

Hey friends. Welcome back to Call To Both. I am your host, joy, and I'm so happy that you're here today. I have been thinking about this topic a lot lately. It's coming up in my coaching conversations, and I thought I would bring it here to the podcast because I know that this is going to serve you so well because it's been so important in the conversations I've been having with my clients.

I wanna talk about a shift that truly changes everything. And I know that sounds dramatic, but I mean it, this is not a strategy shift. This is not a pricing change or a funnel. This is an identity shift. And the identity is this. It's the moment that you stop thinking of yourself as a photographer who runs a business, and instead you start thinking of yourself as a CEO who just happens to be a photographer.

And I know that that could sound subtle and not that significant, but let me tell you it is, and I wanna unpack it in today's episode.

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.

Okay, so let's talk about the difference between the photographer mindset and the CEO mindset. When I say CEO, I really mean a boss, a visionary, a leader, the one that is driving the force and the vision behind your brand and your business.

And for me, the word boss just really resonates. It always has, I mean of course it does, right? 'cause I trademarked photo Bos and started photo Bos and I just have really identified with this concept of being my own boss. I think it was probably the biggest reason I started my own business and had the audacity to just say, Hey, I'm gonna be a wedding photographer and I'm going to charge these prices and I'm gonna figure this out.

I'm gonna build a website and do the dang thing. And I'm guessing it might be the same for you too, because working for myself has always been the goal. It has always been my dream, really. So when I say CEO mindset, I mean the girl that's leading the business. So let's talk about the difference between the photographer and a CEO mindset.

A photographer mindset is gonna be asking questions like, how do I book more clients? While the CEO mindset is asking, Hmm. What does my business need in order to grow without me burning out? The photographer mindset is reacting to that slow season with fear, with panic and worry. Meanwhile, the CEO mindset has already built that plan forecasted for a slower season, maybe even marketed in such a way that you see less of a slow season built in new revenue streams for less of a slow season.

The photographer mindset prices based more on fear and honestly what their competitors are doing. Meanwhile, the CEO mindset is basing the prices more on positioning, value and strategy, not what other people are doing Now. Neither of these mindsets are wrong. I know I set these up to sound like one of them is better than the other, but really what I'm saying here is that they are suited for different seasons.

That photographer mindset gets you started. It got me started. It served me for years thinking like a photographer. But the CEO mindset is what's going to scale you beyond the success and the revenue that you have achieved to up to this point. And I wanna say this, the reason that so many photographers plateau in their income plateau in the level of clients that they can book and feel stuck and not sure what to do next, is because they are applying a photographer mindset.

To a business that must grow past it and has a hard time growing because we must apply new thoughts and practices to the business through a CEO mindset. So this might be speaking to you, you might be like, oh yeah, I feel like I'm at this point and I'm wondering how to break past it. So let's make this practical.

Let's talk about what operating. Like the CEO actually looks like, 'cause I want this to feel tangible for you, and I know CEO, like they can feel like a buzzword. let's unpack some examples here. operating like a CEO means that you know your numbers.

So that's one great example. You know what you made last month, you know what your expenses are and you know when you are close to hitting your goal. How far you are from your annual goal. Whether you are on track or not. It also

means that you have standards for things like your client experience, things that you are just not willing to compromise on.

Your inquiry process is standardized. Your communication, your pricing conversations, all of this is built intentionally and is consistent. It means that you are making decisions based on strategy and not emotion. Now, I'm not saying that we don't bring our intuition to business because I think as women that is a superpower for us.

What I mean is that. When a slow week hits, we're not spiraling. We are not looking left and right to see what your friends and family think of this. We are looking at the data and we're talking to our inner circle, the people that actually run businesses, and we are making a plan and an intentional next move instead of having a moment of despair.

This also means that you're building something that lasts. You're not just filling your calendar, shooting more sessions just to shoot them, and instead really thinking about this business in terms of a lifestyle. Thinking about your business in terms of something you could sell, thinking about your business.

In terms of intellectual property, we are thinking beyond just photography and figuring out how is this going to support the life that I want. The legacy that I wanna leave and the impact that I wanna have. And let me just remind you that CEO version of you is in you. You've probably already actually operated as A CEO at different points in your business, so she's way closer than you think.

This isn't like a whole new persona that you have to step into. This is someone that you have to be just a little more often, and she's already there. She's closer than you think. So I wanna tell you what actually makes this come a lot faster and, , I think this is something so important because I have seen, I mean, I've coached with hundreds of photographers, which is such a crazy thing to say, but it's true.

I've coached with hundreds of photographers and educated thousands, here's something that I've seen. The ones who make this identity shift the fastest. Are the ones who are in the rooms with those who already have the identity. So even if it's a virtual room, when you're in a space and you are exposed to people who are serious about their growth, their standards are higher, their prices are higher, their excuses have shrunk down.

You really start to see what's possible for these people, and you start doing the same thing. I know that it's. A common saying that we are the, average of the

five people that we spend the most time with. I think this is true digitally as well. I think the five podcasters that you listen to the most are going to have the greatest impact on you.

The five books that you've read most recently are gonna be the most top of mind for you. The friends that are speaking into your life most readily are gonna be the voices that become your inner voice. And so it is that impactful, the room that you're in. Whether it's in person at conferences or a virtual room like group coaching, this is so important and making sure that you're actually getting in that room is going to speed up your growth, and that is why community is so important and should be a factor that you're thinking about when it comes to the growth and the trajectory of your business.

I think it's one of the most powerful tools for growth and making our growth come faster and should be something that people talk about more. I think when you're surrounded by photographers who have already done this and then you realize like they don't have something you don't, they have simply chosen to sit in that CEO mindset and chosen to refine the business and have standards they're holding for the business and get coaching to get through those mindset blocks that are inevitably going to come up for themselves.

You realize that it's available to you too. So the faster we can get in those rooms, the faster we will start to assume that mindset and step into. Being a boss, that's where we can go quickly. That's where we can be exposed to new thoughts, new ideas, and more CEO level thinking. Even exposing your thoughts, your mind to podcasts like this is absolutely going to grow you.

But I will say the more that you can get around CEOs that are going to challenge your thinking. Point out where you might be letting yourself hold onto an excuse that is not serving you the faster that you're going to see results. So I wanna encourage you to think about this. Think about the questions that I asked at the top of the episode, the photographer versus CEO mindset questions.

Maybe even go back and replay that and ask yourself, what questions am I asking right now? What hurdles am I coming up against in my business and am I thinking about this like a visionary, a leader, and a boss, or am I thinking like a photographer who just happens to run a business? If you're looking for more support in this area and even a room.

Of CEO level thinking, I want to invite you to reach out. I am currently filling a group program called the Rise Collective. It is super small, intentionally. It is

going to be invitation only, but I would love to share the information with you. If it's a good fit, simply reach out to me on Instagram, send me a dm.

And if the program is closed, I will mark you down for the wait list for the future because we will probably be running it again at some point. And hey, before you go, please make sure that you are subscribed to the podcast so that you don't miss out on future episodes, just like this one. So hit subscribe wherever it is that you consume podcasts, and I will see you in the next episode.