

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

I was recently chatting with a friend of mine on Voxer. I like to get out of the house first thing in the morning and walk my neighborhood. Like, as soon as the nanny gets here, on the days that I have a nanny, like, one of the first things I do is I go for a walk, and I pull open Voxer and I chat with my business besties.

And while I'm on this walk, I ended up saying to her, I was like, "I just want to do business differently. I'm ready to kind of shake things up. I want to break my usual pattern." And this is coming off of a vacation, coming off of, like, a solid 10 days of totally pressing pause on everything and just being with my family.

And of course, you know, you come back from vacation, and you're seeing things a little bit differently. You're looking at your business and your activities in your business with a totally new lens, and I love that. I think that's one of the beauties of taking breaks, is that you're able to get some perspective.

So I'm telling her this, and I'm saying, "I just ... I really wanna start doing things differently." And it wasn't from a feeling of like, "Oh, this isn't working." Like if anything, like it is working, but like, if I wanna go beyond this, and I wanna get exponential results, I know. Like, I know that I know that I know that I have to start doing things differently.

I can't get comfortable. I've got to really shake things up in my, the way that I'm operating, like from where I'm working physically to how I'm working to the risks I'm taking to how I'm reinvesting. And I was telling this to my friend. I was like, "I feel like it, it is working. Like, it's not because it's not working.

It is working." I had a really profitable first half of the year, and we're at that, like, middle point in the year, which also I think makes us, like ambitious

women reflect. I'm looking at the year, I'm looking at the past six months, and I'm like, "This has gone super well." Like, I have been so thrilled with the different results that I've been getting in my business, and I am still looking to continue to climb, continue to iterate, continue to improve.

And so we, we're talking about that, and she was, you know, kind of mirroring some things back to me. It was just really, really helpful. And just being able to, like talk this out and say like, "Hey, I, I feel like I'm just, like stagnant. Like, it's time to get, get out of my usual routine," it really helped me to say that out loud and then journal on it and then actually look in my life and in my business like where can I do something different?

So I said this on, I don't even know. I, I said this on Monday or, or Wednesday or something. And so I looked at my week and I said, "You know what? I'm gonna have our nanny come on Thursday, and I won't have this Thursday nanny for the whole summer. It's just for this week and next week, so, like, my hours with her are gonna be dropping down, and I'm gonna have even less childcare."

And so that really became this catalyst of saying like, "You know what? I'm gonna get out of the house." I don't normally do that. I feel like I am go, go, go. Like, the second that I can sit down at my desk, I'm coaching. I am on calls. I am creating content. I'm doing so many things on the backend of my business that are, like, invisible that people never see.

But, you know, all that invisible work takes time. And so I don't often get in the car and drive to a cute coffee shop or go work at a place where I could grab lunch or something like that just because I don't want to sacrifice, like, that commute time because my time is so limited in my business, working about 15 or less hours a week at this point.

So this was a stretch for me. I was like, "Oh, I have to get myself ready. I have to put myself together and at least enough to, like, go to a coffee shop." But I know. I know myself. I'm like, "If I go to a coffee shop, it's gonna be great." It's like I don't have to make that coffee. I can get myself a little pastry or something sweet.

I can sit down and, like, I don't hear my kids 'cause my kids are with the nanny in the other room. Like, it's gonna be for my, for the best. So on Thursday I do this. I, I get myself together, and I didn't even know where I was gonna go. I was, like, forcing myself. I'm, like, pulling on my sneakers, getting myself together.

I leave the house. I pull up, uh, Maps on my phone. I type in the word coffee, and I see there's an option for this coffee place that's like five minutes from my house. And I'd never seen this before I don't actually live that close to a lot of really good food and coffee options. And so I was like, "Okay, why not?"

Like, it's... It has good reviews. It looks a little bit swanky, but, like, okay. So I navigate over there, and the whole while I'm thinking, like, "Just do what the most successful and excited and wealthy version of you would do." Like, Joy in five years, she would be like, "Heck yes, we are getting out of the house."

We are going to a coffee shop. Even though you woke up and you had to breastfeed a baby this morning, even though you were dealing with a five-year-old's crisis," like, even though you're in the thick of it, I could almost, like, feel, like, my future self being like, "Do this for yourself." So I get to this coffee shop.

I park. I'm like, "Okay, we're here. That's great." And I look at the entrance of this coffee shop, and there is literally a red carpet leading in with, like, velvet ropes. And there was a split-second decision where I looked at it, and it... The, the windows are, like, fully blackout tinted, so I couldn't tell if it was open.

It was giving, like, speakeasy lounge. And I had this passing thought of like, "Oh, it's not what I was expecting. I don't, I don't think I'm dressed for this. Like, maybe I should just go find a more casual coffee shop." And then, like, split in that same second, like, this all happened so quickly, in this next moment I said, "But you know what?"

Like, I have just as much right to be in this coffee shop even if I'm wearing sneakers, and my money is just as green as everyone else. And you know what? Like, they probably would love my business at 10:00 AM on a Thursday morning." So I was like, "Just march in there like you belong there." So I swing open the door and there's no one there.

Like, it's completely empty. It's a beautiful coffee shop. It's actually a coffee lounge, and it's just really beautiful. And the barista, like, immediately greeted me, and I realized, like, there's nowhere to order at a counter. It's all sit-down. So the next thing I know, like, I'm sitting down. I have this really cute table to where I can work and, like, a really big oversized, like, velvet swivel chair.

And I have a menu in my hand. I'm like, "This is not what I was planning, but amazing. I love it." And it was just really... It was really fun. I ordered a coffee. I ended up getting a pastry, and they just took really good care of me. And as

I'm sitting there, I was able to open my laptop, journal, read the Bible, get myself together for the week.

I'm just coming off of a vacation, so it's like there's so much admin. There are so many leads that I'm following up with. I have... Every day for the past week, I have been talking to new people, booking in new people, jumping on the call, like, on calls with new people. Like, a lot of movement happening in my business, but I'm doing it from this, like, really fun, inspiring space.

And I don't think I would have done this if I didn't first speak it out loud and say, like, "I wanna do... I wanna start doing things differently Right now, before I'm getting the sleep I wanna get, before, you know, I have all the childcare I really would desire, like the amount of help in my home, it's like let's make the change now and say, "I'm going to start doing things differently."

And because I said I want my business to look different, I had to say like, "Okay, well what are, what are you gonna do, Joy? Like, what are you gonna do different in your behavior and how you're showing up?" Because if I sit down and do the same stuff and open the same browser windows and scroll my phone exactly the way I do, I'm probably gonna get pretty similar results, and so will you And if I didn't say that, it wouldn't have led me to say, "Okay, well, when are we doing something different?"

When are we jumping out of the house? When are we gonna, you know, breathe new life into our environment?" So if you haven't gotten out of your house in a minute to work, I really, really would encourage you to change the way that you're working. Even this physical space that you're working in, if you can work somewhere inspiring that, you know, has a beautiful coffee shop, beautiful atmosphere, um, where you can really just treat yourself.

And, you know, when I ... At the end of the day, I, like, paid my bill, and it was like \$25 to have lunch and coffee and sparkling water and be checked on constantly and jump on their Wi-Fi. And I was like, "You know, this needs to become a regular practice in my business because absolutely the most successful future version of me would be doing this on a Thursday morning or an average Tuesday."

This is absolutely the life that I wanna be living now and not just in the future. So I wanted to share that with you. I wanna ask you what can you do to intentionally break the pattern of how you're working in your business, either in the physical place that you work or the schedule or lack of schedule?

Like, what is happening? Write down what you're doing. And when you write down what you're actually doing, I really wanna challenge you to maybe circle a thing or two that you can intentionally change. Because when you do change your environment, it just opens your mind up. It's, it's such beautiful human psychology that, like, when I was sitting in this coffee shop, I felt like I was journaling differently.

I felt like I was sitting up in the chair differently. I was believing differently in my business. I was grateful for all this new money and new leads that were coming into the business in a totally new way. And just plain and simple, it was g- just great to be a creative out in the world. Um, you know, being a mom to three and all the things that I have on my plate, it is not often that I get to sit there and enjoy a hot coffee and a croissant and a treat.

Like, and just be a business owner and be a creative and be a coach and be all the other things that I am besides mom and teacher and, you know, snack getter. So I wanted to share this. I just wanted to share this with you all because I think it can be so easy to keep doing the things we're doing even though they are working.

I'm not saying you have to change things because they're not working. I think you can change things and breathe new life into your business simply because you know where you are now is not where you want to end up. Thank you so much for joining me for today's episode. As usual, I will see you next week.

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