

Let's talk about what it looks like to run a business in the summertime with small kids at home. I've been talking about this, lingering really on this topic for the past week with my group coaching clients. Um, I'm running a group coaching program called The Rise Collective, and we are in week seven of eight weeks currently.

I really wanted to talk to them and share, just, like, impart on them what has made all the difference for me as a mom to three young kids, as someone who's been in business for over 13 years and a mom for over seven, just what has made a huge difference for me in approaching the summer season so that it can still actually be productive, that it could be fruitful, and doesn't have to be a time that we lose momentum in business.

So if that's a goal for you and you want this summer to actually be one of your most productive seasons while still being very present with your kids, then stick around. This episode is for you. 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 PhotoBoss. 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.

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I shared a whole class with my group coaching girls on what it actually looks like to have a profitable summer, have a productive summer, but I was real with them about what it actually takes to get there and why we need to make sure that the business does not take a backseat or just get leftover scraps during the summertime. So let's talk about having a productive summer.

This begins with mapping out what your summer schedule is going to be, because I'm guessing that there are a lot of shifts in your schedule because there are a lot of shifts in mine. There are shifts in what my kids are doing, where we're traveling, our childcare. Everything has kind of reordered itself in my day to day, and so I really have to take some time to look at the summer season and treat it like its own animal.

Like it gets its own dedicated time because summer is its own animal. It is different for so many reasons. I think both professionally in your business, there is a seasonality to our work, but also your home and your family has some seasonality to it as well. So depending on how many kids you have, their ages, what you have going on, your whole schedule could light...

quite literally be turned upside down. But instead of throwing the towel in on all those hopes and goals that you had for your business, press pause and say, "We'll just come back to it in September, we'll see." I work with a lot of women who don't settle for that. They are not really willing to do that.

They're called to both. So they're deciding to lean in during this season, map with intentionality, set themselves up for success, and have both. So if that's what you want for this summer, I wanna walk you through a piece of the training that I shared with my clients. Now, I will say that I have come to the end of summer, and even the year in my own business, and I've looked back with regret.

I've wondered where the time went, why I didn't lay out by the pool more, why I used my beach trip with my kids to try to juggle clients or like why did I... why didn't I read instead of scrolling on Instagram? And it's not a good feeling. I know you feel this. I feel like this is like a universal ambitious woman thing, but it is a familiar feeling, especially for those of us who are trying to balance the business and the kids.

So I want you to take a minute and think about when you've looked back at previous seasons of your life or even years in your business, what are a few things that come up for you that you know you wish you would have leaned more heavily into? That's a really good moment. That's a great indicator of what we need to be making more intentional space for.

So write those down. If anything comes to mind when I'm talking, you're like, "Yeah, there was... You know, I know that I wanna get more... I wanna read more books. I wanna have more intentional playtime with my kids. I wish that I would've been more consistent in my marketing. I wish I would've finished my website," things like that.

Go ahead and write those down So like I said, I've been in business for quite some time and been a mom for a chunk of time as well, and I want to share three things that have made all the difference for me when it comes to the summer season and not losing momentum in my intentionality for both of my

biggest roles in life, which is running my business and being a present mom. The first is I want you to get super, super real about what the summer will look like.

What's your capacity? What is your schedule? And what are your goals? This deserves some carved-out intentional time. I don't-- This does not need to be like hours and hours though, but some time does need to be spent just looking at what your summer looks like depending on when your kids go back to school, depending on what camps they're involved in, depending on what you have going on on your plate as far as travel and work.

Let's get a clear picture of what we're actually dealing with because when you actually sit down, it might dawn on you that there's actually less time than you think in terms of how long is this s- literal summer season, and that could be both a daunting thing, but also a comforting thing that it's a short season.

So getting very real about what your capacity is, what your schedule is, and what your goals are. That's our first planning piece. The second piece of this is decide that the business is going to get some intentionality and then advocate for it. We are deciding, and when I say the word decide, I mean we are burning the boats on the other side of it.

A decision is saying yes to one thing, but it's also saying no to a lot of other things. So if your business needs one very intentional weekday from you, then we are protecting and advocating for that one very intentional weekday. We are texting the grandparents. We are hiring some help from care.com. We are talking to our spouse.

Whatever that looks like, that's the kind of advocating I'm talking about. One big pattern that I see for ambitious women who are moms and are running businesses and are juggling a lot is that their schedule just gets fuller. They're just stacking, stacking, stacking things on the plate of their life, and the plate's not getting any bigger.

The support's not getting any better, and that's when things start to topple off. That's when life is getting on top of you. That's when it just feels like you're drowning. It is the worst feeling, and that is when it's absolutely time to advocate for yourself. Now, the next piece of this, and one thing that has made a huge difference for me, is that once you have your schedule figured out, once you've established your capacity, and then you've decided, like, "Hey, we are gonna advocate for these days of work," the next step to make this real is to resource yourself well.

When I say resource yourself, I mean anything from ordering factor meals for the week so that you don't have to think about dinner, you know, a few nights of the week. I'm talking about getting your house cleaned. Even if you don't normally get your house cleaned, I want you to set up a house cleaner for the summertime so that the precious hours that you do have, you are not scrubbing a toilet. This truly is a big hurdle for a lot of women to say, "I need a mother's helper."

I need a house cleaner. I want someone to come in and reset my house for me every Sunday." Those things are all possible, and literally, we have apps and websites like care.com that could make this accessible to us, and I think it actually is more accessible than sometimes women will let themselves believe.

But this will make a huge difference in increasing your capacity and buying back your time so that when you're not working, you actually can read the book and hang with your kids and go on the vacation and unplug. So I want you to resource yourself in your home. I want you to resource yourself with your children, getting them into camps, getting them into childcare, doing what you need to do, but also thinking about what the business might need.

Any tools, people, resources that might help you to continue the momentum that you have. Resourcing yourself could be a whole episode, and let me know. Send me a DM if that's interesting to you and you wanna talk about that more, more in-depth. But this is, this is a make or break element of every season, but particularly the summer season for working moms.

And I will also say that many business owners during that summer season, because you're actually slightly busier with clients, can hit pause, like on all the marketing, all the deep work that leads... it compounds over time, and instead just kind of like let the summer unfold. Like default mode, let's just do the least.

And with that lack of intentionality, it can catch up to you in four to six months when the leads are not coming in because the content did not go out and, um, the momentum that you had building with maybe your SEO or your email list or what was going on then falls flat. On the flip side of this, when you take the time to really look at this short season of summer and determine your capacity, advocate for your schedule, and give yourself the resources that you need in order to continue to move towards your goals, you're holding tight to the resolve that this is going to be your best year yet, and that summer could be your most profitable season, and that fall will continue to lead you to clients and bookings.

So by doing these three things, you will be so much better suited to do exactly that. I am working with a handful of clients this summer, creative women and photographers, to build their summer marketing plan. So if you want details on that, simply send me a DM on Instagram with the word summer, and I would be happy to share it with you.

Oh, and if you haven't yet, hit subscribe wherever it is that you're listening. Go ahead and do that. I drop episodes every week here on the podcast, helping you thrive in both business and life so that you can live out what it looks like to be called to both. 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

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