

Okay, in preparation for this episode, I started asking myself, like, how long have I been doing this stuff? How long have I been making content? And I realized it has been 10 years or almost 10 years since I started my YouTube channel, which really was a huge catalyst in my business. I had a business before that, but I feel like that was really, like, when things got serious.

It's crazy to say this, but there are people that found me in those first few years on YouTube and took all of that knowledge and built photography businesses and honed their skills and scaled, and have now come back to work with me. So they found me on YouTube, they've now come back to work with me, and now they're my private coaching clients because they're ready to scale into the next thing, the next thing being coaching, education, affiliate marketing, private courses, and beyond.

Like, there's so much more to do than the services that they have been offering. So I've been working with clients privately doing this for the past couple of years, but really heavily this year. And now that I do this and I'm talking to clients all the time, I'm in Voxer all the time, and we're building out offers and helping people diversify and amplify their business, I feel like I have this, like, shortlist of tools that I recommend.

Um, I've gotten really familiar with what it takes to run an education business, um, how am I marketing my education business? What does it actually take for someone to go from being just a service provider to bridging into this, like, online education space? And I thought it'd be fun to share the tools that I use, and I recommend that a lot of my clients use as well, to branch into education or do coaching and mentorship, because I know a lot of the service providers that I talk to, that's something that's been either an interest of theirs, it's been on their mind, or they're actually already doing, and they're curious what they could utilize, what they could leverage in their business to actually save time, make their coaching more effective, and just overall run a more streamlined business.

So whether you're offering coaching or education at the moment, or it's something that you'd like to expand into in the future, this episode is going to be a great resource for you because I'm going to be going through not only the digital tools that I use, but some of the other non-digital tools that I use to make all of this happen in my business and what a lot of my clients are using as well.

So let's dive in. You're listening to *Called 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 Boss. 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.

All right. I feel like in no particular order, I just need to pick one of these and dive in and talk to you about, like, how I use it. So first and foremost, if you're going to do any kind of coaching, I feel like you need to have a streaming video meeting room that just makes sense. I personally use Zoom, and I have a paid version of Zoom.

This was something that I resisted for a while. I'm, like, actually kind of embarrassed to admit this, but I did not wanna pay for Zoom. Even when I was doing paid coaching, like, in the very beginning of my coaching business, like six or seven years ago, I had paid clients, and I kind of didn't wanna pay for Zoom.

And initially, when I first joined, you could have long calls as long as it was just one person. As soon as more than one person got on, then it was, like, a 40-minute limit or whatever. I don't know if anybody remembers this, but this was before COVID. Everything changed, I think, like, COVID era, and they realized a lot of people are using Zoom with just one person, and so they made it a 40-minute limit for everyone.

And so for a minute there, I had paid clients on Zoom. Oh my gosh, this is so embarrassing to admit. I had paid I can't believe I did this now that I'm thinking about this. Anyways, I'm just gonna tell you 'cause we're friends now. I had paid clients, okay? And I would still-- I would talk until 40 minutes, and then we would get back in, and I would record it.

We'd get back in the Zoom room. And so I had two different recordings because I did wanna give the recording to my clients so that they could go back, and they could listen to it again. Oh my goodness, I don't know what I was thinking. I think I just was, like, allergic to paying for subscriptions, and I was in a bit of a limited mindset as to what would be worth my investment.

But eventually, I did get over this, and I paid for a premium version of Zoom, and I have never turned back. I'm proud to, proud to say I've never turned back.

And now I have a paid version of Zoom, and I now run group coaching calls and all sorts of things on Zoom, and I find that this is extremely important.

So if you are running calls and they are paid calls or consultations, like, please get a premium account. Pay f- pay for the thing because it's just really important to have all the features and to not look like you cheaped out. I-- for some reason, people put up with this, and I love all of you for that. If you're one of my OGs and you were on one of these calls, you're laughing right now.

I know you're laughing right now. Um, I love you. Thank you for sticking with me Okay, another tool that I use in my education business every single day is Notion. You guys know I love Notion. I actually have a whole podcast episode and multiple YouTube videos about Notion, like how I use it and organize, like, my affiliate links in Notion, my, my ideas, my content, like, my team.

I truly use Notion as, like, a hub for everything in my business. Um, it's really, like, my brain of... My business brain is in Notion and all of the ideas. If it's not in Notion, it's not real. Like, let's just be honest. With, when it comes to all of my ideas, it's gotta go in Notion. But not just that, I actually have private Notion pages for every single one of my clients.

That way, we can put everything that we do together in our coaching, in our private mentorship, um, they can see, like, what I'm waiting on them to deliver, like, what are the action items they need to take, um, what strategy did we come away from their call with? Where can they go watch the replay? Like, I keep everything in my Notion for my clients, and that way, even when we're done working together, I keep those pages live because I want my clients to be able to come back to that again and again and again in the future.

So all of that lives in Notion. I use YouTube to host videos for free. If I ever need to put a YouTube or a video online, I'm going to put it on YouTube. Even if it's gonna be something private or unlisted, I go ahead and put it on YouTube. My go-to platform for all things courses, communities, I mean, the one-stop shop that I use in my business and I recommend all educators use is Kajabi, and I will tell you why.

Kajabi quite literally has everything under one roof. I use this to host my courses, my templates, my coaching, my communities. I have... My email list is inside of Kajabi. Um, my freebies get delivered through Kajabi. They have an app for your clients so that when you sell something, they can actually view it on the go.

Not all education platforms have this. It can host a video, so a lot of competitors, you'll notice you might see something that's, like, cheaper than Kajabi, but they don't actually host video. When you actually get up close and they say, "Okay, upload your course," you have to find a third-party website to upload the videos.

This is true of ThriveCart. Like, if you do ThriveCart Learn, you have to find somewhere to put those videos. ThriveCart does not host your videos. And that's why I don't recommend that for most people because we are very busy, ambitious, called-to both women. Like, the last thing we need is 500 different tools that have tech that need to talk to each other.

There's so many ways for that to go wrong, and personally, I don't wanna spend more time on these types of things than are necessary. I wanna be working with people, helping, strategizing, problem-solving. Like, I got into education to truly make other creative business owners' lives better. I wanna help photographers make more money.

I want women to make more money. So that's why I'm a big fan of Kajabi. Um, and there's even more pieces of this that I don't even use. They have podcast hosting. Um, they have memberships for, like, recurring monthly memberships. They have everything. They are truly the, the OG of online education, and I feel like they've done a really fantastic job of keeping up.

I'm running my community right now for my group coaching program in Kajabi, and it's on point. I'm very impressed Okay, so actually for shooting video and shooting podcast interviews especially, I have a tool called Riverside. So Riverside is my go-to, especially for, um, if I'm creating a course. It has a teleprompter tool, which is so helpful if you know you need to say a certain script or you tend to go off script.

Like, if you're really chatty and you don't want your videos to be like 30 minutes long each, Riverside is going to be your best friend. It's really, really helpful, honestly, for all content creation. Like, what I really should be doing is I should be creating everything I do inside of Riverside because you can repurpose that like crazy.

It has all sorts of amazing tools for editing and AI. It's just incredible. I've been a big fan of Riverside for both my podcasts, but also for creating my courses. I created my entire course, Affiliate Boss, inside of Riverside because it made it so simple to edit. I'm not a big fan of video editing, I will be honest.

My background is photos. It's photography, not video. And so I don't love sitting there just tweaking endlessly all these different clips. And I love Riverside. I think it's very, very tech-friendly. Okay, so next, Canva. Canva, the paid version, the pro version for all things graphic creation. I think that every online educator needs the Canva account.

It is a non-negotiable. For my services and, um, booking in with my one-to-one clients, I am using HoneyBook. I still love the inquiry, the discovery call system, how I'm booking. Like, I have all of my automatic... They can go here and go into the lead form, and they... And it triggers things. Like, everything's just beautifully set up for my one-to-one coaching business on HoneyBook, and it's, it's kind of just chef's kiss.

So everything group I still have on Kajabi. My one-to-one stuff, it's on HoneyBook. Okay, so to host this podcast, I use Buzzsprout. I really, really like Buzzsprout. I actually used to be on Libsyn. I think it was Libsyn, and I didn't love a couple different things. There was limitations with, like, ads, the way that I could do ads on my episodes, but also I think it was the, like, stats, um, different, different analytics.

I just was super limited, and we ended up migrating the whole podcast to Buzzsprout, and I've been there ever since. I'm extremely happy with it. I think it's wonderful. My go-to AI. I wanna talk about AI 'cause I know people have lots of feelings about AI. I myself am a Claude AI girly. I have been very blown away by Claude.

I was a moderate ChatGPT user, more so, like, to organize some of my thoughts, my methodology, maybe, like, brainstorm tweaks to existing copy. I haven't, like, gone all in. We're not coding things over here. We're not going crazy, but what I've been able to actually do on Claude has been leaps and bounds above what I've been able to do on ChatGPT. So I took everything, exported all my information from Chat- ChatGPT, and moved it into Claude maybe, like, six months ago.

And since then, I have created so much more of my, uh, frameworks using this method because I can connect to Notion. And I think that's been one of the biggest things for me is that because Claude connects to Notion, I'm able to take all of my knowledge and then have Claude build it out into something usable in Notion.

So that's been huge. If you are into AI at all, but you're, like, still on ChatGPT, I want you to look into Claude. I literally was just chatting with one of my past

coaching clients who I worked with for, like, three years straight. We were just, like, hanging out on Zoom, or we were hanging out chatting. Um, we, we were on, like...

What were we on? Instagram or something. And I was like, "Hey," she's very tech-savvy, and I was like, "You need to check out Claude." She came back to me, like, two days later, and she was like, "I fell down the rabbit hole. I'm obsessed. I bought all the credits. I'm building out replacement automations. I don't have to use Zapier anymore because Claude can do everything for me."

Anyway, anyway, she's over here reinventing her life. Take that with what you, what you will. Um, but I think it's very helpful, um, especially if you use Notion with your Claude Okay, one of the other tools that I'm really loving in my business is ManyChat. So I am still using ManyChat. This is like an OG. I do think it is worth it, especially if you're an educator who is growing an email list, you have freebies, you want to get that DM automation, and you wanna be able to put out a piece of content and then just have it work for you over and over and over again, ManyChat is gonna be your go-to for that.

Now, my last tool that I wanna mention here is actually how I'm banking and, like, operating and doing all my profit first stuff, um, because I did end up moving banks, like, a year ago, and I now bank with Relay, and I am obsessed. I will literally shout it from the rooftops and tell everybody that I know that Relay is the best business bank I have ever used.

I'm not even gonna, like, name names, but I've been in business a really long time, and I've had some really crappy banks, and I'm just very, very happy with the way that Relay is set up, and it has a lot of automatic capabilities. Um, so if you do profit first or you have any kind of, like, money comes in, you want it to do these things and automatically go to taxes or automatically go to savings, it can do that, and it can happen automatically.

So I'm a big fan of Relay, and I will have all of this in the show notes, by the way. I have some, some of these I have affiliate links, some of these I don't. Some of these are just like... They're just the tools I like. Like, I don't, I don't know if I have... Yeah, I definitely don't have affiliate links for everything, but if I do have an affiliate link, I will try to use it because you know me, I'm an affiliate girly Now I wanna talk about the non-digital, non-subscription tools that I'm using to run my coaching and education business.

The first thing that I have to mention is my Zen and Flow desk planner. I think it's called like... Let me pull it up. Like, I have it right in front of me. It's, like, a

wellbeing and productivity weekly planner. Yes. Wellbeing and productivity weekly planner. It's really beautiful. It's, like, a long, horizontal planner.

Um, I will have it linked in the show notes. And it's spiral bound, so I love that it can, like, flip fully back. And then essentially it has a dateless Monday through Friday - Monday through Sunday daily... Like, you fill it in, and you give the day your priority, you give it to-dos. Um, it has a little habit tracker.

It's just really beautiful, and I love that I can kinda pick this up when I need it and, um, have something to scribble on, 'cause I am kind of a physical note-taker. But, like, if I don't use it for a few weeks, I don't lose all those pages, which was happening to me when I had dated journals. Uh, or not dated journals, like, planners.

And so this just has, like, the best of both worlds. Like, if I know that I'm gonna have a really busy week of calls, I, I will pull out a fresh sheet and I will kind of plot out, like, when do I need to get these big things done? If I get nothing else done on Friday, for example, but one thing, like, what would it be?

And I just re- it really helps me to, like, really focus in. And it's available on Amazon. So I'll have that linked in the show notes. Um, I got that for my birthday a couple months ago from my husband, and I love it. I think it's wonderful. The other thing that I use still to this day is a little timer cube on my desk.

If you get sucked into a task and you end up taking, like, way too much time to actually do that task and you didn't mean for it to take up that much time, you need a timer cube. On the flip side, if you know you need to do something hard and you've been blowing it up in your mind to be something, like, insurmountable and you're kind of like, "Ugh, I know I need to get in here and get through my bookkeeping," or, "I know I need to just cull the first 100 images from that wedding.

I know I need to, you know, answer some of these emails that have difficult questions," I challenge you to just get a timer cube, flip it to 15 minutes and say, "We're gonna go, just go for 15 minutes." I... You can do a lot of things for 15 minutes, right? So it's, like, a really fun challenge. And then what happens is I'm kind of moving on something and I get a little bit of momentum, and then the timer goes off and I get to decide, am I gonna keep going, or do I wanna move to something else?

Amazing productivity hack. I will constantly be using this timer cube The other thing I use for my education business all the time is a ring light. I use my ring light kind of weird, though. I actually have my desk in front of a window. So I have some natural light that comes in, but I have a couple of artificial lights here in my office because I am on and off calls all day long.

I'm on sales calls, I'm on one-to-one calls, group calls. I speak... I was on a summit last week, so I'm constantly on camera. And depending on what's happening with the light coming into my office, I will turn on my 18-inch ring light and just bounce it against the wall. I don't even, like, aim it directly at my face because it makes it look so beautiful if I just bounce it against the wall.

So I have that ring light, and I also shoot all of my... Like, I go on all my meetings with a camera that I tether to the computer. So I have a Nikon Z 30, and instead of, like, my normal whatever's built-in camera for the Mac, I have this camera. So it just looks so much sharper and so much clearer than if I just use, like, my webcam.

I think that's really important. I think if you're gonna be online all the time, creating content all the time, you might as well upgrade and have really sharp, beautiful footage and just, like, really good audio. Like, I don't even have this on my list. I totally forgot, but, like, having a good mic, that's really important.

If you're gonna be on podcasts, you're gonna be doing any measure of speaking, you don't wanna have a lot of echo or just sound like you're in a tin can. So having really good quality video and really good quality audio is really, really important. So I shoot on the Nikon Z 30, and I just have it tethered to my computer.

So it's an HDMI, and it goes straight into the computer. The other thing I do have on my desk is it's like a fill light. It's not a... It's like one big diffused light, and it's by Joby, the company. And I really, really like it because I can change the temperature really easily. And if I don't want, like, the big ring light on and I don't...

I have a lot of different lights 'cause I've worked with a lot of different companies over the years with YouTube. But this one, it's, like, maybe a 10-inch diameter light, and it's just, like, one beautiful diffused light, and that just really, really helps. So if you get nothing else, I would say click down to the show notes and just go through some of the Amazon stuff.

I'll have this all in my Amazon shop. I do have an Amazon shop that's, like, my, my YouTube setup, my podcasting setup, like, all that stuff I always have like lists, short lists of things like my, my desk chair and things like that. So if you're ever curious what I'm using to record or what my recommendations might be for those things, odds are it is in my Amazon shop.

Um, and if you DM me the word Amazon on Instagram, it will send you a link to my Amazon shop 'cause I do have an automation set up. But this will all be in the show notes. So yeah, I think that's everything. That's all the digital tools, all like the subscriptions and things that I use to create videos, to coach, to create the content that generates leads for those videos or generates leads for the education business, and then also on the other side, all of the non-digital tools that support all of those things as well.

If you're in that stage of business where you are ready to build out your coaching offers and step into education and build a clear path for people to find you and see you as the authority in what you teach, you're probably a really fantastic fit for my program, Diversify and Amplify. And if you'd like to hear more about that, simply send me a message on Instagram.

Let me know where you're at in your business. Let me know what you've done, um, up to this point to build out your education offers or your coaching and mentorship or what you think you would do if you started. You don't even have to be started. In fact, most of the clients that come into my Diversify and Amplify program have not done any kind of actual educating.

They just know it's what they wanna do this, in the next six months, and they know they need support or they're not actually gonna do it. They, they need to be held accountable and have a path to clearly sequence this out. This is exactly what I do inside of my program. So I would love to share more about that with you and hear your story and hear how this could apply to you and your business.

So simply reach out, send me a DM on Instagram. I cannot wait to hear from you. And as usual, I will see you in the next episode. 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