

Called To Both Episode 13

Hi, friends, and welcome back to the podcast. Today's episode is all about getting it all done fitting it in scheduling your life, what things should be outsourced versus things that you should be doing yourself productivity tips, and specifically, I'm going to be answering how I get the things done in my life, all the things that are on my plate currently. Because I know that one of my frequently asked questions as I manage both a podcast, a YouTube channel, multiple Facebook groups, a blog, all the things right, like, I manage all these things, and it's a very common question that I get, especially in the DMS is how, how are you doing all of this? Like, truly, how are you doing it? And so I'm just gonna get really honest and share what I'm actually doing the help that I get, because that is a huge part of the way that I do the things that I do, I'm not even going to pretend that I do this alone. And I don't think it's helpful if I pretend I do everything alone. So I'm just gonna pull back the curtain this week and share how I get it all done, and what this could look like for you in your business.

Hello, and welcome to the call to both podcast, I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in.

All right, so diving in to the meat of this episode. So before I share with you my schedule an overview of my week and how I like to schedule my week, I first just want to say that nobody is getting it all done. I think this is a myth. I think it's something that is easy to see on Instagram, someone's life and say, oh my gosh, like they're doing it, I'm failing. And they're doing it and look at the content that they're creating, look at the clients that they're booking. Look at the beautiful meal that they have on their dinner table. I'm just failing. And just remember that it's a highlight reel. And I know it's that's so overset. And people say it all the time.

But like truly, I don't think I really realized this until I started getting questions. How are you getting it all done? Like I started getting that question people saying like, how are you doing this? I'm failing? How are you growing your business? How are you doing this with two kids. As soon as I went from one to two things started falling apart for me. And I started feeling like, wow, this must look like I have something together because I really don't. We all know the behind the scenes of our lives. And we all know the things that fell off right, like, fell off the plate or didn't get done or fell through the cracks or the appointment that got missed and the email that fell through the cracks that never got answered. And the kid that was screaming while you were trying to finish that blog posts like we know the reality.

And so it's just it's important for me to remind you that if you feel like you're in this, like messy business creation phase, and everybody else seems to have had this figured out, I just want to remind you that no one does. No one does. I think there's people doing this better than others. But I just don't think that anybody has had this all figured out. So I just want to share some things that are working for me right now in the season that I'm in, that might work for you some productivity tips that I have for you. And talk a little bit about outsourcing and the help that I get in my business. And just give you some final thoughts on time management and scheduling.

Alright, so a brief overview of what my week looks like. So right now, I work about 20 hours a week. And I have help we hire a family member to come in and watch our two kids in our home. And I have that family member come in from Monday through Thursday, eight to one. So really, I just work those four mornings a week. And other than that, I'm just fitting things in where maybe there was an afternoon nap. If both kids happen to go down at the same time, or an occasional Saturday. You know, it depends on the season. But for the most part, it's the 20 hours a week that I have of childcare that the large part of my business needs to fall into.

So what I like to do is I like to theme my work days throughout the week and batch the content creation or the admin time, or the client calls to specific days. So this actually came to me through a couple of different books that I've read a couple different podcasts that I've listened to on time management, and then my own time study of my own business. So a couple months ago, I tracked my time, just the time that I was spending working in my business through a free app called toggle. And it was super easy because there's a Chrome plugin on my computer and I can actually integrate it into notion where I do a lot of my business content creation. And you know, a lot of my business happens inside of notion. And so right there inside of notion, I can just click track time, and it will automatically start tracking whatever it is that I'm doing, name it, you know, whatever project name is inside of notion, I can change that later if I want to.

And I started tracking my time, because I wanted to see what I was actually spending my time on both for the purposes of knowing should I be doing this should I be outsourcing this, but also to get a bird's eye view of what was actually taking the most time in my business and where I could be maybe grouping like items together, and theming my days. And so after doing this for about a month, not only did I become a lot more aware of the time that I was spending in my business, but I saw patterns and things that I could maybe group together and save a lot of time.

Because every time we task switch, there is an adjustment period. And I was reading a couple of different books about productivity and time saving like habits, I guess, I should say. And multitasking is like a big red flag number one, which I've been trying to stop doing. But I think it's it's actually a little bit addictive and something that we should not be doing, if we're trying to create at our highest level. And then the second thing is switching from task to task because there's this lag time, where we're just not as productive.

And so I saw this for myself, and I started filling out my work days. So right now my Mondays are my content creation day. So batching videos for YouTube recording episodes for the podcast, writing emails of all different kinds, sometimes launch emails, sometimes newsletter style, emails, things like that. And a lot of times I put collaborative live calls, anytime I do like a joint, like Instagram Live with another creator or something like that, I would put that on a Monday, but those kind of float around.

Now, Tuesday is my coaching call focused day. So this is when I schedule all of my business client calls with my business coaching clients. And it's also when I would schedule a call to talk to like a brand that I'm collaborating with or a business that's interested in like an ad placement on one of my platforms, stuff like that. So this in my mind, I know Tuesdays are a call day, because I found out that I was tasked switching in a way by spreading these calls out between lots of different days. So it's very disruptive for me to be in the middle of like, if I'm recording this podcast, for example. And I know I have a call in 30 minutes that I need to get ready for, it's going to interrupt my flow of content creation and then uploading this where it needs to be uploaded, adding the shownotes doing whatever it is that I need to

do, if I'm doing this task, and then jumping over to do a call, which is kind of like a different part of my brain versus creating the piece of content here. And so this was one of the best things that I did for my productivity. And for my scheduling was to batch all those zoom calls to one given day of the week as far as I can really help it. Now occasionally, I do have calls on other days.

This isn't like a hard and fast rule. But this has tremendously helped me to theme my days and kind of silo my work into those days where it makes sense. Now Wednesday, is more of a focus for me to be in my photo boss Facebook group, because I have a YouTube video that comes out every Wednesday, and that video goes live. So I like to go talk about it in the in the Facebook group, promote it, share about it across other social media platforms. And so I'm kind of just in this mode of, we're going to promote this video, we're going to talk about it, we're going to repurpose it and engage in comments. And it's the large part of my Wednesday morning is really just making sure that I'm present in a lot of these places online and getting visibility and interacting with my community in real time. Thursdays, I like to wrap up the loose ends for the week, because Thursdays are my end of the week day, my end of the work week, and I do my admin.

I've also left some time on Thursdays for guests who book in for the podcast. So that's something new here on the podcast. And we have some amazing guests lined up in the coming weeks. So stick around for that be sure that you are subscribed because we have some really incredible guests that are going to come and speak so much value into your life here in the coming weeks. But that's going to be happening on Thursdays and then I have financial admin time and some inbox time as well. So those are the general themes of my work week and my work days. And I have found that that has really helped me because that means not every single day do I need to do full hair and makeup because not every single day is a camera facing day.

And not every single day do I need to be going into PayPal and checking into my bank accounts and reconciling the books and figuring out any kind of finance show related stuff in my business because I know I have time dedicated for that on Thursdays. Now, I don't think there's any like magical formula to the way that I have allocated my days right now. And the tasks that I attached to each day, I think the magic really is in finding the pattern in your business. So the day that you're going to edit versus the day that you're going to blog versus the time that you're going to get on Instagram Stories, really setting an intention of what that could look like. And then assigning it to a day, I think, is what really matters here.

Now, I mentioned outsourcing a little bit at the beginning of this episode. So I want to give just kind of like a brief outline of some of the things that I outsource right now in my business and in my life, that have given me bandwidth to focus on higher level things like content creation, and being the visionary in my business and making sure that I have the space and time to dream about the next piece of content, create products and services in my business and coach because if I am really tight up in the weeds in terms of you know, editing videos, for example, for YouTube, I probably am not going to have time to really be thinking, hey, what's my next product is going to be what's my next launch? How am I going to expand my team and keep this brand growing, if I'm caught up in a simple editing project, for example.

So a couple of things that I like to outsource in my business that I haven't touched in a while now are video editing for YouTube. That was one of the first things that I outsourced. And while I did a lot of that in the beginning of my YouTube channel, it's something that I never really enjoyed doing. And it just

takes me longer than it would take someone else. And so that was one of the first things that I outsourced. The next thing that I outsourced is blogging, the transcriptions and the outlines of those YouTube videos. So no one else can actually make the video or sit down and record the video, except for me, the rest of it is optional as to whether or not I'm a part of that process, right. So I have someone else come in a virtual assistant that does the blogging, the notes, the linking, and then I come in at the end and make sure that language matches my business. And it's all written the way that I would write it.

Another thing that I've started outsourcing is some graphics creation. So we use Canva. And I have a whole episode about all the platforms that I use in my business. And so I'll definitely be linking that below. For anyone who's curious. But having somebody come and take some of my content like a YouTube video after I've done the part that I can do, and then handing it off to a team member and they go ahead and make some of the graphics for Pinterest for example, they go ahead and make the next graphic for the newsletter or what's going to go inside the blog post so that I can continue to focus my attention on creating the next video or recording the next podcast episode or maybe guesting on someone else's podcast episode.

These are things that have really expanded my bandwidth. And also just make it possible for me to be on multiple platforms in a given week. This podcast is another excellent example of outsourcing as I have worked with my podcast manager Haylee from Gaffin creative to create this podcast. So my job is to find the guests record the episodes, create the outlines, and then deliver the audio. And my podcast manager takes it to the finish line with the editing the graphics and the show notes. And that's something that I would not be able to survive without at this point in my life with two very small children and other platforms that I really want to be present on.

So the podcast is something that I've outsourced. And on the personal side of things, I outsource home cleaning, meals and grocery delivery and even some meal planning and food. So this is something that we we have since stopped doing because the company took a pause from doing this. But for about a year, I would say we did like a meal like ready made meal food delivery from a local business here in Maryland that we would put in an order. And it was all like super healthy meals and like paleo, and every week, they would give us the menu, we'd pick what we want, and they deliver it and that was like some of our food for the week. But it was always my lunches during the day so that as I was working, I had something really healthy, high in protein, really just good food that I didn't have to think about coming into the house now.

They've since discontinued their service. So we're going to be looking for something else very similar in this category. But this is a perfect example of something that you can outsource that's not business but that brings you back or gains you back that time in your business and keeps you healthy keeps you at your best so that you're functioning at the highest level that you can and I know that I am totally guilty of just kind of working through lunch because my Day stops at one o'clock. So if I don't really have a lunch plan, like I don't have a firm idea of exactly what I'm going to eat, I'll just kind of wait until my childcare is gone, the kids go down for a nap. And then I can like think about food, which is not good. It's not great for your body. It's not awesome for like your blood sugar levels, and all of that. And so I know that when I pre plan ahead, I take better care of myself.

And so the same goes for the cleaning, having somebody come in and clean my house, every week is probably some of the best money that I spend, period, like, full stop, I stand by this so much. I think this is so important. And for me personally, this is so worth the investment of being able to know that I

should not be scrubbing a toilet or doing any kind of deep cleaning. Now, I still vacuum and dust and do basic things because my kids are crazy and entropy, right. But I am not doing those big cleaning tasks, because I know that I'm paying someone else to do them. So that helps me know that like I can reserve some of my energy to, you know, go on a long walk with the kids or be down on the floor, like playing with them and being crazy with them. Because I'm not as distracted with home cleaning and home stuff. And I know, you know, this isn't an option for everyone. And this completely depends on the season of life that you're in.

But getting some of the outsourcing in your life out of the category of business really thinking of like, How can I automate and delegate the things in my personal life can be equally as life giving and give you back a lot of time in your life or for your business. When I first started outsourcing, I started with things that I didn't need to be doing, that I wasn't great at doing and that I didn't like doing. So those are kind of three categories of ways to decide, you know, what should I get rid of what on my plate should I really not be doing and it's things that you're not good at things that you don't like doing and things that you shouldn't really be doing because you can be doing other things better? So like, a good example of this is, can I blog? Yes, should I be spending my time blogging, probably not. Because someone else can take my notes, my videos, my outlines, and create a really beautiful blog post from it. But no one else can sit down and record this podcast except for me.

And so there's certain activities in my business that are going to move the needle a lot more than others. Another way to look at this that I recently heard, that really got my gears turning and I'm still trying to like figure this out in my own business is the exercise of giving yourself a CEO hourly like salary. So thinking about what you make in your business at an hourly rate. So like, let's say, for example, you have allocated to yourself that you are working at \$250 an hour as the CEO, then with that in mind, you can look at each task in your business. So let's say you do a time study, let's say you get on Toggle, you start recording your time, you would look at that at the end of this time study that you do whether it's a month or a day or a week, you'd look at the the tasks that you're doing in your business and you'd say, Should I be doing these tasks? It are these worth \$250 an hour? Or is there somebody that could be doing this just as well as me or better for less. And that's really where you start. And you know, figuring out like your hourly rate is going to be something that you have to figure out on the backend of your business, it's specific to your business and your financials. But even at like a simple, you know, \$100 an hour or \$50 an hour, you could have a VA that comes in and you know types up these notes for you, transcribes blog posts, creates Canva graphics, maintains your inbox, things like that can be done at a lower hourly rate than what you have allocated is your hourly CEO salary. All right, so let's get into the productivity tips.

Because this is so my favorite stuff to listen to as someone that listens to podcasts. And so I'm excited to share some of the things that I have found that have greatly reduced the number of decisions I have to make that have made me more productive, more effective, and make me more money. So the first thing that I wanted to share is that I actively look for ways to reduce the number of things that I have to remember or the decisions that I need to make. And now I've kind of made this like a game in my life to see what else I can do to simplify my life. And a lot of times this isn't something that requires paying someone to do something or outsourcing or you know, any kind of paid apps.

Really I'm looking here for recurring subscriptions, things that I can put on a recurring schedule, like all the things that I need every single month, no matter what, like diapers are a great example of this. My diapers, my kids diapers are on a subscription. Everything's pre established and figured out. And it's

going to come either way, if I need it earlier, I can hit a button, and I can get it earlier. And it's the same for basic things like toothpaste, deodorant, vitamins, skincare, anything that I can buy, if I can get it on a subscription. And I know I'm going to need it again, I will try to automate that. Because I just really don't want to have to think about all these tiny things constantly. I'm also looking for ways to make a decision on something quickly, instead of having to store it in my brain.

So I will pay a little bit more to have something sent to me immediately rather than saying, Okay, now I have to remember to go to the store after I do this one appointment, and try to go pick this up in real life somewhere. And remember that right, like, if that adds something to my schedule, especially if it's something where I have to leave the house with two small children. It just ain't happening. That's not giving me life. That doesn't help me, like get closer to my goals at this point in my life. So I'm just going to go on online, probably Amazon if I'm honest, and just order it immediately. And stop thinking about it. I also noticed that the less stuff I had, the better I felt and the less overwhelmed I have felt.

So this applies to literally everything it applies to like how much stuff I keep, like books that I keep after I read them or my closet, or you know, cleaning supplies, like I'm constantly calling my life down. And I learned calling as a photographer and I have not stopped calling since I recently decided I wanted my makeup bag on my bathroom sink to be able to close the zipper. And only have the things that I use for like my daily face routine. Nothing special, no special occasion makeup, I only want to see my most basic items. And I just want one of each like one mascara tube in front of me one lip color one cheek color, like one concealer. And the time that this has saved me is incredible. It actually I feel like it's I did it for my mental space so that I wasn't looking at extra options. I wasn't taking time to make decisions. And I used to love seeing all my makeup at once.

So I get if this gives you life when you want to see everything and you just kind of want to have like some self care time, do it. Awesome. Let that work for you. Now I have one eyeshadow palette in front of me under my sink, there's more, I have really cold this down to like way less than I've ever owned before, especially since going toxin free and like all of my makeup. But I think the point here is that it will also save you time, it's incredible. When you free up your mental space. And this, the clutter of your life translates to mental clutter. And then also kind of makes you less effective overall, which costs you time when I'm digging around trying to find this exact lip color that I want really quickly. And I'm like, Oh, I just need a little lipstick, or I just need a little, a little something for my cheeks. And I can't find it that's costing me time. And now that a lot of times I'm paying so that I can go get ready and work someone is watching my children, that time is precious, and that time is money. So I'm really careful about it now, and I think these little tiny changes can make such a big difference.

And speaking of time, one thing that I've noticed is that I have stopped under estimating a small pocket of time, like I don't know about you, but I used to kind of just throw away little little pockets of time, almost like you would lose the change from your change when you buy something like if they give you back a bunch of change, you're like, oh, I don't really care about this, I don't want to hold on to it and you like throw it in your car somewhere or something like that, or you don't want it in your purse you like stick it in your pockets, and then you end up putting it on some like a dish somewhere. And it's like, it's just somewhere like all of your changes somewhere. And for those of you who don't want to carry around a bunch of change, you know what I'm talking about. But it's the same way with time.

So what I used to do was if I had 10 minutes before my next call, or 15 minutes before, you know an interview or an appointment or something like that, I used to just scroll, I would just get on my phone, I

would kill some time. I might even just I don't know, like Voxer someone or like text a friend or something like that. And now I think, okay, if this is happening at three o'clock, and it's 2:51 right now, that's nine minutes of time that I can check back in and really take hold of a lot can happen in five minutes, I could get through a couple of emails, I could craft a response for a press interview, I could send a response back to a team member that's asking me for password or login or for information if they can publish something. So definitely look at those little pockets of time as more valuable because you can get so much done especially as a busy mom.

We know how much can happen in 30 seconds when our kids are not being watched. It's the same for you. You can do incredible things in 5-10 and 15 minute chunks. And so, to kind of redeem those was and those chunks of time and start looking at them as really, really valuable can be a really great way to kind of take back those little pockets of time that you might have been tempted to reach for your phone.

But this time, you're gonna say, Okay, what's a five minute task? What's a 10 minute task. And I've even gotten into the habit a little bit of having a list inside of my notion, like Home Base, where I keep my projects, I keep my tasks, I just kind of brain dump a lot of stuff in there now. But I even have like a five minute list. Like if we have time to get to this if we just have five minutes, I want to go back and read this article, I want to go listen to this person's TED talk on x y&z and it's going to help me in my business, it's going to further my goals, it's relevant, but I really just don't have time for it right now. But if you kind of keep like a five or 10 minute list, it's a fun thing to do.

Because then if you have a couple of minutes before a call or an appointment, you can just pull up your five minute list, pick something and check it off, which is awesome, because then you get to check it off. Alright, so I have about five more productivity tips here for you. So I'm just going to rapid fire these off to you. The first one is to use a timer when you're working, especially if you have a short amount of time, or you're just trying to motivate yourself to finish a task. I cannot tell you how many times I've not wanted to do something. But I've tricked myself into doing just 15 minutes on it. Like, if I'm not wanting to do financial type stuff or respond to a certain email, I will just turn on a timer for 15 minutes and make it a game to see how much I can get done in those 15 minutes. The next thing is to use a project management tool I mentioned notion, I will not stop mentioning notion but find a tool that works for you. And when you have a project management system, you can always come back to it on your phone or on your computer when you're not sure what to work on next. Like if you have some unexpected time and you want you know, inspiration strikes, right? Then you're not sitting there saying okay, well, I want to work on my business, but I'm overwhelmed. What do I work on next.

That is what your project management tool is for. Number three is to have themed workdays I shared with you kind of what I do on each day of the week. And why I do those things so that I don't have to be on Zoom every single day or be interrupted constantly or even wear makeup every single day. And this is going to save you a tremendous amount of time. And number four, I talked about this before a little bit is to batch your work. So if you're going to be recording something, for example, instead of getting into that headspace turning on your microphone, or creating that video setup for yourself, and just making one piece of content, consider making a few. I do like to add the caveat that I think you should create limits for yourself for the max number of something that you can do in this time. So like, for example, I only have coaching calls on Tuesdays. But I also have a max number of calls that I will take because I just know that if I try to cram in too much, I will be so drained, I won't be able to work on other things, and I'll get burnt out from it. So the same comes with podcast interviews, I only do a couple of these per month as a guest. And even if I technically have more room in my calendar, I know I need to push them

to the next month. Because if I over schedule those, I'm not going to have time or energy for my own content or admin, or whatever projects I'm trying to work on. So really making sure that when you're batching, you're also protecting your own projects, you know, while balancing other things. So you might have an initiative to get your name out and get more visibility. But before you say yes to something, we also need to keep in mind your own goals within your business, like taking care of your clients that you've already said yes to working with. Number five is to have a plan and plan to plan. I cannot tell you how good just a few minutes or a few hours of planning can be for your business for your mind, for your level of overwhelm. I like to do planning on a weekly basis, a quarterly basis and a yearly basis. So at the end of every year, I like to leave my house book a hotel or an Airbnb and do an actual planning day for the following year. Now that only happens once a year. So every quarter I like to check in with those goals and look at the quarter ahead. But I also sit down just for a couple of minutes. It doesn't even have to be a lot of time on a weekly basis. And I look at my schedule, what's on my to do list. What kind of stuff have I committed to and what are we going to get done this week. So creating time to plan. Planning to plan is huge. And number six is you need help you have to build out your team even if it is a team that helps you maintain your home or helps you watch your kids or helps you make meals or supports you in your personal life

that will greatly benefit your business. But I really enjoyed sharing some of the things that I outsource in my business with you and I hope that that helps give you some ideas for what's possible to outsource in your life and in your business. I would love to hear from you. I'm at join Michelle on Instagram. If you have any tips for me as a working mom about productivity about outsourcing or scheduling your week or things that you have found to be helpful in your life, I would love to hear from you. Because I'm all about having little things that make a big difference in my business and in my life. And productivity is one of my favorite topics and is definitely going to come up here on the podcast more. You can find all the show notes for today's episode and all the past episodes over a joy Michelle Dotco slash blog. I'll see you next time. 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.