I'm just going on my phone and saying, I need to send this email. I've got 30 minutes left of childcare for today, and it is absolutely a non-negotiable that an email goes out to my audience this week. I need to talk about the podcast episode.

I need to share about what just came out and why I talked about this and, and make it interesting and connect with my audience. It is a non-negotiable, so by having that time constraint of like, Hey, we've got 30 minutes. I don't have time

to overthink it like it's a game with myself. Now. It's less about making a perfect title and a perfect headline and oh my gosh, I should find a gif and I should create a graphic.

And it's like, no, we've got 30 minutes. How good can we make this in 30 minutes? How much can I use from what I already have? Like my brain is now like, it's not a matter of like, what's the best email I can write? It's now a matter of. What is the best I can do in 30 minutes? And it just, that completely changes the game.

And it just, it, it kind of makes it into literally a game for myself because I know I'm committed to it. Like we, I cannot come back in, you know, another day. I've got other things going on, on other days, so whenever I, I put a little time constraint on it and I put a deadline. That becomes a really fun game for me of like, what?

What can we come up with? And sometimes like the coolest ideas, like when you don't leave the whole day open or just like say, oh, I hope we are gonna send an email this week. I should probably start blogging again. Put something specific, like, how much time do you have this afternoon? How about the game is how many blog posts can I write before my kid wakes up from their nap?

Or you know, like literally you make a game out of it that will get you into action and get you out of that mode of overthinking, which makes a huge difference for me, and I know it'll make a huge difference for you as well. Okay, so let's continue with our new routine, our end of episode wrap up routine where I share another podcast that I'm currently enjoying.

I feel like my podcast subscription feed is full of some of the best podcasts. Ever. Like there was not enough time in the day. I have a whole saved library of these things, and so I really felt like it'd be fun to start to share with you. So I started this last week. I'm continuing it this week and this week I want to share Maddie James' podcast called Every Day Magic.

I love this podcast for a couple of reasons. Maddie James is just amazing. She's such a light and a joy, and as a fellow mama and business owner and believer, I just look up to her in so many ways. I heard her speak, um, in real life in uh, Nashville a few years ago, and I've been following her ever since and I read her book, so she's incredible.

I just love that these episodes are really mindful of how much time we have. A lot of her episodes are quick, they're to the point and they are not fluffy, so I

love 'em. So Maddie James' podcast. It's called Everyday Magic. Definitely check it out. Oh, and a quick note before you go, if today's episode got you thinking about your content, wanting to create a plan around your content, especially as we look forward to 2026, I wanna share with you, I have opened two spots for my 30 day.

One-to-one coaching intensives with a content focus. So essentially that's you and me for 30 days working together to map out your 2026 content, figuring out exactly what topics, titles, and content you can use and create. In 2026 to drive traffic and revenue to your business. If you're interested in one of these spots, simply reach out on Instagram, send me a DM and I would be happy to share the details.

I'll 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.