

# Called To Both 81

Okay, in this episode, I'm going to be answering the question of what do I work on in my business so that I know I'm scaling it, I know I'm growing it. But I don't necessarily have to spend any more hours in my business because I cannot possibly take on anything more. And this is actually a real question that a client of mine asked me recently. I love this so much. So I'm actually gonna break it down in this quick episode here for you today. So this is going to be almost like a little self coaching episode. So I'm going to ask you a series of questions, three questions specifically, that are going to help you get closer to what you should actually be working on in your business, to grow it without necessarily spending more time. And I love it, no matter if you are spending five hours a week in your business or 25 hours a week in your business, you will eventually come to a cap of time.

And you need to know what is actually moving the needle and what is not. 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. Okay, so I'm going to be doing a little bit of guided coaching with you today. So think about these questions as I asked them to you. And just imagine, you know, what would I actually say back in these moments, and this is going to really help to get your wheels turning about what you could be working on that would actually move the needle.

Okay, so the first question that I have for you today is what is already working? What platform Do you already have traction on what content has performed really well for you in the past? Now you need to know this so that you can stick to the platform you've already built, I'm almost imagining that you have built a framework a house. And instead of deciding to go build a new sandcastle and a new sand castle and a new sand castle, keep building on what you already have, by revisiting what's already working. So like I said, What platforms are you already on what content has worked really well for you in the past? Is there a way that you can spin that off and reproduce it a lot of times, when you've done something and it's worked really well for you, it's actually even faster for you to do that same type of thing, again, don't reinvent the wheel, I think sometimes we assume that if we're going to get to the next level in our business, we're going to get to that next income bracket, we're going to grow our team, that the thing that's stopping us from getting there is probably totally new, totally different and super original. And I, in my experience, and in a lot of my clients, businesses, this is almost always not the case. So really be looking at what is already working.

And then ask yourself, what if I did a little more of what I know is already working, instead of trying something completely new. So like, close off that idea of like, what do we need to create that's hasn't even been created yet. And think what has worked really well for me before?

Second question, what are you naturally really good at? I think we overlook this so often, because, you know, it's our natural gifting. We look past it, because it comes really naturally to us. But the reason this is cool is because typically, when you're good at something, it's faster for you to do, it's more enjoyable for you to do. So you're gonna have less resistance and procrastination around doing it. And also, you'll probably make a huge impact on whatever it is that you're doing, because you're operating out of your

strengths. And I think this is incredible. And this is a huge part of like, why I love doing the coaching work that I do, because helping people to find and see their giftings makes the biggest difference in how they operate inside of their businesses.

So really be thinking about your giftings your callings, the things that you're uniquely good at. And if you're not sure, oh my gosh, okay, so many episodes on my podcast about this. But a great first step would be to ask the people who know you best, what you're just really good at, maybe without trying or what they think of, you know, if they had a certain problem, and they come to you for that thing, you're going to start to connect the dots. But this is going to serve you so well. It's going to help you to get to know yourself and your giftings. But it also implements completely into your business so that you're not forcing things that are going to take more time and have less results, but rather go into the flow of your giftings and your strengths. Hey, they're creative.

I'm jumping into this episode with a quick message for you. If you've ever dreamed of being a guest on podcast collaborating with influencers, or maybe you want to speak at an upcoming summit or conference, but you're just not sure how to actually make that happen. I want to tell you it actually starts with the perfect pitch. And that is exactly what pitch power is. email templates provide a foolproof way to go after the thing that you want. Not only will you get access to 11, pre written email templates ready to go to plug and play in pitch, but you will also get a masterclass training, where I share the five crucial elements of effective pitching. Head over to [joinmichelle.co/pitchpower](http://joinmichelle.co/pitchpower) to grab your templates now, take the guesswork out of pitching and join me inside pitch power templates today.

Okay, question number three is what is making you money right now. So review the past, I would say three months in your business, look at what money you made, where it came from, like maybe some different offers, if you have multiple revenue streams? And what money did you spend. So this is really good, just looking at it as the facts don't give it more meaning or motion than it needs, it's just money in money out. Now, this is where it gets interesting, compare what money you're making, especially that number one revenue driver in your business, to where you're actually spending your time. Like, do those two things add up is the thing that's making you the most money right now, even if it's not making you the money that you want to be making, right?

Like, even if you look at that number, and you're like, super discouraged, are you spending the most time on your highest revenue driver, because a lot of times, there's a discrepancy between the thing that's actually making you the most money and the time that you're spending in your week towards those income producing sales activities to drive leads to generate sales towards that thing. So start there, if you're not actually sure how you're spending your time, totally normal. I think a lot of times, we think we're spending more time on certain things than we really are. This is like a total phenomenon, a human normal thing that happens where we miss, remember how we are spending our time. So if you're curious, to get granular about this, you can use a free app like toggle, it's actually a Chrome plugin. And you can track your time for like a couple of days or even a week, and then look at the data of where you're actually spending time because it could really surprise you. And a lot of times you learn a lot about yourself by doing a time study.

So I strongly recommend it. So another thing to review, that's going to help you to know like, Where is money coming from? Like, how do you actually know where the money is coming from, is to look at the contact form for your website. So if you have an inquiry form, and you run a service based business that someone would reach out to buy your services, looking at the referral source, or like, where did you

find me source is another huge indicator of what's already working really well for you. Those are your lead sources, those are your referral sources. So those activities, whatever's written in there has converted to money for you. So could be a really good breadcrumb as to knowing what's been worth it. And what's been not like sometimes we go to a networking event, nothing comes of it. Sometimes we send a vendor gift and nothing comes of it. Sometimes you have a blog post that you've optimized for search, and it's legit driving sales. And that is where it's so important to be looking.

Where are people coming from? So like I know, for me, for example, in my business, the number one source that I see Google or YouTube, Google or YouTube and then podcast. So what does this tell me? This tells me that like, even sometimes when I'm thinking, Oh, my gosh, I should be posting reels more often I should be on these platforms, I should be interacting in Facebook groups that aren't mine. Right? I have to come back to the facts and know that when I see money come into my business more often than not, even when I was doing reels. It is going to be YouTube, Google and my podcast. And so I can ask myself, have we continued to uphold this? Are we still blogging? Are we still optimizing for us, you know, are we still creating long form evergreen content. And as long as I can stick in my lane and say, those are things that drive me money, I know, every time it's going to drive me money, then I know that I'm still doing the right tasks in my business.

And if there's time, you can add on more, you can do more. But there are going to be seasons in your business where you absolutely cannot add on more time. So you have to be close to the numbers and understand what is actually bringing you money. Okay? So you have certain things that are bringing you the most money, you also have activities like admin work and email and accounting and things that we have to do to keep our businesses moving forward. We have to have some sort of marketing activities like visibility marketing. So I did this exercise on myself. I thought if I was working two hours a day, I'd say just like naptime or like an hour during nap time, an hour when my kids go down because I have two small kids. What would I be doing during those times?

So what I would urge you to do is to get out a piece of paper and live literally block out your time so that you can work in your business. and start to assign values to those days. And what I mean by that is like, themes, make sure that you have themed out your time, especially if it's limited. So that you don't do a little bit of email, a little bit of editing a little bit of Instagram, a little bit of admin a little bit. It's like it's switching, switching, switching, switching. So what I would do personally is I would have, for my five days, with my two hour broken up blocks, I would focus on content creation, admin coaching, because I am a business coach, product creation, because I have digital products and visibility marketing, those would be my five blocks. And I would only focus on one theme per day, as tempting as it would be to do a podcast interview here and jump into my inbox here, and then work on a little bit of a freebie or a course or a lead magnet, I know that the fastest way to move forward is actually to theme out my days. And don't switch between tasks. There's so much data on this, and I'm not going to bore you with it. But it actually takes people a very long time when going from one software to another one task to another going from I'm on a console call, I'm doing sales to I'm writing a blog post, those are two very different parts of your brain. So working in your gifting, and it also working with your brain and your body is going to help you get further ahead in much, much less time.

Okay, so just a quick recap. The three questions are what is already working? What am I naturally good at? And what is making me money right now. So one way to implement this is to use these three questions this week as journal prompts for yourself. Because sometimes you need a minute to just sit

with these questions. And you might be very surprised what comes out on paper. And I have found that this is very helpful if I don't quite know how to answer something.

Sometimes I just need a minute to answer it. And just because it didn't come to my mind right away doesn't mean that it won't come ever. So sit down with these questions journal on them for a minute. And thank you so much for sticking with me all the way through here to the end. And hey, if you missed we just wrapped up a multi part series on the call to both podcast all about diversifying your revenue streams, especially as service based creative. So new ways to make money in your business, a lot of which do not require you to pivot you can just start making it right alongside of what you're already doing. So that series actually starts episode 74 on my podcast if you want to go back and give it a listen. Thank you so much for listening to my show here on call to both we aim to help you go after both the business and the life that you love. And I will be back with a brand new episode next week. Bye guys.

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