

Welcome back to the Called to Both Podcast. I'm your host, Joy Michelle, and we are gonna be talking about how to maintain your marketing and getting booked in the summertime without as much time available. Summer is in full force over here, but I live in Florida, so it kind of feels a little bit like business as usual, just a little extra hot.

But time-wise, I'm absolutely feeling it. My schedule's a little bit different, my kids' schedules are different, my husband's schedule's a little different. And we just traveled as a family, so like we're going on trips, we're doing all the things. We just had a family wedding up north in Pennsylvania, so we decided, like, let's just roll this into our family vacation for the year, a week-long vacation.

So we were able to go back to the beach in Delaware, go back to the same beach house, the same beach that I've been going to since I was a literal baby, a literal like a little kid, and be able to take my kids there and just, like, such amazing memories. And now we're back, we're in Florida, and it's time to start, you know, getting serious about both my business, but also my kids are

Like, they have their own summer bucket list. They have things they wanna do this summer. And so balancing those two things is not easy, and we're maintaining a business through all of this. Now, we're also between semesters for their school. So I homeschool my kids, and, um, we wrapped up the school year just before we went to this wedding, so we were trying to get to the finish line on a couple different, um, books that we have for their schooling.

Got to the finish line, wrapped that up. We're gonna take probably the month of July off, and then really start easing back in in August so that September we can go full force in our school, but we have that, like, easing in time to get used to some of the new curriculum, some of the stuff. I'm keeping the same curriculum that I've been doing before.

Side note: If you're curious about homeschool, how I'm working, how I'm homeschooling, and, like, what are my homeschool picks, I actually have a whole episode and blog post where I share a lot of this, my thoughts, my background on homeschooling, I was homeschooled, and more about this topic. So if you want to deep dive on that, I will make sure that that is in the show notes.

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. 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 Called to Both journey.

So this is a lot, right? Like, raise your hand if you're tired. You're tired. You're doing a lot. It's the summertime. You're in the thick of it, and if you're listening to a podcast, then you're serious about growing your business even in the summer. You know that what you do now really does influence the fall season that your business is going to have.

And yet we also need to be thinking about, like, how can we press the easy button when it comes to marketing? Because I just don't have the time or the energy or the motivation to be in my business in this season the way that I normally am. So it's like I have a lot of like ebbs and flows, and right now, I'll be completely honest, I'm trying to press the easy button when I can.

So if you're also wondering like, "Okay, what could I be doing that's like if I have an hour a day, or even like two hours a week? If I've got two hours a week to really think like how am I getting my business in front of new people? How am I generating leads? What am I doing to actually make money, get bookings, and get paid?"

Then this is the episode for you. Okay, so think of this as your daily routine for making more money in your business. Or, you know, pick your, pick your frequency. If you wanna do this a couple times a week. I think the more often you can do this, the better. If you have one hour a day, amazing. If you have 30 minutes a day between other client work, other sh- you know, shoots that you're on, deliverables, meetings, make these things a priority even if these things are only going to get 10 minutes, 20 minutes, 30 minutes of your time.

So adjust this to where you are currently in your business based on your schedule and your capacity. The first thing you're going to be doing every single time that you need to be marketing in your business is I want you to be thinking about visibility. We have to think about visibility. How are you getting in front of new people, or how are you gaining more visibility to the people who are already in your audience?

So it's not always about getting in front of someone new, it's also about getting repeat appearances in front of the leads you already have. You do need to appear to people many, many, many times over, sharing your message and your offer many, many, many times over in order to make a conversion. And we know that people's attention spans are stretched more than ever, so we know that the frequency that you have to get in front of people is actually even more.

So becoming visible is so important, but it can easily feel like this nebulous idea of get more visibility and not actually feel anchored in tasks. Like what tasks can you do today on your calendar to move the needle and actually get visible? So if you're listening to this and the idea of coming up with another piece of content to get visible actually makes you want to just like crawl back in bed and forget about this, I got you.

I've got a whole episode and blog post where I give you seven content ideas to gain more visibility and build your brand authority. Because we wanna be doing these at the same time. So this is a past episode here on the podcast. I'll make sure it's all linked down in the show notes. It's actually episode 131, and you will see, step by step, seven specific content ideas that you could run with today, this week, this month.

To put things out into the world based on what's going on in your business. So very specific, great prompts, great ideas, all with the intent of getting you greater visibility. If you don't currently have a visibility plan in your business, you absolutely need one. We talked about this way back in episode 34.

Having a visibility for... Visibility plan rather, for your business, is going to help this to not feel like you're reinventing the wheel every time you feel that dip in inquiries, you're not booking as much as you would like. You go back in this cycle of, "Okay, I need more clients. Let me get visible." And then you do some visibility tasks for a little while, but then maybe you fall off of it, not as consistent as you'd like, and you're really just not sure, like, what could happen on a consistent basis?

What is the plan for the next even just, like, 30 days, 60 days? Like, what could you do consistently? Because there are so many different things you can do for visibility, it is important that you have a plan. Otherwise, your efforts, very likely, if you're anything like me, will be all over the place. You'll try a little bit of this.

You'll try a little bit of Facebook Group, um, networking. You'll try a little bit of Instagram Reels. Get really consistent for, like, two weeks and then drop off.

And then remember that you have an email list, and then s- blast a few of those out, see some unsubscribes, and then get discouraged, and then move on to something else.

And all of that, those are all very valid visibility tasks. Like, these are things that you could do to be seen. But because it feels very sporadic and random, and it's not a preplanned visibility structure, like, you didn't sit down and strategically decide, what is... What are you going to be doing consistently?

No matter what the open rate is, no matter what the unsubscribe rate is, what are we going to do, not based on how we're feeling, but based on a strategy? Then it's no wonder that we, we end up kind of throwing spaghetti at the wall. It's because we don't have a plan. So you need a plan. Um, that is absolutely crucial.

Even a short-term sprint plan, like, uh, for the next 30 days, it's going to benefit you so much that you don't get distracted because we're gonna see a million other things. You're gonna hear another podcast, you're gonna see another Reel, you're gonna look on TikTok, you're gonna get a newsletter, and it's gonna be, "Hey, you need to run Facebook ads.

Hey, you need to do this and that. Hey, I made a million dollars because I decided to go on a podcasting tour." But if it's not in your plan, it's actually really unhelpful. Like, it's just, it's just extra information and more shoulds on your plate that are not actually going to help you in the plan that you've set out.

So episode 34 is about creating a visibility plan that actually will work for your business, because it does need to be tailored to you. Um, and it has a lot of time-saving type things built in. So I talk about repurposing, I'm gonna talk about pitching. I talk about ways that you can use past content and maximize the content that you will make, and actually distribute that onto more platforms, things like that.

So that's another episode that would benefit you a lot. So visibility, that's one of those things that if I have just a handful of minutes or if the stars align and my kids are napping, um, maybe the baby's napping and my older kids are playing and they're, they're happy That's one of the first things I'm gonna ask is like, "Has my business gotten visible today?

What have I done on my main platforms that I've decided are the platforms I'm going to commit to, to actually be visible, to engage?" Once I've gotten visible, after you have checked that visibility box, I want you to think about conversations. This can be conversations you're having with potential leads or

leads that have fully inquired, conversations with your current clients, or follow up on the leads that have come into your world and maybe gone quiet.

One thing I see often in my coaching and consulting is that one of two things might be missing. It's either I'm not getting the visibility, or once I get these inquiries, they just seem to ghost. Like I'm getting good inquiries, but then I can't get people to respond. As soon as they see my pricing, they ghost.

They're not getting on the phone with me. And that's the other side of the equation. That's the conversion and sales side of the equation. And you really might be losing your client's attention almost immediately based on how you're handling your inquiries, what you're saying, and what you're not saying.

I do have a whole episode on this. It's called Why Your Clients Stop Paying Attention After They Inquire, and it gives you a breakdown of the most popular reasons. I think there are five reasons why your response and what you give them leads to them completely ghosting you. So making sure that you're not doing one of those five things would be what I would give you as homework next.

Um, but then it also gives you the three steps of like what you should be doing. So not just what you shouldn't be doing, but the three steps to make sure that they stay hooked. So think about that if, if that is one of your problems, if you do feel like your clients are coming in, they seem like solid leads, but they just aren't converting.

That would be a great next listen for you. Um, but really thinking about conversations. So I will take a few minutes after I've gotten that visibility and I'm thinking about conversations, I'll take a few minutes and I will go through my inbox, of course, just quick skim of my inbox, make sure that anybody who is an actual person and not just a newsletter or an ad has been responded to.

Then after my email inbox, I'm going to go to my CRM. I'm gonna go over to HoneyBook and make sure nothing is left pending, nothing is open. Of course, if I have leads that are like in the pipeline and, um, they haven't reserved calls yet or they have questions, I'm responding to that. Um, and then once I've, once I've dealt with those two places, then I'm just gonna go into like my DMs on Instagram.

Like I am in my DMs on Instagram a lot. Probably most of you listening have DM'd with me at some point. Like I am the person responding to all of this. I don't have a team member on this. So I do really like to stay on top of that. I

love interacting with my audience, but I also wanna make sure that I'm not losing leads and valuable conversations and people who've expressed interest in working with me simply because I'm disorganized or I haven't I treated this as, like, a real conversation follow-up time.

So I'm pretty serious about, like, setting aside some intentional time to go back and be like, "Who have I DM'd with? Who said that they were, like, interested in working together? They had questions about marketing. They really would love to put together more of a strategy." Like, those are leads in my business that I do need to follow up with.

Another way that I'm tracking all of this is I do have a leads tracking spreadsheet. It's very straightforward, but it l- quite literally has m- all of my leads. It shows who has booked. It shows who has gotten on calls. It shows where I'm at. And the reason I don't keep this inside of HoneyBook is I'm showing conversations with people who have not formally inquired on my website, because I still wanna strategically be following up with those people.

Like, if I've met at... someone at a networking event, and they've expressed interest in working together, um, literally anybody who has had conversations with me, interest about joining Rise, my group coaching program, like, those people are going into that spreadsheet, and I wanna make sure that I really... I write down, like, the, the things they told me, and I d- I wanna be detailed about this.

So I do put that on a spreadsheet. I'm not looking at this daily. This is just something that, like, when I'm sitting down, maybe, like, once a week, honestly maybe in the summer a little bit less But like when I'm having a serious follow-up time and I'm really thinking about conversations, you better believe I've got that spreadsheet open.

The third thing that you wanna be doing in this routine for making more money in your business is having calls. Consult calls, sales calls, discovery calls, whatever you wanna call them. You need to be having conversations with people so that they can say yes to you. This could literally be a call on the phone.

I have a portrait client that I've been working with for a long time, um, as her coach. She makes multiple six figures a year shooting majority babies and families, and she gets on the call, gets on the phone with almost every lead that comes in through her website. So at this time in your marketing, when you're

sitting down to do this, I want you to be inviting your leads to get on calls, and I want you to be getting on calls.

So this is important to set aside time for because this is going to take planning, right? Like, we have to open up our calendar and make sure that we are jumping onto discovery calls as service providers. And the reason that I lump sales into this, because this is sales, is because the whole entire purpose of marketing as a service provider is to book the client.

That is the whole point. And so to only talk about visibility, to only talk about how we can get people on our email list or to get onto more podcasts or, like if I'm only giving you that side of the equation, then what is the point? Like, there really isn't. Like, we've got to be making sales, and you cannot make sales without giving the option to people to make sales.

So you're either sending that brochure or getting on a call. I would encourage you to get on a call. If you're a service provider, you're probably leaving a ton of money on the sa- on the table if you are not taking calls, you're not an accessible, uh, person to your clients and you're hiding behind a lot of like digital files and that kind of stuff.

I think it can be really, really easy to say like, "Here you go. Here's the collections. Let me know." But like you're missing out on an entire Conversation, relationship. If you're not there to actually say like, "Hey, so what are we thinking? What's coming up for you? Which collection makes sense for you?" You don't know what the objection is.

You might actually be stuck thinking like, "Oh, it's my pricing. It's because I'm in such a saturated market." Like, we will make up solutions that are-- to problems that don't even exist because we don't actually get on calls with people. We don't actually hear what's the big objection. Maybe your collections aren't even alluring.

They're not appealing. They don't make sense for your clientele. There could be a gap there. It's not the price, it's actually the collection itself, but you will not know that unless you're on a call. So get yourself on some calls, okay? And if you don't have leads, if you do not have any leads right now in your pipeline, you should be pitching to collaborate with other creatives so that you can go create the work that you wanna book more of.

You need to be pitching. So if you-- there's no one in your inbox, you have no conversations to follow up with, you've got no leads to chase down, like it's

quiet. That's your next step. Visibility, pitching to collaborate. Go out and make the work that you want to be booking more of. When you are consistently doing these three things, you will start to notice that you have a system, a repeatable system that starts to bring people into your world so that you're generating more leads, you're generating more conversations, you have more calls to get on, and thus more sales.

These are those things that you have to repeat over and over. They're almost like levers that you're gonna pull, and when you do, it keeps you booked solid. This is the kind of work that we do inside of Rise. This is the kind of work that I do with my private coaching clients. We're looking into each piece of this marketing equation before the lead, during the lead process, and the conversion of that lead to try to figure out like which part is the gap.

Because it's very likely that you have each of these things, but they're almost like floating all away from each other instead of like one smooth road that like connects so that the client knows exactly where they are in that process. They're like, "Oh, the natural next step is to get on a call. The natural next step is to book this collection."

I think a lot of times we-- we're missing some things, but we're so close to it, it's really, really hard to see what is missing. I think it's completely natural for this time of year to bring out this feeling of exhaustion, like things are getting a little stale. You've tried all the things that you know to do.

It is time to pull some fresh eyes into your business. I have a couple of different options for working together over the summer. I have a Blind Spot Breakthrough, which is named that for a reason. The whole goal is to identify and break through your biggest business blind spots together. So if you're looking at ways to work together, you're wondering which of my programs, 'cause I have a, a bunch of different coaching offers, is right for you, simply send me a message, we can chat, or go to the show notes of this episode.

It will lead you to my coaching page on my website. It's joymichelle.co/coaching. But before you go Maybe you still have a little bit of time. Maybe you're folding some laundry, you're on a walk, um, you have some time. I think the visibility episode and the conversion episode is going to be your next listen.

So head to the show notes. All of the episodes and resources that I mentioned today is listed there. So just tap on whatever episode feels most relevant to you, and I will see you over there. 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

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