

I am so excited for today's episode because this is gonna be for my established photographers and creatives. So someone who's been in business for a few years, and really if you're feeling like you're getting those clients, you're actually starting to get booked and busy, and yet you are still not quite making the money that you wanna be making, then this is your episode.

This is for you. We are gonna pause. We are gonna identify what is working and what is not. Especially now at the beginning of the year so that you can set yourself up for success and know where to focus your energy. In 2026, 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.

So today we are going to be doing a five point business health audit. I know sounds so exciting. But bear with me. Stick with me because this is truly game changer stuff. When you are growing a business, this is gonna cover the five main sections of your business, because I'm guessing that there's a lot of stuff that you're doing right.

I work with established photographers all of the time that are doing so many things so well, and yet still Aren. Reaching the revenue goals that they are looking for, or they're not reaching the visibility to the right audiences. Something is missing. They're like, Hey, there's a gap here. What got me here isn't gonna get me to that next level.

And they know they wanna get to that next level. And so this is the type of stuff that we go over. This is the type of audit that is gonna uncover some pieces in your business that are going to take you to that next level. Now, I am a mom to three. I'm homeschooling. I work less than 20 hours a week, and so you already know that.

I'm all about working only on the things that are actually gonna move the needle, working on things that are going to lead to revenue, that are gonna help you build something that's smarter, that doesn't always rely on you as well. That's kind of the angle of this episode, so I want you to know that I don't wanna just give you things to do just for the sake of it being complicated, for the sake of it sounding really cool and strategic.

It's like, no, no, no. If I am going to give you something to do, I am taking that with the perspective of like, you're a busy mom and you're a CEO, and these are things that we're going to literally buy back your time, make you more money, the end, like those are the two priorities for myself and for my clients, especially this time of year when we're really thinking about how are we gonna set ourselves up to make the most money possible this year.

Okay, so I have five sections that I wanna jump into today to just really help to shed some light on what changes or focuses might need to shift for you in the coming year. Let's jump into that first section. So our first audit is going to be a revenue check. I want you to take a glance at your income streams and your overall income for the business.

What does this look like? As you look back at the year, what does this look like as you're looking at it month to month? Now I also really like to know which of your offers, like which package is being chosen the most, and I think this is really important data. I would like you to know what of your packages are the most popular, and tracking this in somewhere simple, somewhere that you can come to often, that it's easy to look at at least once a month.

You might also note, are there any offers or income streams that are just underperforming where you'd like them to be? Or maybe they're just neglected. You kind of forgot you had that offer, or you forgot you had that item and you're like, okay, I would love to be able to focus more on this. Build a.

Marketing idea around this and more content that would generate leads towards that other thing. So making note of that. Becoming a CEO who regularly checks her numbers is going to help you to be more informed. You are gonna make decisions quicker. You are gonna move with more confidence in your business.

And I already know you're an ambitious creative. You're here, you're listening to a podcast on business growth in January or whenever you're listening to this. You are ambitious. You make big moves. You're not afraid to show up. Bit boldly. And I think that the other missing piece of this, to make sure that when you do show up, when you are making moves, that it is aligned and it is actually

gonna support the business in its fullest to where it could most be aligned is to align that with data.

So since we're talking about revenue here in this revenue check portion, I also want to point out that if you are thinking about building revenue streams in this new year and thinking, okay, I would love to be able to have more income streams beyond my services, and I'd like to know how to get started, then I want to point you back to episode 1 21.

That's a great episode for getting started. So if you're building out new revenue streams, and then we also have. Three revenue streams that I think every creative should have as an episode where I break down those three revenue streams in episode one 60. So that's 1 21 and one 60. Great. If you're thinking about diversifying your revenue streams in this new year.

Okay, audit section number two. Let's look at lead and your flow of clients coming in. So this is really important. It's like how many leads do you have in your pipeline? How many people are you currently talking to that are interested in working with you? Are your inquiries being responded to quickly, consistently?

Now, I literally just talked to you about this last week, so last week's episode. I talked more about this in depth. I've talked about key takeaways for what will make your response more likely to. Be engaged with. Right. 'cause it sometimes people will inquire and then it feels like they just drop off the face of the earth and then we're not able to properly convert them.

So go back to the last week's episode if you want more on that. But overall, right here, you, you know, leads need to be nurtured and even a perfect offer. Like if you have the perfect offer and you've done so much work on the back end of your business to present this perfect offer, that perfect offer is not going to convert if the lead isn't being nurtured towards the sale.

That's so important, and I think that's a piece that is often missing. How many leads are we getting? Is it enough to support your goals? And that's a good one to note down here. Now let's move on to content and visibility. Content and visibility. Are you showing up in the ways that actually attract clients?

What I think is really helpful is to, on a piece of paper, write down like where are you showing up? I know a lot of my clients are on Instagram. They like to blog on their own websites. They have an email list and they just have a social

presence overall. So maybe they've picked TikTok or Facebook, but you write down which ones.

Are going to be your core places that you actually show up. Maybe you have secondary ones, maybe you have a repurposing platform, but knowing like where is your hub? Like where's the focus gonna be for this year, is really, really gonna help you when it comes time to actually plan and strategize and create for that content and for that visibil.

Now I think Instagram is like a no brainer if you're looking to leverage Instagram more in 2026, especially stories. I have a whole episode about 10 ways to use stories to grow your business and it's episode 53, so it's taken it all the way back to episode 53, but this is like one of my favorite episodes and I've always gotten such good feedback on this episode.

So if you haven't listened to that episode. You might wanna hit that one next, especially if Instagram is a focus for you this year. I know sometimes it can just be really helpful to have someone lay out specific content ideas just to get things moving for you, especially if you feel like it's been a minute, you're in a little bit of a funk when it comes to creating content.

So I created an episode here where I have seven content ideas to boost your visibility. And your brand authority with your content, if that would be helpful to just hear some specific ideas that you could bring into your business as a service provider, as a photographer. That can be found in episode 1 31, and I love those episodes because I can just listen through and maybe cherry pick one or two ideas to turn around and create immediately, and it can just really help me to get out of a content creation funk that you can be in sometimes.

I think that this is just super helpful. That episode is gonna get the gears, kind of get things going for you. And I think this is so important because at all levels in business, we're gonna have these moments where we need to revisit our content. Content is gonna be a. Big part of this strategy for you going into the new year.

So if you feel like you don't have enough leads, we probably have a content and visibility problem. If you feel like you're attracting the wrong leads, we have a content and visibility problem. We're speaking to the wrong people. We're talking about the wrong issues. We are not speaking to the level of issue or client or problem that we're looking to solve.

And so a lot of times. Your content can work for you for a few years and maybe you have booked lots of wonderful people, but now that you're trying to become

a little bit more sophisticated in the way that you show up online, you've realized like to get to that next level, to increase your prices, to serve that new clientele, whatever this is, when the business changes a little bit, the content also must change.

And so this is the kind of thing that I coach my clients on a lot because that visibility piece is a non-negotiable thing. And it's typically the content is going to come into play at one point or another, whether it is a lead source issue, whether it is a revenue issue, whether it is a systems and processes issue, it can all come back to content in some way.

This is gonna be a big focus for a lot of my clients, the people that I'm working with now. We are continuing to build this out together. Okay. The next step is to really look at your packages and make sure that we've built clarity into your offers. So we're really looking at your services here, and we're asking the question of, are your services clearly defined?

Are your prices reflective of where your goals are for the year? So this is sometimes where there's a disconnect, where your prices are one place, your capacity is one place, and then your goal for the year. Those three things are not talking to each other, where you might have this revenue goal of making 150,000 in your business this year.

However, in order for that to become a reality, you would have to book. More than your schedule can actually contain, or you would have to always book your very, very, very largest collection, or everyone would always have to do the upgrades. And I think that because of that, we can end up being frustrated because the way that a prices and collections are currently set up do not support the goals that you have for the year in a way that is.

Actually sustainable and that you can consistently book. So some issues that you can look for overall here as you're reviewing your prices, reviewing your packages, and just looking at your offers are to look and just make sure that you're not offering too many options or too few options. I've seen most of the time people lean on the too many options side of things.

Another thing that can really cause. They're not to be clarity is when a package hasn't really been defined, like who it's for, who this might be a perfect fit for. And I think that when we don't present our packages and our pricing in a way that is really, really clear and helpful for the client, it can be very confusing.

So the presentation of your packages is a really big part of this. So looking at your collections, are they clearly defined? Do your prices reflect your goals for the year? Are there maybe too many or too few? And is the presentation very clear and not confusing? So I recently worked with a wedding photographer who decided actually to narrow down their package options from I think five collections to three.

We adjusted some deliverables. We actually increased the prices and their booking rate immediately increased. They noticed an immediate clarity for their clients when they were on calls, when they were presenting, when they were sending their brochures. They just got such a faster response from clients saying, okay, yes, I want to go with package one.

I wanna go to package two. And I think that seeing that. Just so recently is such a confirmation. I was like, people still want simplicity. Simplicity still wins and clients are going to convert faster when they can understand super clearly what they're getting. Maybe you're thinking, oh, they can just customize.

They can tell me what they need and I'll come up with something custom. If you're going completely custom white glove, make sure you are guiding them every single step of the way and that there is nothing left up to them to fully. Have to take it upon themselves 'cause they don't want more homework.

They want you to lay out in your expertise what packages make sense for them, what offer is going to be the next best step for them. So you are the expert. So guiding that through and making sure that you have great clarity in that area is gonna be huge. Okay, our fifth and final area for our business audit, this is going to come to the invisible machine behind the scenes that is supporting it all.

These are your systems and processes, This is like how you manage your clients, how you're getting paid. So your CRM, it's like HoneyBook, Dato, all of that. But it's also how you're staying organized as you're running projects, shifts and turns in your business, managing all the content, coordinating with your team, and I think that is a piece that is often overlooked.

That's project management. And a project management system, so making sure that you have both, you need a client management system, but you also need a project management system. Asking things like, are you making sure that everything is being tracked or documented or delegated? How are the workflows in your business when you onboard a new client?

Are we following some consistent steps or does it feel a little bit messy? And I will be the first one to admit that as more of like a visionary type and a fast mover. In my business, I tend to skip things like this because it feels like it's gonna just slow me down. The idea of pausing and implementing some systems or thinking about like, Hey, what's the best way for me to do this?

What if I did a template and maybe I should automate this? That does not sound exciting to me. But I will tell you that doing the not exciting thing. It has paid off for me so many times. So really leaning into this, even though it might not be where you want to spend your time on an average Tuesday, I think is really the work, the nitty gritty work that it takes to grow a successful business.

So I sat down, I think it was like the beginning of 20 23, 20 24, I don't know, a few years ago I took two hours to sit down, preload in and adjust every email in my business into HoneyBook. so for the rest of the year, I felt grateful to my past self. I could do something in less than a minute, completely customize a response in less than a minute, instead of coming up with something new every time.

Now. Yeah, I mean, I can, like, without really thinking too hard, I can answer someone's question or nudge someone closer to the next step or say like, oh yeah, let me follow up with this client, make sure that they've completed their questionnaire, whatever that next step is. Or I could set this thing up and it takes a couple hours and then I get to benefit from it for literal years.

I really wanna encourage you to take the time to look at like where you're losing time in your business, where you might benefit from just making the decision once because you are losing. That daily decision making ability, like we can only make so many decisions in a day, and you're losing that. Those like moments of clarity and brainpower doing tasks that are not high level tasks.

These are just responding to emails, following up payment reminders, things that you shouldn't even be touching as the CEO in your business that you need to customize once set up and move on. Even tiny, tiny improvements in your systems will save you your energy and your time overall, which are. Gosh, equally important as busy working moms, the your energy and your time, those are those things that we are gonna fiercely protect this year.

Okay, so quick, quick recap. Your first area that you're gonna check in your audit is your revenue, revenue check. Second is your leads and your client flow. Third is your content and just overall visibility. Number four is offers and package clarity. Number five is your systems and processes to support it all.

And then again, I will say the piece about the systems and processes is really, really important, especially if you have anyone helping you in your business or you aspire to have a team or an assistant in your business, because this is pretty darn near impossible to bring someone in your business and say, here's how we do things.

If we don't have that piece in place, work for your future self and get that set up. So jot down a couple of areas that you know immediately need your attention. Pick one key takeaway from this audit and tackle it this week. Tackle it today. Pause this episode and write it down. If this audit resonated with you, DM me, send me a message on Instagram and let me know the.

Biggest insight that you have. I would love to hear what discovery you might have made about your business, and I will see you in the next one. 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.

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