

Are you wondering if it might be time to work with a coach to grow your business, but you're kind of wondering like, is now really the right time? Am I ready? Is my business ready? What are some things I should be looking for? Well, I'm gonna answer that question. I'm gonna give you seven signs of readiness that it is time to dive into working with a coach in your business.

But I also wanna share with you some of the experiences that I've had in hiring coaches, in working with coaches from my very first ever coaching experience to a coaching experience that I actually had last year, 10 years plus into my business. 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.

Okay? So if you're asking the question, is it time to work with a business coach, it's very likely that you have already done a lot in your business and you've already accomplished a lot. Even very successful people that I know who have. Booked Dream clients built, the website, gotten published, and even some like awards are seeking out coaching.

And so this is not just for beginners at all. I really see coaching as a. Less about your exact stage of business or revenue and more about what you're hoping to achieve and how quickly, and when I think about the different coaches that I've invested in in my business, this is so true because when I worked with my first ever business coach, we were winding it all the way back to 2013.

I was so brand new. I'm not sure that I had been paid more than a couple hundred dollars in my business, but I knew where I wanted to be. I knew that I wanted to achieve things quickly. I didn't want to spend. You know, three years, just like making every possible mistake and anything that I could do to fast track my success, that was what I was looking for.

And I did this in a couple different ways, and coaching was one of them. And by paying an expert, someone who had done literally what I wanted to do for their time, for literally just an hour of their time. I was able to ask a lot of questions and get a lot of direction in my specific business. So really it, it was less about what I had achieved and more where I wanted to be, and I'm guessing that you have likely achieved a lot in your business and in order to get where you want to go next.

You know, you cannot continue doing what you're doing. And that's exactly how I felt. And I last year, so I've worked with so many different coaches in my business and invested in myself in a lot of different things, and I think this has contributed to. Everything that I've created in my own coaching. So now as a business coach, I have said, this is the stuff I love.

This is stuff I don't love. Didn't love that I didn't have a call recording over here. Didn't love that. I couldn't contact my coach over here, so I'm gonna build a dream offer. But as I have worked with different coaches, I have noticed a few standout experiences, and one of the ones that stands out to me in my mind was.

Working with a coach last year, and it was just such a cool experience. Now being a 10 plus year business owner, working with a coach one-on-one, yet again in my business and this time making the biggest investment that I have with an individual coach. So being yet again, like in that seat of learning, knowing like, okay.

I need fresh eyes in my business and I want to see huge results yet again. It was just, it's really an interesting full circle moment to see that the same thing was true last year, that I needed to get fresh eyes in my business and I knew I needed to get to the next level in order to achieve that. I needed greater accountability and greater strategy just like I did in 2013 when I was just starting.

So really cool how that. Truth does not go anywhere. So, okay, let's dive in. I have seven signs that you might see when you are needing support and you know, hey, it might be time to get more support in your business. So the first is you're hitting an income or a booking ceiling. So you might be working really hard.

You have not seen the growth that you were expecting, so maybe you have seen some growth, but now you're just. Plateaued. Like you are stuck at that same revenue each year and you feel like the only real way to get outta this is to give up more of your time. So the bookings are coming in, but now you're thinking, okay, how am I gonna get outta this?

I don't. I want to build something sustainable. And the goal for you used to be to simply get booked, but now you're like, okay, we need to figure out how to get outta this income plateau so that I can get some of my nights, some of my evenings back with my family and with my husband. So if you're feeling stuck at that same level where you have had success, but now it's kind of leveled out no matter what you're doing, that is a great indicator that it is time to call in some new help.

Sign number two is you are tired of piecing together strategies from free content. YouTube videos, podcast episodes can all be helpful in their own right, but they've stopped feeling as helpful for you. So if you're in a season where you want to experience hypergrowth and you're just not a beginner anymore, then you need something that's a little bit more of a connected and cohesive plan.

Instead of feeling a little bit more like you're grabbing something over here and you're listening to something here and you downloaded somebody's freebie here. There's just, there's no shortage of things that you could try or you could test. The problem is you don't have six months to kind of fiddle and play and tinker, right?

You need a plan that is set in place from someone who's done the thing that you're doing. So if you're tired of piecing together the free strategies, that is a great indicator that it might be time to get new eyes, expert eyes into your business. For Worn as an app for business professionals that provides instant identity verification and risk assessment, helping you better understand who you're meeting with before any face-to-face interactions and for professionals like photographers.

Who often meet with clients in their private homes or in unfamiliar locations. This is a super powerful tool. Many of us go into sessions with little to no verified information about the person on the other side, and that is where for Warren comes in with just a phone number. You can verify a prospect's identity and view public record information like property ownership.

And criminal history. This helps you confirm that the details they've shared are accurate and gives you valuable information to help you stay safe. I have given forewarn a try myself, and it truly gives me peace of mind. So before you head into any one-on-one appointment with a new client, take a couple seconds and run their phone number through the forewarn app.

It gives you context, is the person who they say they are. Are there any red flags that I should maybe know about? It's quick, it's easy, and it gives you confidence. Heading into any shoot or meeting, visit for worn.com to learn more and start protecting yourself today. The third sign is that you're just craving accountability and feeling like you're tired of making all these decisions alone in your business.

Maybe you know what you should be doing, but you're just not consistently doing it, and you now know that you need to commit and have someone holding you accountable, someone that is just as invested in your success and your business growth. As you are working alone, I think as a creative is something really, really difficult that not enough people talk about.

It's very isolating. It can be very lonely, and having to make every decision alone is also really hard and can keep us stuck at the same level as well. The next sign, sign number four is that you're overwhelmed by all of your ideas. Your head is spinning. You have way too many options. There's platforms, there's offers, there's strategies, and you need help focusing on what will actually move the needle.

But if you have all these ideas in your head and no one to really bounce them off of who is a trusted resource, who has done what you want to do in your business, not just your well-meaning spouse or family member. It can feel like you're stuck with all of these ideas and instead of feeling like you have a system that's repeatable for you to rely on month over month, you're just confused with all of these awesome plans and you're not really actually making progress.

Sign number five is that you want to raise your prices, but the fear and the overall lack of strategy is holding you back, and thus you have hit a pricing wall so you're ready to reposition your offer and get to that higher price point. But without having a strategic way to uplevel your brand, communicate this with your clients and have a strategy for.

Building demand around that offer, it could really fall flat. So maybe you even raised your rates, but now you're not booking. That's another indicator that you've hit a pricing wall, and yet your clients could possibly be confused by what you're doing and that you need a new strategy. You need a new way to approach this.

Sign number six is that you want to increase your take home pay, not just book more clients, but truly have more of a profit focus. Now when you're craving profit in your business and not just being booked and busy, there's a completely

different mindset shift that happens here. So like gone are the days when you were drawn in by this idea of being booked every single weekend, every single evening, and that that feels impressive to you.

That feels like a flex to you. You might now have a. Completely different focus in your business of profit. So making six figures sounded really cool at one point, right? Like that was the old goal. In your mind. That was the milestone that just felt like, man, if I could just make those six figures. I would feel like I've made it.

But then you start to realize the business making six figure and you actually taking home a salary that will help to support your family are two very different things. So what could start to feel more important to you now is profitability. Taking trips with your family, being able to pay for your kids extracurriculars, or being able to hire a cleaning team at home.

And you need to be in the right financial position in order to say. Yes to that, to say no to the wrong clients and to have a business that is now aligned with these new goals. I know for me personally, this was a big reason why I worked with my last business coach last year because my head was all about profitability.

I was thinking, Hey, I'm gonna have a third baby. I wanna be able to take time off. I want a 12 week paid maternity leave, and I really need to work with someone who understands how important that is, that not only do I wanna make an impact with my work, but I need the financial impact to come and benefit my home and my family as well.

And then finally the last sign that it might be time to bring a coach into your business is that you want your business to better fit your season of life. So maybe you're not as present with your family as you'd really like to be. The business might be thriving, but your personal life is taking a hit and you really want both.

You want the success in the business, but you also want the time freedom and the personal fulfillment on the family side. So we can have both of these things and your season and your capacity. Is going to constantly change, but the business needs to be adjusted to better reflect your current capacity and your current season.

Maybe you wanna shift down to less hours or less clients because your kids are demanding more of you in this season. Maybe you found yourself homeschooling unexpectedly, you're taking care of a loved one, or maybe you're

taking on more in the home. But the business has become so incredibly time consuming and demanding that you feel torn and like you can't do both of these things well.

Okay, so those are our seven things. Let me do a quick recap and then I will tell you your next steps. So number one, the first sign you're hitting an income or a booking ceiling. You're tired of piecing together strategies from free content. You're craving more accountability, and you're tired of making decisions alone.

Number four, you're overwhelmed by all of your ideas. Number five, you wanna raise your prices, but fear and lack of strategy is holding you back. Or the alternative, you have raised your prices and you're no longer booking at those higher prices. Number six, you want to take home more money, not just book more clients, or look really busy and cool, you actually wanna make a profit.

Number seven, you want your business to better fit your season of life. I think if you said yes to any of these signs, then you are beautifully positioned to begin to look for and work with a coach. Investing in yourself as a business owner might not be something that you're accustomed to doing with consistency.

You've probably invested in gear and software and a new computer and maybe even outsourced editing or added to your team, but when was the last time that you truly invested in you? The CEO in your mindset, in your strategies, in how you're showing up as the leader of your creative business. So I would love to be that person for you.

If you're saying yes to any of this and you're wondering who you could potentially work with. I am opening up a couple of spots for my 2026 coaching, and I would love for you to be able to grab one. Let's talk. I have free calls available to connect to see if this would be a good fit for you. You can simply go to my website@joinmichelle.co slash call or just head to the show notes and you'll see some links there as well.

And I wanna share a couple of the wins that my clients have experienced while working together with me this year. So DHA had her first \$35,000 revenue month while we were working together, Elena hit publish on her brand new website and brand that fully aligned with the level of weddings and portraits that she was looking for.

One of my clients named Tara sold out her fall mini sessions within 48 hours, resulting in over \$6,000 in revenue without Any upsells, so she's gonna make more money on the other side. My coaching clients have doubled their prices,

hit six figures, launched digital products, and better align their businesses to their growing families.

Just to name a few wins. I would just love for some of these wins to be yours as well in your business. And this is more than possible for you as well. Simply send me a message or book your free call today. 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.