

# Called To Both Episode 80

Are you thinking about pivoting your business? Today I am sharing some of the signs that you might be ready to pivot. And five ways to make that pivot ahead more successful. I recently got a message from a listener of the show who asked if I could talk about pivoting, because she had a huge pivot coming up in her business and wanted some tips. And I felt like now was the perfect time to talk about pivoting here on the podcast, because we just did six episodes on diversifying your revenue and your business. And I know a lot of you have been listening to these and really considering creating courses and getting into affiliate marketing and pitching yourself for brand deals, and in a lot of ways, pivoting your business. So I feel like this is the perfect wrap up to that episode series. And I hope that this is helpful 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 spoke. Let's dive in.

When I think back on my own pivots in my business, over the past 10 year journey of being an entrepreneur, I can quite easily tell you that there is nothing that has challenged me more brought on more feelings of self doubt, but also somehow more certainty than pivoting in my business. So let me explain. The work that I do, as I've moved and pivoted towards what I should be doing, and I'm called to do is absolutely what I'm meant to be doing. But because of the identity shift that has to take place, when you step into a new role, or a new business offer, or you know, just an entirely new way of building your business, that itself can be really hard. And you might be known right now, for one thing, and you might be really good at that thing. But you're also feeling pulled to shift some things. And I know that for me, that was the case, I was arguably at the height of my wedding photography career when I started feeling called to do more things and to change how I had built my business. And I knew that I had some courses and some coaching and some content inside of me that we're never going to reach the world and we're never going to help people is I kept going in the business that I had. And sometimes those are the hardest pivots.

Because you have to make the conscious decision to act, and no one else can make that decision for you. Whereas in some circumstances, you could be let go from a position you could be fired. And that could be the nudge that really moves you towards trying something new. And so for a lot of times when people go full time in their business, something happened at work, you know, they were let go or it was a bad experience. Or they were kind of squeezed out after having one of their kids or things like that. And I think that can be such a push to jump in. But the pivot sometimes has to come from us. And a lot of times things are going really well in your business, but you just don't feel settled or content anymore. And that is what I want to talk about here today. So how do you know when it's time to pivot and make a big change in your life or in your business.

So here's some ways to know that it could be time for you to pivot in your business. The first is your current business doesn't align with your life anymore. Maybe it's because of the traveling required being away on weekends constantly doing client work, and it just doesn't align with the life you want to live. The second one is you find yourself unsatisfied with the work that you used to love. And I think this is particularly challenging because we can feel this unsettled feeling. And then it feels like oh, just after you feel unsettled, you think, oh, I should be grateful. I should be grateful I have all these clients, I have

all this work. I should you know all the shoulds of your mind come crashing down on almost making you feel worse for not liking the work that you used to love. When really, this could be an indicator that it's time to shift to something new.

The third one and I think this is really important is you feel jealous of someone else doing what you secretly want to be doing. Like let me just read that again. You feel jealous of someone else doing what you secretly wish you could be doing. Suzie Holman is a creator that I follow online and she posted a recent post about jealousy. And in her caption she said jealousy isn't here to torture us. It's here to teach us us. And I have found this to be true that jealousy in my own life has often taught me about what I truly want that I have not been pursuing. So when I sit down and really think about those feelings of envy or jealousy, or however you want to put this, and I really asked, like, what is happening, like, what am I really wanting that I don't feel like I have, and a lot of times, it's because there's a misalignment between what I'm doing and the things in my life that I actually want. Like there's a completely misalignment. Okay, so the fourth indicator, is you have an interest in serving a new audience. And when I say interest, I mean, like, an unacknowledged double pole, like a calling, like, you feel like deep within yourself, that there's someone out there, there's a people group out there that you are meant to serve that you are not serving right now. And then the last one, this is another way to know if potentially you should be pivoting is when you picture your life in five years, like your ideal life, it really doesn't look anything like the life you're living today. So if I were to ask you like, what do you want to be doing professionally? Like? How do you want to be creating and showing up and serving and selling? Like, how do you want to be in your business in five years, and if it looks absolutely nothing like the business you run today, you probably have a pivot in your future. So each of these things can be an indicator that a pivot is on the horizon for you.

So whether you are considering pivoting, like you're not exactly sure what this might look like, or you have already fully decided that you will be pivoting, I want to give you my best practices for pivoting strategically and with grace. This episode is brought to you by Kajabi. funny word, right? But Kajabi is the tool I use to house all of my freebies, those free downloads I talked about in my episodes from time to time, and in my videos, I also house my email list my courses and even my coaching pages for my client replay calls. It's an all in one tool for delivering digital products and growing an email list. Kajabi also offers podcast hosting communities and memberships. So if you've ever had an idea for a monthly membership offer, Kajabi is going to have everything you need to get set up and running with a membership. Now personally, I think my favorite part about Kajabi is that it's all in one, I don't have to think about a third party tool or connecting automations are fancy tech tools to connect my email to those freebies or my checkout cards to my programs. It's all together. And this makes my life so much easier. So if you want to give Kajabi a try today for free, see how it could fit into your business, go ahead down to the description section of this podcast and click the link to get a free trial today.

So I have five pivoting success tips that I would like to share with you that when I sit in reflection, thinking about all the changes that I've made in my business, these are actually things that have helped me or that I think would have helped me if I had known about them. Okay, so the first tip is to put on some serious blinders in your life and in your business. I think this is one of the best things we can do in business ever, is to just get really selective about the information that we're taking in, especially in this vulnerable time of pivoting. So staying very close to your why and your own life alignment goals is going to be essential during this time. And sometimes you can get easily confused by what other people are doing and other people's ideas. And that's why putting on blinders is really crucial during this time. It's almost like it's a delicate time. And we're very influenceable. And so we want to get really brutal

about this mute, unfollow, unsubscribe, remove anything or anyone that really just stirs up feelings of self doubt, in what you've already decided is your next step, what you already know, kind of like deep within yourself is the next thing for you. Step number two, find a space or a person or coach who can help let you dream boldly. And when you express all those dreams for your business and for your life without having to censor them or try to make them sound really reasonable or like it's a good idea or it's practical. It can keep you from getting to where you want to go and taking the steps to making them a reality. So sometimes your current circle isn't going to understand or be able to hold space for this new dream. And that's okay. It's your dream. It is not their dream.

But finding someone who has allowed that space who can let you dream really boldly is going to allow you to expand more quickly into this next place for you this next pivot. So I've had clients go from just hinting like I think I might want to be an educator, I think I might want to create a course to building out programs and courses within weeks or months, because they have let themselves imagine the possibility. And that's why I believe like dreaming boldly is just so powerful. And this past summer, during my sabbatical time off for my business, I read your dream life starts here, such a good book. And it really gives practical steps for walking through this process of just dreaming and putting your ideas to paper, I highly recommend this book, if you want to get into this whole idea of like dreaming and journaling and bringing these ideas that you've always had to practical steps and plans. Again, the book is called your dream life starts here.

Okay, tip number three, is to hit restart on your business's birthday. Mentally just start your business over in your mind. Because you have a new audience, and you have a new offer. And the whole way that you're doing business and making money is changing. And that means you're you're kind of just like starting a new business in many ways. And this is going to help you manage your own expectations. And I had an app on my phone for a while to help me with this. It's called Days cents. And it's a habit tracking app. And it's just about you seeing the progress since something started. So I put in the date of my rebrand my when I changed everything about my company and my business. Because I was feeling so discouraged with where I was at versus how long I had been in business. But really, I was comparing when I started my first business or when I started my old business. And that wasn't helping me, you know, like that feeling of discouragement was not serving me. And so this tool really helped me to see every day how short of a time it had actually been since I fully made the shift into my new business. So I just picked the date that I published my new domain, my new website with my new business name. And, you know, the rest of the world may not have noticed that I had done a huge pivot. But for me, because it was causing feelings of discouragement. For me, that was really important. So I just made the pivot like that day of the website that was like the rebirth of my business or the second wave of my business. And that gave me a new date to celebrate in my mind. Okay, tip number four is to really get the help that you need in your life and in your business.

So I think with the mental shift that it is a new business and that you are starting something new, you will be more likely to accept help or ask for help or pay for help. Because you know that with a lot of newness, you're going to need more support, you know, you might need new software's you might need more tools, maybe you get help at home with the kids or with food or with cleaning the home to support in this new shift. Another way you can get help is through education or coaching from someone who's been in the place that you want to be. So those are three areas where you may want to help get asked for help. And I just think that's so imperative, I think so oftentimes, we as business owners, especially like creative solopreneurs. We try to bootstrap for way too long. Like, you know, you if you see how businesses are founded, typically there's capital, there is investment happening there, there is a staff,

there's more going on. So really thinking of your new business. And this new pivot as a business that will require funding and will require help is so important. And that way you won't get down on yourself. If you're thinking I can't manage all these things like how am I going to manage all of this? Really, it's who is going to help me manage all of this? That should be the question not how am I going to do it, but who can help me get this done. Tip number five, practice journaling. I started a daily journaling practice a few years ago, I would say maybe three years ago, I started getting really serious about daily journaling. And it has been one of the most impactful self development tools for me. I think journaling is so beautifully simple and head clearing and affordable and leaves you with more answers rather than less. And I don't know if like if this resonates but I just think sometimes so much of what we do to process our thoughts or handle stress leaves us feeling worse, we scroll or we eat a whole bunch of food, or we text somebody that like all this, we just unload all this stress on someone. And in my experience journaling doesn't do this it truly leaves me feeling better, or at least less full of thoughts in my head, like at least less confused.

So as a next step, grab a fresh notebook and a pen that you absolutely love and dedicate five minutes of your day, to your thoughts to your dreams to even just the fresh durations surrounding this pivot ahead and put those down onto paper. This journaling practice is going to change your life, I promise you. Tell me how your journaling has impacted you in your business. Are you a journaler? Are you more of like a paper person? Are you more of a type it out kind of person? I'm a big believer in a paper and pen journal, especially since starting this practice three years ago. Okay, that is all that I have for you guys today. Hopefully we kept this kind of short and sweet conversation all about pivoting. Knowing when it's time some strategies for giving yourself grace and setting yourself up for success. Do you have a pivot in your business or have you ever pivoted I would love to hear from you. If you share this episode online, please tag me so that I can share it as well. 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 podcasts 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.