

Called To Both Ep 45

Hello, hello, my friends. And welcome back to the podcast. Today I want to talk about what perfectionism can look like in your business, specifically in content creation, and how it can greatly limit your growth. And I want to give you some telltale signs that you could be struggling with perfectionism. And I also want to give you some steps for moving forward. And things that have really helped me in my journey as I'm trying to constantly identify and push through a feeling of perfectionism in my own business. So if you've ever felt like your content is not good enough, it's not ready, we can't press publish, I can't pitch myself, I'm not there yet. I have to wait until the circumstances look like X, Y, and Z. This episode might be for you, you might be struggling with perfectionism. So I really want to talk about this. And I'm excited to try to overcome some of my own perfectionism and just recording this and letting it hopefully reach the right people at the right time. And just help you where you're at. So let's dive in.

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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 spoke. Let's dive in.

All right, well, I have been making content for quite some time in my business. And I think there's something in particular about creating content, whether that is a blog, post a YouTube video, like I have for years, or even a podcast like this one that really brings out different character traits about ourselves. And maybe this is just true of business. In general, if you want to figure out all the different ways that you could grow as a human, and places that you could grow like self development areas, right, as we could call them, instead of shortcomings. Let's just call them places for potential growth, just start a business or start creating content, and they will just start cropping up everywhere.

And I feel like nothing will bring out perfectionism. Like being in front of people in your content, even if it's just online, your content is going to reach people. And that I think can be a catalyst for perfectionism rising to the surface. So I think this can perfectionism can kind of rear its ugly head in our business in a bunch of different ways. But if you feel like you are not creating content, the way that you want to be creating content, and you're not growing at the pace that you want to grow, I think it's something that we need to look really close at and make sure that the perfectionistic tendencies are not what are the true culprit of this. So what does perfectionism look like, in the business owner? I think perfectionists tend to

be highly motivated and hardworking, probably this perfectionism can lead to lots of success. A lot of times they have extremely high standards.

But the perfectionism comes out in the impossible standards in the spending way too long on projects, and spending far too long on content, in particular in an effort to make it look a certain way. So how can you tell if you might be struggling from perfectionism? Okay, so I have a couple of telltale signs. Number one, if it is not perfect, you don't post it or you can't post it. I think this can come up on Instagrams and come up for a blog post really any piece of content that if it is not perfect, you cannot publish it. Second telltale sign is that you cannot get your content to look like someone else's so you become paralyzed and stop posting altogether. I think that this can also showcase in the amount of time that is going into it. So it feels like nothing, it gets to the standard that you have in your mind. And then it becomes all consuming, and you're spending so so much time creating that piece of content. So this can look like I've had students tell me, you know, I've spent five hours creating this blog post, and it still didn't look like this other person's blog post, and it's just not worth it. I'm not going to blog. This is a red flag right there that a blog post should not be taking that long. And maybe there's some perfectionism going on there.

Okay, telltale sign number four, you're hung up on tiny details that no one's going to notice, but you and yet you still cannot bring yourself to publish that thing. And then also, I think if you have a hard time delegating and getting help in your business, because it's not going to be done the way that you would do it, this is another sign that a perfectionistic tendency could be limiting your growth. And I think if we want to grow, and I know that we all do, especially as a leader, your perfectionism has to be identified, because it is absolutely holding you back I know it has for me. And that outsourcing will become a nightmare. If you have a standard of perfection. And I found this out. So quickly, I started identifying my own perfectionistic traits when I started outsourcing, in particular, and I think nothing's going to reveal more about areas of development, I guess we could call them instead of our shortcomings, it's places we can grow more than being an entrepreneur more than growing a team. And this has been such a journey for myself in my self awareness in finding areas to grow in and work on. Because I, the first couple of hires that I had in my business taught me more about myself than they did about hiring and working with other people.

And my, you know, SOPs and systems like that all came eventually. But the first thing it did was really revealed to me that I had this perfectionism going on. And I found out that I first needed to overcome this idea that it had to be had to be me doing the task in order for it to be, you know, like air quotes, right. And I had to accept that if I was going to continue, and if I was going to grow at the pace that I wanted to grow, and my business was going to grow the way that I wanted, I needed to change my standard of what was acceptable for a piece of content. And I think this is this is such a hard one. And it's so important for anyone who wants to grow a business or grow a team rather, to identify where, you know, having impossible standards could be keeping you from achieving the team that you really want. And I still noticed perfectionism when it comes to my projects, like I still have this come up, for example, if I don't get to a project, or like a video, for example, like a YouTube video, when I was hoping to so like, let's say that I wanted this video to get published on December 1.

And that date comes and goes, for whatever reason, I can start to feel like I just start categorizing it as a failure. Like, I can't reset, I can't say okay, well, we're just going to move it and it's still, you know, we can still publish it this time, or this date or whatever. And I hear myself say things like, Okay, if it didn't go perfectly, now, it's just messed up. Like now it's not going to be great, it's not going to land. Well, the

timing is wrong, it's probably just not even worth publishing at all. And that is perfectionism. And that gives me the opportunity to identify it, and reframe it, and work through it, because I can see it happening right before my eyes. And I think this started happening, especially so growing a team was the first way that I was like, whoa, okay, this is happening.

The second way was, I think coaching others has really shown me more about myself, because I will work with photographers on their businesses and creatives in my coaching programs. And they will say things like, you know, I just, I don't like to create content, because it took me you know, this much time to create this one small piece of content and it didn't convert for me, or I'm waiting for a month where I'm not busy. I'm waiting for the perfect time so that I can start my website update. Or I'm going to do a stylized shoot, I just have to wait for you know, everything to kind of fall together. And I think waiting for the perfect time is another sign of perfectionism. And the more that I heard my peers and my clients, my coaching clients saying these things that I had been thinking so many different times in my life, the easier it was for me to see that these thoughts were untrue, and unhelpful and sometimes I think we give other people better advice than we give ourselves right.

Like it's so much easier to see people's problems with different perspective because from where you're standing, it's so much clearer. And you can tell them what what your perspective might be, and maybe it's helpful for them. And that is why I think coaching can be so effective. I think it's like having those eyes like new eyes on your problems on your business and your businesses hurdles can be so effective. So I think take a coach's perspective, on your own business. Look at what you're telling yourself about content creation, look at what you're telling yourself about the time that you have the reach that you have, and ask if my friend was telling me this thing, what would I tell them?

Because I think odds are you would encourage them through that perfectionism, which is ultimately fear, like perfectionism is the fear of being judged the fear of being wrong or being seen as unskilled or imperfect. I think sometimes even that, like, imposter syndrome can come up where we say, I already feel like an imposter, I already feel like I'm pretending to be whatever this like new job title is. And so I want it to be perfect, because I want people to take me seriously. So ultimately, this is fear. And when we you see this in your friends, or someone that you care about, you're able to encourage them through it. And so I think that can be a great ways to write out what you're feeling what you're facing, and then coach yourself a little bit on it.

But the biggest thing that I found that perfectionism keeps us from is the things that we want most, it's keeping us from moving forward, it's keeping us from sending that email pitch, or from pressing publish, and it keeps us right where we are. And when we know deep down that we want to be somewhere so much further than we know that that perfectionism has got to go, like we can't, can't be both. You know, like, we don't want to be both super ambitious and have these huge dreams, but holding on to that perfectionism. So if you know that this is your year, the year that you want to make big strides and take imperfect action, the year that you leave nothing on the table, then remind yourself every day to take imperfect action. Because Done is better than perfect.

A published piece of content beats a amazing idea that lives on the Notes app in your phone every single day of the week, because ideas don't get you anywhere. It's what you actually press publish on, that people are seeing and judging ultimately. So I think that's so important. And for a long time I had imperfect action take messy action done has been as imperfect things like this Bretton, like in various places. And I don't even think I was like fully connecting that that was me latching on to some of these

encouraging words of affirmation, that we're battling the perfectionistic idea around, okay, it has to look this way. And if it can't be exactly this way, then I can't do it, that kind of thing, which ultimately is a limiting belief.

Now, I do have to say, I do have to give kind of the caveat that having standards is different than expecting things to be perfect. So perfection tends to be this ever moving target. However, a standard is steadfast. So you can articulate and bullet point, the steps of standards that you might have for a team member, for example, to outline a blog post or what your brand guidelines might be for that blog post, how long should it be, what fonts should be used, what kind of copy you use in your business, and what the graphics should look like? That is a standard. I don't think that's expecting perfection. And I think that you can have brand guidelines for your business of you know, what's allowed, as far as like how you engage with your Facebook group, or what colors you use when your graphics are created. I think that is a standard that is not perfection.

And so this can be so tricky for high performers for ambitious individuals to differentiate between, am I expecting too much this, this team member is not performing the way that I wanted? am I expecting too much and I hear this all the time with my coaching clients? And I think a great question for you to ask is, was there a standard and steps articulated? Or is this kind of an ever moving target a little bit ambiguous you're expecting more than has been articulated? Or your your expectations are changing constantly. I think a standard can be achieved in a reasonable amount of time, if you have the skills to complete that thing. So if you're finding yourself spending eight hours to edit a small portrait gallery, revisit your process. Ask yourself what part of this is taking so long is the task really meant To take that long or are you possibly becoming obsessive over a certain element of it and trying to make it look, you know, anything, anything less than perfection will not be accepted. So little caveat between standards, and perfection, especially when it comes to a team, I think that can be tricky to navigate. Now, I think I've mentioned a couple of affirmations that I love and that I've used.

And I like having these on sticky notes on my desk and in notebooks on my computer. And I read them in my journal as well. And I have a few affirmations here that you can try around this whole concept of perfectionism. And so maybe some of these will be something that you will resonate with. The first is, my content isn't here to be perfect. It's here to be generous and helpful. And I think this is so important. And I've talked about this in a past episode, all around content marketing, and that every piece of content should be generous. And it's funny how I can see that so clearly, and yet, this idea of perfectionism still wants to crop up from time to time. And so when I feel that need to, almost like outdo every piece of content I've ever done, and you know, wow, people in a new way, I can say to myself, my content isn't here to be perfect, it's here to be generous and helpful. Another affirmation I like is, I don't have to be perfect to make a huge impact.

That's a really good one. I like that one a lot. Because I think you can kind of fill this in with whatever you want. Right. So like, if you enjoy helping people, if you enjoy educating people, if you enjoy creating art, I think you can almost like fill this in with wherever the outcome is that you're trying to achieve in your business. And, you know, tack that in and make it your own. Another one is waiting for it to be perfect is selfish. And that one kind of like gave me pause for a second like I wrote it. And I was feeling like there are so many times when I didn't publish something. Because not that it wasn't helpful. Not that it wasn't educational, but because the lighting wasn't exactly right. Or the background was distracting, in my opinion, where I didn't publish it. And now I can see that that's selfish. That's, that's about ego that's not about how the piece of content actually serves the person consuming it. And then

the last one is I let go of the idea of perfection and trust that consistency and quality content will actually mean more.

So those are just a few affirmations that I think could be really helpful if as you navigate business, and especially content creation, you face perfectionism are those feelings of like wanting things to be perfect. I think those can be really wonderful reminders. But ultimately, I feel like the key to moving past perfectionism is have more grace with yourself and with others. Like if it's a team member, I think there's more grace to be extended here. It's loving yourself enough to let yourself be imperfect. Because the idea that you have to be perfect is not super loving, right? Like you're not expecting yourself to be human and flawed if you're expecting perfection. So to stop holding yourself to a standard of perfection is actually a really gracious act.

So let yourself off of that perfectionism hook, like that proverbial hook, just let yourself off of it. I would love to hear your thoughts on this topic. Please send me a message on Instagram. Share your thoughts with me on this topic. And if you have someone in your life who you think might benefit from this episode, please consider sharing this with them. Thanks for listening and I will 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.