

Called To Both Episode 85

Joy Michelle

How do you know if you're building true momentum in your business? Or if you might just be stuck in a cycle of hustle? Well, that's the question and one that we're going to be unpacking here in this episode. Today, I am joined by a guest and my friend Laura Esmond. So let me just tell you a little bit about Laura give you some context for her business and what she's going to be sharing with you in this episode. Laura Esmond is a photography business coach and a fine art portrait photographer based in Denver, Colorado. She has been in business for 23 years and transitioned her business from weddings to portraits. When she had three small kids at home, she wanted more time with her family and wanted to stop working on the weekends. But this wasn't exactly a smooth transition. She learned firsthand that hustling without super focused intention is just not productive. She found herself working evenings and scrambling during the day with her kids there and just taking on sessions that she didn't want to be taking on during the weekends. So through her work of setting intentions, and some of the stuff she's going to be sharing in today's episode, she was able to build a business that actually works on her behalf, and gives her the freedom that she needs as a mother. Now 10 years later, her business is humming along beautifully. So in our conversation here today, you are hearing Laura's three step framework for building true momentum. And don't forget to head over to the show notes for today's episode so that you can follow along and implement all that she shares in this episode. Those show notes are going to be available beneath wherever you're listening to on whatever podcast player you're on right now. Or you can always head over to my website at [Joy michelle.co/blog](http://Joymichelle.co/blog). All right, here's the interview. Hello, and welcome to the call to both podcast. I'm your host, Joe 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.

Joy Michelle

Okay, Laura,

Joy Michelle

I am so excited to have you here on the podcast because we're basically taking a lot of our Voxer conversations and bringing them to the show today. And there was one conversation we had recently that was really focused around this concept of like momentum and getting that initial boost behind a new project in your business. And everything you were saying I was like we have to talk about this on the show. So to kick us off. Hi, welcome. I would love it if you could introduce yourself here and just talk a little bit about the business that you run today.

Laura Esmond

Yeah, absolutely. So I'll keep this part brief because I know we have a lot to get to. I am a photographer in Denver, Colorado, I run a high end boutique portrait studio. I've been a photographer for about 23 years. And about 13 years ago, I was transitioning from weddings, to portraits and really struggled during that transition three little kids at home. And I needed to develop a framework and sort of a state of being in my business. And that ended up driving massive results and success for my portrait business. And I'm now able to work part time, bringing a multiple six figure business spend a lot of time

with my kids. So I'm now also a coach through a program called get rooted, where I teach photographers that same framework so they can create that same balance in their life.

Joy Michelle

Okay, this is so good. And especially the part where you said you had three small kids when you're making this transition and trying to build a business that supported that life. Like that is a huge feat. And so now, specifically though, I think what I loved Well, when we first met if I want to like let's back it up for a second here, so we've met in person in Nashville earlier this year at the Elevate conference. And there was something about like the way that you had talked about your business that I was like, Okay, I have to get to know this girl like this as a mom, but also as a business owner and just realizing what you had built so intentionally. Then we went out to dinner and I have some stories later if we have time in this podcast for that. Oh,

Joy Michelle

I know. Okay.

Joy Michelle

We'll get into it. Yeah, tell me. Tell me about that. Just your take even on this concept of building momentum and where it blends with hustle, like when is it hustle? When is it momentum? And like, what does this look like on for you in in like this seasons of your business? Because you've been in business for a while and like you're still killing it?

Laura Esmond

So, yes, there. Remember, you know, a few years ago, it was pre COVID It was very much boss, babe, you know, all these hashtags. And we were very, we all felt very empowered by it. And then what I think happened was COVID and we all went home and we sort of settled down and we forced you know, we were sort of forced into it. You know, for good or bad, forced into just being at home with our families and kind of taking some time off. And so there was this pendulum swing, when it came to the word hustle. And now it's sort of like taboo, to talk about hustling. Yeah. And I started to see all these really top leaders and in many industries, looking back sort of nostalgic on on their life and their goals and everything that they'd accomplished and was advising everybody just slow down, just enjoy the moment, don't work so hard, go in farm and forage and, and I thought, That's great advice if you're already at the top. But there is this moment, if you're in a creation mode, where you have to build a business or you've built a business. But then there's come a time where you're like, this isn't working, I need to pivot what I'm doing, it's not fitting into my life, I'm feel like I'm neglecting my duties as a mom, I'm neglecting my kids, I'm missing all of this. And you have to pivot which is going to mean really big changes. That is actually a time for hustle. The problem with the word hustle Is it is it really means busyness, this frenetic pace. And we don't want to identify with that. So if instead we think of it as building momentum in your business, that once you have that momentum going, you spend a short time building that you have this long term result of being able to just enjoy your life. Again, the business part of it isn't so hard, you can just turn back to your kids and run your business, and then get home and be without, you know, I'm at home with my kids, three o'clock in the afternoon, I picked them up and I am there's I belong to them at that point. And I but I had to put a lot of work in and hustle to be able to make that happen.

Joy Michelle

I love this. And when we were first talking about this, you were kind of calling out like the almost false promise that we're sometimes given that, if it's hard, if it's not coming super easily, then you know, lean back and just let it flow to you and that kind of thing, and how it's honestly a little bit misleading. And that sometimes it's important to talk about the level of energy that actually is required when you're in this what you're calling like creation mode. And I was I was reflecting on my own business and anything I've built, it's very true, it is very true. And I don't think it helps anybody to brush over that. Because then when it gets hard because it will get hard, they're gonna quit, or they're gonna think they're doing something wrong, or they're missing something that that person up on that pedestal has, they must have something that I don't have, because it's really hard for me, when really, that's just a part of the gaining the energy and the momentum that you need. So yeah, I would, I would love for you to share more about this and just dig into this, this concept of building momentum and making sure that it is building towards you being able to be home more and have the systems in place. Right?

Laura Esmond

So that's really the question, right? What are you working towards, if you're just sort of spinning your wheels, what a hamster wheel really means is, I'm just reacting to my day, right? My kids have to get up, I woke up a little bit late, I gotta get them to school, then I have to hurry up and get home and respond to emails. And it's basically this like task list. So you're kept very busy. And that can feel feel very, sort of like this false representation of I'm busy. That must mean that I'm being really productive in my business, I'm being really productive at home, I'm checking things off like a boss. But in the end, what you have to ask yourself is what are you working towards? What are you building, because instead of just checking things off the list, and you know, get off that Instagram, stop scrolling your feed and trying to figure out what other people do and doing you have to sort of turn inward and have a clear purpose and vision. That way? Yeah, you're still gonna have those things, you have to check off the list, right? We all have those things. There's doctor's appointments, there's the child that you're supposed to spend all day working. And then suddenly you have a child at home sick with you. I mean, things get in the way, then things pile up and you're busy. But there should be moments in your day and your week built in where you have this margin where you can build your business around freedom and joy and contentment is and being able to turn back to your family and be present to them. So so the question is, what are you working towards? What is that vision?

Joy Michelle

Yeah, yeah, I love that. And you mentioned that you have kind of a swing analogy for this when you're in this phase of building do.

Laura Esmond

I do I love analogies, I will probably bring up like 12 and analogies today. So if you think about a swing, you're sitting at the playground all by yourself, there's no one there to push you and you're sitting on a swing. And you have to actually put an enormous amount of energy, especially in my age, to get my cores working. And I got to get myself pumping my legs and swinging my arms and get myself moving and I have this goal. I'm like I want to get as high as my 10 year old I want to get way up there. And I have to put in all this energy to get that swing moving. But the thing about movement is physic Excel, it tells us that once something is in motion, it stays in motion. So if you relate this to your business, if you're either in a point of creating a business or you need to make big changes, because something is not working for you, then you're you're probably going to have to put in that enough, that that first push, write that first, pumping the legs and swinging the arms and really getting that out. And it can feel hard, it can feel like a lot. But if you have that vision of like, I want to get up there, and I have a feeling

attached to that of what I want, when I get there, then once you get there, you will stay in motion, you no longer have to put in that level of energy into your business, it will just be you know, your swinging, and then it slows down a little bit. And then you can pump your legs again and get back up there pretty quickly. Because it just stays in motion.

Joy Michelle

Yeah, I love that. And it's like, once you're up there, you're so glad you put in the work. But at first, it's like not super fun. And you're not seeing the view from the top of the swing, you know. And so I think that that is such a beautiful visual, because we've all been there. Can you share? Like how can someone know, if they're in this creation mode, the momentum building mode, they're kind of just getting those initial pushes on the swing, versus just being kind of busy and reactive to what's happening in their day?

Laura Esmond

Well, I mean, you you basically set it. So the difference is when you're when you're when you're in building momentum in your business towards a specific goal, that means that you have a clear intention. If you are just busy, there is no intention behind that you're just checking things off your you are reacting to your day. This can even come down to waking up early in the morning and setting an intention for your day. As a mom, sometimes that gets derailed and that's, that's okay. It's about just setting that intention for your day for your week for your month. I mean, I go out, I set my intention for my whole year. And of course, that gets derailed sometimes in my business, not in my personal life. Yeah, I set an intention for an entire year in my business. And then I know what I'm working towards, I know when I need to stop and, you know, put together marketing, maybe for my whole holiday portrait sessions and things like that I know my goals. So it's just having a clear intention. So when there's lots of movement when we're busy, but we're not working towards a long term goal, you can sort of end up on that hamster wheel. On the contrary, when you're really deeply engaged in your business and working towards an intention, and you're trying to create space in your life and freedom to be with family and, and a specific salary that you want, then you're creating a business like this takes a lot of energy, but it's short term, and it's headed towards a long term result. So that was a long winded say, of having an intention, versus just being reactive to your day, day in and day out.

Joy Michelle

Yeah. And I feel like you touched on designing your day, so that it is intentional. Can you talk a little bit more about the day and setting that intention? I know you talked about like yearly goal setting, or even just like sitting down on a Sunday and looking at the week ahead. Can you talk about why that type of practice can actually really impact the momentum that you're building?

Laura Esmond

Yeah, it's I mean, waking, waking up early or sitting down. You know, whenever that time works for you, I think allowing that time of quiet to journal, write down the things that you want to get done, looking at what's really important, what has to happen this week, or what can kind of be put off, I think allows you that space to say okay, I know how my week is going to go. I think also I mean, let's get down to what it means even as as a mom in setting that intention throughout your day. My youngest went to actually two of them went to Montessori when they were little. And in the Montessori program, they really encouraged us they're like your, your kids are smarter than you think. So allow them opportunities to be in service to themselves. So they're, they're not always relying on you teach them autonomy. So I learned this very early in parenting that I should lower the clothes in the room so that my daughter

could get ready to to make a huge mess that of course she did. But she got herself dressed in the morning having bowls and forks and spoons available to her having a small jug of milk and you know, little boxes of cereal that are eaten up the junk are usually but you know the little boxes of cereal so she can port I basically set my kids up to be well to be autonomous so that I then had more freedom in my morning. Right? So I want to be able to make sure that I don't have to do everything for my kids and now they're teenagers. And I mean I have a teenage boy. Have you always hear about teenage boys just having no ability to get themselves up in the morning and get themselves dressed and you have to drive them out. I refuse. No, this is your responsibility that creates margin in my life, just by telling them this is your responsibility. Your homework is your responsibility. cleaning your room is your responsibility. Right? You might get rewards here and there. But it this is for you to learn and do. Yeah creates peace in my life.

Joy Michelle

Oh my gosh, well, this is so good for me to hear too, because my kids at two and four are not quite there. But this is the stuff I need to be thinking about to lay the groundwork for. So that when Lewis is a teenager, I don't need to make him eggs in the morning. I don't need to be on him for all of his activities that like there is some ownership over some of those things. Yeah. And that's going to make space in my mind. And something that you said, spurred a question, in my mind when you were talking about deciding what's important setting these intentions? What would you say to someone who says like, I don't know what's important anymore? Like if I sit down to journal and like, I don't know what to work on? I don't know. You know, I've almost like I've lost my focus, what would you say?

Laura Esmond

I would definitely say just stop moving for a little bit. We require breaks our brains. In fact, my my husband's business did this study for their team, talking about how if you're going to be on a computer all day long, they found that they had their team since COVID, to some meeting, after meeting after meeting, staring at a computer like you and I are now. And they said it actually serves you to pause for even five minutes, and just stare out the window, just staring out the window, don't do anything, I have found that I will sometimes I'm in the middle of Go go go. And and I'm reacting to my day. I love my backyard. And so I will just go sit and literally lay on my patio, flat on my back and just feel the sunshine in my space. I will stop moving. And I find that in those moments, just by breathing and being present to the world around me. And you know, if my kids are home, they'll sometimes they think it's hilarious. They'll come and lay down with me. I think they're making fun of me. But that's okay, they're learning. And I'm able to clear my mind to get some clarity. And that can be small moments. You can take five minutes, anybody can carve out five minutes, anything. Yeah. Sometimes we need longer. Sometimes we need a solid weekend as an entrepreneur, you have the ability to do that. We have the freedom this is the the wonderful gift of owning a business. You have the freedom to say, I mean, you did this this summer. Right. Yeah, you had your hiatus over the summer. And we've never talked about that. But I bet you learned so much. In fact, I know you have a podcast about it, and everyone should go listen to it. Because that those moments is when we get creative. authors say that they stop working entirely entirely and they get ideas sitting on the beach.

Joy Michelle

No, you're right, you're right, because it's in those moments of rest that you can come back to, I think some of your most creative thoughts, your most creative self. And the more that I've done this, the more I realize we don't have to learn how to be creative, we have to unlearn everything we're doing, and go back to our innate creativity. And sometimes, I mean, the best thing you can do is just stop, just take a

break, just sit down, stop striving so hard. Like for me, and I think taking a sabbatical taught me that, just like you're saying, you can take a week off from your business. And that was hard, like taking a month off. That was me it was more of a mental hurdle than an actual hurdle. But just giving myself permission to say like I am in charge of this business, it is going to still be there when I get back, and I'm going to take this time was really important, really, really important. And I don't know that I could have done that in the first couple of years, mostly just because of my own mindset blocks around it. So this is really, this is really wonderful. So when it comes to building momentum, I know that you start a lot with the person, like starting with yourself and setting business goals, and that it kind of all starts with you. And I feel like even in this taking time for yourself pausing giving yourself space that is, you know, in the same vein as what we're talking about here. Can you share a little bit more about why it's important to start with yourself when it comes to even building momentum in your business?

Laura Esmond

Yes, absolutely. In fact, I'm going to quote Taylor Swift when she says it's in a song that she has, I can reclaim the land. And I remember hearing that one day and I was kind of deep and thought about business and I was like, Oh my gosh, I can reclaim the land. This is my business. I get to choose everything that I want in my business moving forward. If I just turn inward for a moment, if I start with me, when it comes to building my business, what do I need for my business to be able to support a personal lifestyle goal that I really need and want for me for my family, right? So owning a business is not it's easy, it's it's a gift, but it's hard. And it can steal our focus, it steals our energy. And it fills our schedule, it takes us away from family. And we can get really swept away and lost in the to do items and the tasks. And you know, not to mention the big things that we have weighing the dreams that we have. And so if you again, take that quiet moment, you can reclaim your business, you can reclaim your home life, but it has to start with asking yourself real deep questions about what you want. And we start get rooted like this, where it is the first thing that we talked about, what do you want first, because we really don't know where we're headed. We don't know the goal. We don't know what we're doing until we first ask, what is it that you need and want? And then let's build that business, reverse engineer your business to fit those needs.

Joy Michelle

Yeah, yeah, you know that. There's like a meme about it. But it's like from the notebook and Noah's like, what do you want? And she's like, What do you want? And I'm like, that it can be a difficult question. And it like it really does. It takes some time it takes some work. But if you can't answer that, you will not be able to get that answer from someone else, either. Just like you said, from a Facebook group, or to continue asking a question from someone else that really needs to be answered by yourself. 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 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 join michelle.co/pitch power to grab your templates. Now, take the guesswork out of pitching and join me inside pitch power templates today. So share share with us, I know you have a like a framework for how you like to approach this. So can you share that with us?

Laura Esmond

Yes, absolutely. Okay, there are three steps. And so I'm going to go through each one, one of them is kind of big. Okay, so if you're driving screenshot this because you're you're going to want to come back to these very specific questions the next time you sit down to carve out the space for you. So step number one is just get quiet. I know that I'm saying this, I'm like a record when I say this, I really am. But get quiet. And allow yourself a moment to visualize what you want in a really clear, granular detail, right as moms that we have a really hard time separating our identity from serving the needs of others. So this moment is 100%. About you. So we have five very specific questions that you are going to want to ask yourself, the next time you sit down to journal. Okay, so number one, what isn't working in your life? What's causing resistance? Number two, what would you do? If you weren't worried about being liked? A big one there is? What would your pricing be? Right? Is your pricing set to be liked by everybody to make everybody happy and joyous? Or is it set on your worthiness and your actual business goals? Okay, number three, identify the feeling you want, that you're currently not present to. So the feelings that we that often come up for people are this sense of freedom, right? So right now, I don't feel like I have any freedom in my life or margin in my life. Maybe it's a feeling of security, my business and my home life, just feel like it's on a rocky ground. And I don't really know what I'm doing. So I need to get to a place of feeling secure as a photographer, as a business owner, maybe it's creativity, that you're looking for a piece, and you can pick two to three, okay? And these are your core values, these are the things that you're going to come back to, as you set up your business, every single time you have to make a decision in your business, you should go back to those words and say, Okay, that was my goal. If I take on this job, or if I start doing this session type, or if I start working on weekends, how does that translate to this goal that I have? Number four, what do you want from your business? And this is like getting into the granular things. Like for instance, I talk to photographers all the time, who say, Oh, I hate doing headshots, I'm like, Well, why are you doing them? Like, you get to choose this is this is your thing you can say no. And that actually allows you opportunity to have the availability to book other kinds of sessions. What kind of schedule Do you want? You know, a lot of photographers are working on weekends and Taking evening sessions and maybe there, maybe you only do that once a week. So you can ask yourself all boundaries. By the way, that's another one we fear boundaries. We are so again worried about being liked, that we're afraid to put a boundary down, that protects our sense of freedom that protects our ability to be with our kids, or you know, whatever that may mean for you. Okay, number five. What are you missing out on? If you don't make these changes to your business? Another way to put this is, when you say yes to weekend sessions, what do you say no to? Yeah, what no longer exists for you, you know, your ability to sleep in and make pancakes with your kids. I think even what you know, for a little while, I actually for a long time, I offered weekend sessions. And I was like, Oh, it's fine. It's nothing like weddings. It's not like I'm gone for 10 hours. But I did find that even though when I was gone for just a couple of hours for a photoshoot, I, I was tied up in my head beforehand. Even the night before I was my husband be like, let's have some wine. I'm like, No, I have to shoot tomorrow, I need to have my head in the game. So you know, it has a ripple effect. Yeah. Okay, then actually, here's a bonus question. I know I said, Five. But this one's actually a really, really important question to ask yourself, How far have you already come? What answered prayers are you currently living out right now? And it's really, really important to ask that question. Because we can beat ourselves up when we feel like, we're not successful when we feel like everybody else is ahead of the game. And we're seeing all these people, you know, posting on Instagram, and they're always present on there and engaging, and they've all these beautiful photos, and you're like, I don't have the room for any of this. And you start to get this state of lack. You have to become aware of the abundance that already exists in your life. So look backwards. If you started a business a year ago, think about two years ago, when you just had this as a seed in your belly. If something that you wanted to do, you're doing it, you can do big things. And when you look back and

actually give yourself a high five for the big things that you've done. That's powerful, right? Yeah, you can do big things you already did it.

Joy Michelle

Yeah, this is such a powerful exercise. And I think especially in those moments where you need a little boost, you need to come back to those accomplishments. There is nothing like just listing out some of the hardest things you've ever done, or the things that you've built from literally nothing. And it just reminds you of what you've what you've accomplished and how you can do it. And you can do it again, like that same strength can be applied to this next thing. I love this. Okay, so this first step of your framework, these journal questions, how often do you do this? And how often do you recommend we do this?

Laura Esmond

I do this almost every day. Wow. Every day? Yeah, I I wake up really early in the morning. And so this is that time that I just sit and sometimes it's just in my head. And I'll go and I'll write notes. You know, it's not always organized. I would say probably at least once a week. I am I am looking at my intentions and an M is what I'm doing aligned with what I really need. Hmm.

Joy Michelle

It sounds like this often. Yes, this is becoming a practice and like you're saying sometimes it's just how you're thinking, like, what is working? How is it serving me and that final? Well, not the bonus question but the question number five, what are you missing out on and I wrote down like what is it costing me because exact everything that we're doing like you made that example of like I don't want to be shooting headshots, but I'm still shooting headshots. But like what is it costing you because you might be thinking I'm taking it because of the money but with every Yes, there is also a no and maybe even a ripple effect of nose like you're saying like quality time with your spouse and then being distracted in the morning and then it you know, it expands our work expands. And that is so confronting, but so good. Okay, jump in. I know you have two more pieces to this framework, I would love to hear the rest.

Laura Esmond

Okay, so number two is getting really action oriented. So you've done all the dreaming you have this vision. Now it's time to really list out the changes needed in your life and in your business and create actionable steps. So and this can this can apply to both home life and, and work life right at home. You might have to have a conversation with your spouse or your kids or start to train them like we talked about earlier where you're you're training them to be more self sufficient, so they're not relying on you as much. Maybe you really want to have more peaceful mornings. So you're throwing overnight oats into the into the crock pot the night before. So what are those real tangible actionable steps that you can take? And in your business? It's do you need to change your schedule? Do you need to stop offering headshots, you know and focus on newborns only is your business model in need of an update. You know, how you work, the automation side of it, the branding, all of those things, you know, and like we talked about those things in your business will have a ripple effect throughout. So if you realize if you really sit down and do the numbers, a lot of people just starting out, they're charging very little. They're being liked, right? They're very likeable, and they're racing. And they realize, oh, my gosh, I have to double my pricing. So what effect does that have on the rest of my business, if I have to double my pricing, my experience might need to get elevated, I might need more automation. So I can serve those clients really well, I might need a slightly different branding technique, because I need to find a different ideal client for my business. So you start with the changes that you want, and then those

are going to have some bullet items. And then that's something that you'd move forward with. Okay. Number three, is just having an end in sight, I think you can, we have a tendency to just want to go go go and turn, turn, turn. But some, some movement, is it actually productive, like we talked about before, it's just keeping you busy and making you feel like you are productive. My my friend actually has a great analogy for this. Speaking of analogies, she talks about if she, she now sets an intention to clean the whole kitchen. And sometimes what will happen is she'll clean the kitchen, and then she'll take something to her bedroom. And then she's like, Oh, I'll make the bed and I'll clean up and then oh, this thing needs to go downstairs. And she goes into the mudroom to put that away. And now she's working on that. And she's just sort of all over the place. And then she'll get to the end of the day. And she's like, I didn't actually have a solid result here, like the kitchen is still a mess, everything is still a little bit still messy. And so you just want to have those steps that you want to take to move through your business and have an end in sight. I'm going to work on this. And I'm going to finish it to completion. And then I'm going to allow myself six months to see the result of that I'm not going to make more changes, right. So I'll work on it maybe for a month, and then for four months, I just want to see the result of it. Then I'm going to start over, I'm going to go back to step one, and see if what I did is still aligning with what I need.

Joy Michelle

Yeah, I love this. Because when you're in this phase of executing on all these actions, it could maybe from the outside look like oh, she's hustling, she's pushing really hard. But you'll know No, I'm taking really aligned action towards where I want to be to get me closer to the end in sight, not just okay, this person wants this. And this person wants this for me. And I'm going to make this person happy. Which really, I think that like is at the root of a lot of our pricing and a lot of the decisions that we're making in our business, which could be its own episode, maybe you'll have to come back and talk about that. But that is so helpful. Like I this is just such valuable steps because it's easy, but it's not, you know,

Laura Esmond

right? Right. It takes a lot of it takes time and being patient with yourself. And, you know, I wouldn't try to answer those questions and create a plan all in one day, I would I would spend a couple of weeks in this space and really, really allow things to come up. Sometimes you start to think of something. And then you know, you're driving in the car a couple days later, and you're like, oh, aha, you know, light bulb. So you got to allow yourself some time to let all of those things that have just been very deep with all that busyness on top, allow it time to come up. So yeah, keep giving yourself space and margin to be able to really hear yourself.

Joy Michelle

Yeah, yeah. And you guys for for those of you listening, this is actually legitimately how Laura operates. Because when we so we met at this conference, and what's funny is the reason that we met was because we walked in on day two of the conference, I'm there with Caleb rent, who's also been on this podcast. And I was like, let's sit on the other side of the room. Like, let's just go see what's going on on the other side of the room. And so we sat down next to Laura. And we started talking, we all ended up going out to dinner. And by the end of the night, and I have the most hilarious video of this, and I'll send it to you, Laura. But by the end of the night, Laura is like mapping out a life plan slash business plan for us on the paper topper for this like Italian restaurant. And I was like, oh my goodness, I love her. Like she is not here just like dreaming. She's like, No, we're doing this. This is how the revenue is coming in. This is the changes that need to be made. And I was like, We are coming on the podcast like this is great.

Laura Esmond

I want to see that videos and like what did I even write down? i Oh,

Joy Michelle

oh, it's so funny. I was just

Laura Esmond

like, happily good.

Joy Michelle

Yes, we're sitting there like sharing some pasta dishes. And I take this video and I pan over to Caleb Brent, and she just looks so glazed over because it's so many numbers. So funny, but I just love it. And so I that's like, that's the day we met. That's I'll always remember that story. It's just so funny.

Joy Michelle

So okay,

Joy Michelle

so let's jump into some rapid fire questions here as we wrap up this episode. Okay, so the first question is what does called to both mean to you?

Laura Esmond

Oh, by the way, I love that name. You're so good at naming things, I would say setting intentions for both roles in my life. and creating that margin to be able to be both roles and as opposed to overscheduling myself.

Joy Michelle

Yeah, I love that. Okay, what is something that has surprised you most about motherhood?

Laura Esmond

Oh, I am not nearly as relaxed and chill as I thought before I had kids, I realized that I just created a relaxed environment for myself. I never overcommitted I never overscheduled I had lots of spontaneity in my life, and kids totally changed that. And so I've realized I really have to like carve outs, you know, self care and call them and actually work to make that happen.

Joy Michelle

Oh, I feel you. Yeah, I know. I'm not a super laid back, mom. But that's okay. Um, what is one tool or tip that you can share that has helped you to thrive? As you're building, you're called to both

Laura Esmond

business waking up at 5am every morning. That was one of the questions when I asked myself what I really needed. For myself. It was a time where no one is awake. The world is so quiet I get up before the sun even rises. And I watch that. Watch the sunrise with a cup of coffee. I might journal that time is just mine. And it's so sacred and it has changed everything about just how I operate as a person. So I highly recommend that early wake up.

Joy Michelle

Okay, brandom question. Did you always wake up early? Like when did you implement the 5am? wakeups?

Laura Esmond

No, I did not start waking up at 5am Till I don't know, maybe March. And then I fell back into sleeping in over the summer and then over when the kids went back to school it was like I need this again. Right because I'm getting up dashing with them in the morning and like I don't want to rush so I need to wake up early again.

Joy Michelle

Yeah, I love that. Okay, next question. What is the last book that you read or podcasts that you listen to?

Laura Esmond

Well, last podcast I listened to was your about mindset. Actually. It's the

Joy Michelle

right answer. The right answer. Yeah, exactly. It

Laura Esmond

was so you know me. I'm like, oh, toy talking about mindset. I'm gonna go and listen to it. I like wrote down your tips. I also listened to Jenna kucha all the time. I think she may actually be related to me, I think I'm gonna do it. Was that like three and knee or whatever that's called. Just kidding. I wish her vibe so much. And I'm like, I think she's my sister,

Joy Michelle

your soul sister from another mister, I love that. Yeah, under present. Oh, that's too good. You need to do the test and then actually prove that you're like distant cousins. That would be so fun. Right? Exactly. What is something that you are excited about or looking forward to this could be anything personal business or just a blend of the two.

Laura Esmond

Two things one is I'm I'm relaunching get rooted, which is always really exciting, because I start like, actually vibing and like talking to so many people that I've never met before. So it's just like a really fun, energetic time. And then the other thing is, I accidentally signed up for a marathon. I got really inspired by my husband did an Ironman in Tennessee, like a month ago. And I was so inspired by it. I'm like, I'm gonna do a marathon. And so I signed up for the Big Sur in calendar year, I'm gonna be running

Joy Michelle

audible. Yes. So are you training now? Does the training already begin?

Laura Esmond

I know. I will release our training when it's super snowing outside starting in like January and February. So I know this is like really thought out. But it'll be fun. I'm excited. You're

Joy Michelle

amazing. You're amazing. I admire that so much about you. We could definitely file that under things that would never happen to joy is accidentally signing up for a marathon. But I like it. I admire it. Okay, this, this has been seriously just so much fun. And I just filled with so much actionable advice. And I'm going to summarize all of this into the show notes so that if you're listening and you want to hear those those questions, the journal questions outlined more clearly, in a way that you could just print out there'll be on the blog, and they'll be in the shownotes. So in closing, where can listeners find out more about you and get in touch with you?

Laura Esmond

Well, as an educator, they can find me at LauraEsmond.com e s, Mo, nd that's my coaching site. My client work is through Reese and CO portraits It's named after my first daughter so Reese, like Reese, whether Witherspoon and they can find me on Instagram at that handle recent co portraits.

Joy Michelle

Okay, perfect. And I think we also have a freebie that we're going to have in the show notes. Can you share a little bit more about that?

Laura Esmond

Oh, yeah, you can't come to a dinner party without a gift. Right? So these are the three These are three things that I really focused on that I think made a real impact in my business to go from just making a few \$100 for sessions to like \$3,000 for a session so it just gives you those tips to push you in that direction.

Joy Michelle

Awesome. Okay, so we're gonna have that all linked up in the show notes Everyone, please go. Follow Laura on Instagram, go check out her education site. It is amazing and check out get routed, which is going to be opening I get relaunching very, very shortly. So thank you so much, Laura, for being on the show.

Laura Esmond

Oh, thank you so much for inviting me. I always love chatting with you. This was

Joy Michelle

so fun. We're gonna have to do it again. Absolutely. 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.