

Called to Both Episode 30

Hello, multi passionate entrepreneur, yes, I am talking to you. If you feel a little divided and pulled in a million directions in your business and your message because you have multiple audiences, then you're really going to benefit from today's episode. You can have multiple audiences and still be successful and thrive. What I know, I know, this isn't something you're going to hear on most podcasts or by most marketing gurus. And for years, I believed that I could only do one thing. And that as long as I was super focused on that one thing and super clear, I would be successful. And in fact, the only way to be successful was to do one thing. And I'm here to give you the tools and also the permission to do more than one thing in your business and still thrive.

So let's dig into this. I'm really excited about this. And I know that this is going to speak to someone so if you're if you tuned in because you have more than one thing in your heart, you feel called to do more than one thing. This is for you.

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.

Alright, so today I want to share some tips that have helped me in my business as I speak to multiple audiences and have different offers different things that I sell different ways that I make money, and have different marketing focuses for each side of my business. So I want to talk to you specifically about three things I want to talk about where that you can find potential overlap in your audiences. Number two is how to not get caught in a tutorial trap.

So we're talking here about the content that you create, and a really common pitfall I like to call tutorial trap and how to avoid it. And number three, not letting being multi passionate, give you permission to be vague, or an excuse not to be specific in your messaging and in your marketing and how to get around that. So we're unpacking a lot of really cool stuff here today, I think it's going to be really, really good. So first, let me just share what my two businesses are.

So you can kind of get a view of how I've navigated this. So I right now I run two different brands, I have photo boss, which is my photography, education brand that helps wedding and portrait photographers step into the role of a photo boss in their own business, equipping, and helping them grow a sustainable and profitable photography business. I do this through YouTube tutorials, and a Facebook group and a suite of courses and one on one coaching. So that's photo boss.

And then I have the call to both brand, which is where you are right now. And called to both is about really connecting and equipping ambitious moms in their journey. So not necessarily photographers, but I know many of you are photographers. But broadening this more to moms who are really trying to build something incredible and profitable, while also being intentional and present moms and need a totally different format of education to do that. And so I have coaching on that side of my business as well, which I haven't really talked about here yet. But coaching for the especially service based mom and

what that can look like because I think our lives and businesses as moms look really, really different, especially the timing of our work. So a lot of times it's part time work. And we still want that full time income. So that's a huge specialty of mine and the call to both side.

So what makes this so hard when we're speaking to multiple audiences, when we feel that we have multiple callings. And if you really think about it, ultimately, what a business is, is the offer, you're exchanging something for someone's money. So if you dilute this down beyond businesses and titles and brands, and trademarks, if you dilute this down, I have a varying suite of offers. And the people who are the ideal person for that offer change based on what the offer is. So you might have something that's very client facing let's say you do a photography offer that's here is this big event in your life, I'm going to photograph it and the person you're talking to for that offer is very, very different than someone you might be talking to on the graphic design side of your business.

So if you do branding, or consulting or maybe you have an online shop, totally different customer because it's two very different offers. So I think it's important to note that speaking to anyone clearly in your business in your marketing is hard. And adding an additional audience does add a layer of complexity but I also just want to explain that like the reason why this is hard. To begin with, it's probably that most business owners, especially small business owners, are not speaking clearly and effectively to their ideal customer. So this is this is marketing.

This is branding, this is clarity. But the reason this is so hard is because speaking to anyone clearly communicating your ideas, and that you might be the potential solution to someone's problem is in itself really, really tricky. And then when you add on that extra brand, or that extra offer, it can start to swirl around in your head a little bit, it can start to feel a little overwhelming. And I know that you don't want to dilute down your message. You don't want to confuse people. And sometimes it can feel confusing, like what what where do I post something? How do I make sure that I look like I'm an expert in what I'm doing. But I'm also doing more than one thing. So that's another reason why this is tricky. And then I think another one is that the volume of content can be tricky.

So I'm big into content marketing, I am big into creating content that's going to attract the people that you want to work with and the people that you want to be buying from you. And so when you do that, and you have multiple brands, you will find that the volume of content you create might go up a little bit. But I want to give you some tricks for this, I want to give you some ideas of ways to create overlap and to repurpose in a really strategic way in your business. Alright, so my first tip for you, if you are selling more than one thing, serving more than one audience is to pick your content medium for that audience, whichever audience we're going to talk about with a lot of thought and intention.

So when I chose YouTube, for talking to photographers, specifically, that was probably one of the best things that I did the content lives on, I have content that's four or five years old, continually getting hundreds, if not 1000s of views a month that I don't have to touch, it's evergreen. And that really, really serves me when I'm feeling like I have to be everywhere all at once I can remember that if you choose the right content platforms, and if you create evergreen content with that intention, you can kind of unsubscribe from that feeling of having to be everywhere all the time. So really making sure that you're looking at the different mediums for your content.

Now, when I decided to add on the call to both brand for my business, I thought you know what, let's not add this in to YouTube, I think that would dilute things. So I'm gonna go ahead and pick a

completely new medium that I've been wanting to play with. For years, like years, I have had, you know, start a podcast written in multiple places in notion written in journals written on goal setting sheets, like I've talked about this, you know, at least to myself for years, but I didn't quite know where it would fit until this new brand came to me this new calling. I was like, Okay, we're, we're moving forward on this, let's do the podcast to kind of create some separation.

So that was like the first thing that helped me to, at least in my own mind, keep clear these two different worlds that I'm talking to. And this different client avatar, if you will. Another thing that has really helped me is that consistency makes this easier, because practice makes me better if it feels foggy, and you're not quite sure how your two or three offers that might feel like they go to different people how this all fits together and how to market to them. I will tell you that sitting on it not doing anything and thinking about it more actually doesn't lead you closer to clarity. Action breeds clarity.

And I am not just saying that because I constantly find myself back in this place where I start to kind of like think myself into a circle. And then I realized that every time that I just step out and decide, okay, we have this much information. Let's go ahead and move forward and see what happens, you will get more clarity, you will get more information from that audience on what they want. So remember that showing up consistently is actually going to help you to become better at communicating with these multiple audiences. And that consistency is going to lead to your new audience members knowing when to expect to hear from you and that's also very big.

So being able to create a consistent plan and a cadence for the way that you post the way that you show up is so big. It's so so key in this a quick word about today's sponsor my favorite content creation tool for small business owners called Descript. Descript is the tool that I use to share smaller cut down pieces of this podcast, repurpose my YouTube videos and create animated on screen captions for reels and tick tock Descript makes video editing and audio editing so easy and it feels like you're editing inside of a Word doc. You can remove all of your filler words in a single click and you can even make corrections to something that you said using the overdub tool. If you create content in your business, I highly recommend that you take a look at this tool. It is absolutely packed with features and it's very user friendly.

As someone who does not have a professional background in video editing, I found it simple to use and learn, I'll have a link for you in the show notes. And you can give it a try today for free. So one helpful belief that I have found that I've really changed my mind on over the years is that you can do more than one thing, you can serve more than one person, and to just give yourself permission to step into a new space and to try it and see if it serves you and see if it becomes something that you like, you know, was I qualified to start a photography business?

No, probably not. Was I qualified to say, Hey, I'm a podcast host. I don't really know what qualifications you need for that, right? Like, I think so oftentimes, in business, and this is super underrated, super underrated, is the permission that we grant to ourselves to put on a new hat to try a new identity to do a new thing. Just like you became a mom. And it took a second to feel like yeah, that's me. I'm a mom, I'm someone's mom, I get to make those decisions. And I trust myself to do that.

That takes time, I think it's the same way with adopting this new brand, or this new offer, whatever you want to do in your business, whether this is a pivot, or adding on something I know, so many people listening are going to say, I've always wanted to add coaching, or I've always wanted to, you know, kind

of just dip my toe into this world of education, I think I have a course in me, I think I have a podcast, I love to do this, what you're doing here, right? So if you have something, I think you kind of know what that something is, by just listening.

It's probably been swirling around in your mind, as you listen to this, give yourself permission to put that on as an identity and say, I'm allowed to try this out and see if I like it. And it's okay, if it doesn't stay with me forever, because that's one of those things that has stopped me in the past is wondering if I want to do this for forever, and then not doing it, you know, like saying, Oh, I have to commit to a new business and a new platform for for ever, in order for it to be valid. And that's, that's such a trap. That's such a limiting belief. So try it, you don't need to be qualified, you're not going to feel more ready in one month. And by doing that's actually how you get closer to feeling truly qualified and comfortable in that position.

Another thing that has really helped me is to repurpose content as much as I possibly can. So this is going to keep you from feeling burnt out and trapped with this content creation cadence that you're in, right? Like it can start to feel on sustainable. And one way that you can really help this is to look for commonalities between your audiences. Okay, so for me, I'm talking to two different people. But sometimes I know that there's going to be someone who can benefit from both culture, both and photo boss. So there's two ways to find these this commonality in between your two audiences. So the first is to find a commonality in the person.

So there might be someone in the photo boss world who's also sitting here listening to the podcast, because they're a mom, and they feel called to be a present mom. And they want to be excellent in both of these areas. And they're working part time hours, and they're trying to scale and grow. And they need the tips that are going to be for someone who does not have 40 hours to work every single week, because they have a lot on their plate, right. So there's that person, that's going to have a crossover between those two audiences. But if your audience doesn't have a crossover in the person, you can also look for commonality in the topic itself.

So there's going to be people who are going to benefit from the education that I offer here who may not yet be parents, and they can still benefit from the business education from the mindset education that I offer here, whether or not their parents or not, right, so thinking about the commonality in the actual topic, and there's a few ways you can do this. You can say, Okay, let's do a spin off of each side of this and aim one for audience number one, and then just aim one for audience number two, and that is my next tip. So I would say whether or not it overlaps, always speak to one person. So when I'm in my Facebook group, when I'm in the YouTube filming space, I say, hey, photographers, hate photo bosses. Hey, like, that is who I'm talking to, even if I'm in a mixed space like Instagram, if I'm talking to photographers, and I want to have a poll, whether or not someone shot a wedding this weekend, I'm going to be calling them out.

I'm going to say hey, if you're a photographer, and then I let people kind of like self segment from there, and when I'm here on call to both, I'm going to assume that you're a mom. I'm going to assume that you're up apparent, right? Because I can't talk to everyone and neither can you. So always speak to that one person, this is a great copy tip, this is going to help you so much when you're writing a sales page, when you're writing a blog post, when you're creating a piece of content, you have to know who it's for, yes, other people can benefit from it. But we have to know who it's for. And I think this can really, really help when you feel a little diluted, because you have so much going on in your business and more. So sometimes I think, for us, as the business owner is, there's so much going on in our heads,

that it can really help to just basically, I grabbed this imaginary hat, and I'm like, Okay, I'm putting on a photo boss hat.

Right now, I am a photographer talking to photographers. And then when I turn on my podcast, Mike, I am a business coach talking to moms who are also growing incredible businesses, right? So kind of differentiating in that way can be really helpful as well. So I think the other thing, too, that has really helped me is to leverage my personal brand, because that's me.

And I think this is going to be true for almost anyone listening, okay, I think that you are a personal brand. And unless you're an agency or a business that has no face, that is more of like an e commerce Store, then you have a personal brand. And this is a really smart strategy to take. Because when you are not able to separate out all the spaces and constantly differentiate between who you're talking to, you can lean on the personal brand aspect, and basically come back to you your brand values, what differentiates you that by doing business with you, the person is getting something different, right.

So this is a great way to have those mixed spaces like Instagram, or social media platforms that are a bit more of a mix for me that when I'm not sure what to post, I can always come back to content that's a little more personal, that's showing what I'm doing behind the scenes that is pulling back the curtain on content creation, whether or not it's a piece of content that goes specifically onto the blog, the podcast, coaching or courses almost doesn't matter. Because I'm I'm sharing, I'm letting people into the business I'm building. And when you're a personal brand, the cool thing is that part of your life and the behind the scenes of what you do is content. So that can help to alleviate a little bit of that content burden and feeling like you have to be doing so so much.

So one thing to remember is people will remember you for challenging a thought or changing a belief, and not necessarily for telling them how to do something. So make sure that your content isn't a tutorial trap. It's not just how to do this, how to find this button on this menu in this software, or how I got this kind of client. And as someone who makes lots of education, this is something I've been really challenging myself to step away from. Because, like I said, people will remember you for challenging a thought or belief, not necessarily for telling them exactly how to do something like step one, step two, step three. So how does this work? I think that it's important to note that like, making tutorials does lead to traffic, people are going to give you that view, maybe maybe they would hit subscribe, maybe they'll follow along. But if you can change someone's perspective on something, you can shift the way that they saw an issue or a problem, you have gained their respect.

And I think that can lead to the difference between someone following you and being bought in on what you're doing. This also is a big part of building a community. So thinking more so about how you can shift someone's thoughts or beliefs around something and not just give the tutorial is what I want to challenge you with today. So as you create content, you can blend these two things. Think about what you can share how you can get that search traffic for how do I do X, Y and Z, right?

Like how to do x is going to be how most tutorials begin. But you can always come in and change their thoughts or their perspective or challenge their existing status quo with something that's a little bit more of a thought or belief or mindset that you share that you want to give to your audience. Okay, so to recap, we've gone through lots of details today. The first is where you can find overlap between your audiences and between the offers that you might have in your business.

We talked also about not letting being multi passionate, be permission to be vague, and how to make sure that you're clearly speaking to just one person at a time in any given piece of content. We also talked about not getting caught in the tutorial trap and making sure that we're changing someone's perspective to truly build community and lasting followers. But I think most important is the belief that you can do more than one thing.

There were so many years in my business where I didn't think I was allowed to have more than one thing that I thought that that would make it look as though I wasn't specializing in anything. And I think that you can do this very skillfully and very intentionally. And if you're feeling called to more than one thing, or if you're already offering more than one thing, you are allowed to do that rock on keep doing what you're doing, you are being called to more than one thing, and I hope that this episode was helpful for you. If it was, please share this with someone who's also multi passionate or wants to add something to their business and just will not let themselves go for it.

Be the encouragement to them today and send this episode their way. 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.