Joy: Hello, and welcome back to the called to both podcast. Today's episode is a candid conversation with my friend, Angie McPherson, who I chat with daily on Voxer. Angie is a brand photographer, a marketing strategist, an educator, and a mom. And this is the kind of conversation that we have privately all the time.

So today we're bringing that here to the podcast and Angie suggested that we talk about. all things education and our many educational investments over the past decade plus that we've each been running our businesses. And I feel like this is such a juicy topic and one that we really got real with. So we talk about all things, investments that have propelled us forward, the ones that disappointed us, how to know when you're ready to make those investments in your business and more.

Now, this episode originally aired on Angie's show, the Angie McPherson show. You've got to check out Angie's show when you're done listening here. She has a wealth of knowledge on all things business and marketing, and I know you're going to love her show. I'm going to have that linked up in the show notes here.

So wherever it is that you're listening, scroll up or down or wherever, find those show notes and go give Angie a follow. Now I'm going to go ahead and play this episode and I know you're going to love it.

Angie: Welcome back to the Asia McPherson show today. I am so excited to have my girl, Joy Michelle with me to dive deep into the power of how investing in education can lead to rapid and exponential growth in your business. Now, Joy is an internationally published photographer turned YouTuber and business coach.

She's also a mom of two, a course creator, the host of the call to both podcasts and the founder of podcast. Photo boss, Joy and I have both been in business for over 11 years. And today we're sharing how investing in various forms of education, whether it's courses, memberships, or coaching has shaped our entrepreneurial journeys.

We discussed the mindset shifts needed to take a risk when investing in education, how even the courses or programs that didn't quite meet our expectations still offered valuable lessons. And some things we probably would have done differently. Joy and I voice chat every day. Everyday on Voxer. So this episode is truly giving you a peek into our daily business conversation.

So I'm so excited for you to tune in and get inspired to transform your approach to education and business growth.

Welcome back to the show. We have my girl, Joy Michelle on the podcast today. Hello, Joy. Hi. Oh, I'm so

excited. So excited. Y'all, Joy and I connected. I, feel like we've been connected on social media for a while, but We first met at the Honey Book event, right?

Yes. In December, so pretty much eight, nine months ago. And we connected there and we somehow made our way to Voxer. Yes. And never left. We have been talking daily. We have been talking daily on Voxer. I love listening to your boxes because you'll send like a five minute box, a 10 minute box. And it is like, I get my own podcast.

Like joy. Michelle's podcast is amazing. I feel so spoiled that I get my own custom podcast every day from you. So thank you.

Joy: I am long winded. You're welcome.

Angie: No, I love it. I, We'll plan my afternoon around it. Like if I see there's a long one, I'm like, Oh, let me get some coffee. Let me get comfortable.

I take notes and like a Google doc so I can respond to stuff. Like it literally feels like a boxer conversation. So I said, I've got to get joy on the podcast so people can experience these conversations that we're having around business and entrepreneurship. So thank you so much for taking the time and chatting with me today.

Joy: I'm so excited. We're literally just. Instead of our morning Voxer, while we're on a walk, we're here on the podcast. I'm so excited. And I was thinking about this interview last night before I went to sleep, and then I had a dream that I missed it, that I like completely missed it. And I woke up and I thought, I have two small children.

The odds of not being woken up by 10 a. m. Like it would never happen, so I'm glad I'm here. I'm here. I didn't oversleep.

Angie: You made it, you made it. I wanted to talk about a theme that you and I have been talking about over the last eight to nine months is investing in education for like rapid and exponential business growth.

And wanted to talk to you about this because. Through the last nine months, like we have really invested in a lot of different things. We have talked about different investments that we've done in the past investments that we might be saving for in the future. And I feel like every business owner, every entrepreneur at some point comes to the point of where they are in business.

What do I need to invest in next? That's going to take me to the next level. And if you're listening to this and haven't invested in anything yet, I'm telling you just. What do they say? Like transformation is in the transaction, like as soon as you take the time and take the investment, even if it's like a 37 membership or a 200 course or a 25, 000 mastermind, I don't know, when you make that transaction, it does something to you, it really does something to you.

Joy: Because when you pay, you pay attention. And that is so true. And like you said, even for a lower ticket investment, even if it's a book that I've purchased versus a free webinar, I remember it. And it's like, I'm invested in it. I'm determined to get. something out of it. So yeah, this is so good. And this year, especially we've invested in so many different things.

Some of them, the same thing we were in the same group coaching program with Jasmine star and yeah. And haven't always been like that in my business. And I, I think we've been in business a very similar amount of time. I started my business in 2013. Okay. So I thought I was like, okay, we've been in business a very similar amount of time.

Right. But in the beginning, I mean, I've been Big on education. Like I love learning about business. Like if I could just be paid to sit and listen to podcasts and go to conferences and work with coaches, like I just love self development. It's like Enneagram three. It must be something about that. Right.

But in the beginning. I was just like, I got to get all the free stuff. Like I didn't know how, like, I didn't know exactly when to like, really get in there and start paying. did you watch creative live when it would be like, okay.

Angie: Yes, I did. And then I would pay for like Jasmine's stuff. Like, yes.

Lighting, things like that. Oh my gosh. What happened to CreativeLive? Are they still in business? I think they actually are. I think they

Joy: actually are. And it was funny because I was remembering back to the CreativeLive days when it was free if you were watching it live. And this is so

embarrassing, but I, like, if I had to leave and go do something, like I had to go to the bank and like open my business banking account.

And I'm like doing all the like things in the beginning. I would screen record. And I didn't

Angie: want to panic. Love that. That's genius.

Joy: Like, what was I doing? And I did eventually buy some of the programs, like Sue Bryce, Jared Platt, like, really learned how to edit on Lightroom. Right. From CreativeLive.

Angie: Yes.

But, like, Gosh, I, I did learn so much from that platform. It was so good for like the diversity and what they offered, like editing, lighting, marketing, like all different types of topics. And you could, have any type of, business owner or any type of photographer at the point that was teaching that she could learn from.

I think that was a genius business model that they would say, Hey, you can watch this for free, but if you want to watch at a later date or get the upgrades, you have to pay like, that's a genius business model.

Joy: They

Angie: had me hooked.

Joy: I was hooked. And that's how I found Jasmine star and just. continue to grow with her.

And then, you know, it would evolve. Like eventually I would buy books and then eventually workshops and courses. And it's like, you slowly work your way up. And I don't know if that was the same for you, but I feel like I was a little bit reserved in the way that I invested. And now I feel like I invest very differently.

Of course, you know, my business looks different, but. Each one of those things, I feel like every time I would invest something or I would, you know, step out, go to like a workshop, you have this like growth, it's like kind of slow and then it'd be like a job and then it would be like kind of slow and then it'd be this jump.

Yeah. And I think it's like, I was slow on the uptake for that one, but like eventually I realized I was like, man, I got to keep investing and stretching myself and investing in myself, not just as a photographer, but I got to figure it out, like. How am I going to step into this like entrepreneurial role and really be thinking about like sales and marketing.

still

Angie: right. I want to pause what you just said. Thinking outside of just being a photographer, like thinking as an entrepreneur, because we get into photography. Like when I got it was like, Oh, I want to, you know, take photos and, and, you know, meet people and blah, blah, blah, blah, blah.

Like it was just very like service based love my passion. Like not really. Immediately thinking about the business side. But as soon as I started to really invest in, you know, photography programs and business programs and programs for systems, it's like, once you develop those skillsets and you pour into that, you really start to shift out of what you do exactly.

Whether it's photography or graphic design or a real estate agent, whatever you really start to think bigger as an entrepreneur. And once you shift that mindset from your service. or your product to being a business owner, that is when the rapid growth really happens.

Joy: Yes. Yes. I remember a moment. I applied for like this free seat at this workshop and wrote this like, Really compelling essay about how I needed to be there and I was chosen.

And I was like, Oh, wow. This is it. Yeah. And like the one time I ever won anything and God was like, you need this. Like you need to go and learn that there's more than just like passion and posing that goes into all this. And so it was called like, I think , the business fundamentals of photography.

Okay. Sitting down and like talking about pricing and marketing and brand position and client experience. My mind was blown. Like, right. I was just like, okay, if this is going to be what I want it to be, can't just be a really good photographer. Like, I'm going to also have to like figure out the numbers and strategy and business Yeah. Yeah. it was exciting. And I think that was such a gift, truly like a gift because it was a free seat. But like that really helped me to see like, Ooh, this is what's on the other side of paid education. Like, wow. Like the difference between paid and the free, there's a gap there. There's a

Angie: big gap.

and there's a gap in , how you can show up when you're getting something for free, you know, like you said, you pay to play. Like , once that dollar sign goes through, , it's like something shifts , and free education is great. Like give me on a webinar. Like I love signing up for someone's webinar, but I also have to like refrain from signing up because I'm very easily.

Influence. I will get on a webinar and be like, just get to the pitch. I know you're pitching something. How much is it? Is it going to benefit me? Like I will buy literally anything.

Joy: That's so funny. And I feel like I'm a little bit more of a skeptical buyer. And for a couple of years in my business. I feel like I paused on education and just had team.

Mm-Hmm. , like was paying people to do the things with me and for me. Yeah. And then I realized like, I'm not growing, like if I, like, there's such a balance between investing in like your team, right. And then investing in your growth and your development and making sure that like, you can continue to lead that team.

And when I realized that, I was like, okay, , we're throwing a lot of money at this. And it's like this free train is moving right? But I need to have like. Crystal clear clarity on like where we're taking this thing. And so I was like, let me reallocate some funds to education to like balance this back out.

And that's when I started getting serious about like, okay, I need to find that one on one coach. I need to join those group programs and even small things. Like if somebody is selling a program and it's maybe it's lower ticket, but it's really dialed into what I want to know about, Oh, I'm buying that.

Like, it doesn't always have to be high ticket as you grow and you become like this seasoned business owner. It's more about like, what is it solving? You know, what is the problem in solving? Let's

Angie: yeah, let's do like a quick laundry list of the types of investments entrepreneurs can make to learn something new or to , you know, do something better or to have eyes on their business.

I have like a little laundry list. Let me know if I'm missing anything. So courses, of course. Yeah. Memberships are really good group coaching, one on one

coaching, in person workshops and events, masterminds. What am I missing? Am I missing something big or small?

Joy: I don't think so. I mean, I guess templates, templates and like systems.

Yeah. Oh, systems. But I really, I feel like that really covers it. That's like the in person events can look so many different ways. They can

Angie: small, big, you know, niche. So this laundry list, would you say that you've invested in most, if not all of these types of investments and education?

Joy: I think so. Yeah.

Yeah. I mean, I've definitely done like the coaching, the group, the individual courses. Memberships, I have, but not as much. I have, yeah, I would say I check all of these.

Angie: Right. Same here. Same here. Is there something on this list that speaks to you that you feel like investing in it just changed the game for you?

Joy: I think it's the one to one coaching that I just have to highlight because at each like part in my business journey, I've invested in one to one coaching. And just being able to sit down with someone, like, even if it's like, it's a one time thing, it's not this long, like, six month commitment or whatever it might be, but being able to just sit down with somebody for like, one hour and be able to like, share and get that like, real time, customized feedback.

Here's what I see in you. Here's what I would try. Have you done this? It's so different than a course because it can be custom. And I have noticed that like, even when those experiences have not met my expectations, like I, you know, they don't always give you these like magic answers. There's still this like growth that comes from it because you still do get so much insight by talking to the people that you look up to.

And by getting that mentorship that every time, whether the answers were what I was expecting or not. I can see like, especially upon reflection, I can see, I'm like, wow, like that led to the next thing, like whether it was what I was expecting or not, that led to the next thing that gave me the confidence to do X and then putting money and saying like, I want to receive mentorship, At the same time, I think for both of us, and I think this should be like a standard for entrepreneurs, I'm, thinking, how am I going to make this money back? Yes. That's the first thing I'm thinking. Yeah. Like, how am I going to make this

money back? Like, you know, and that's like, you start thinking differently when you're like, okay, this cost me, you know, 500 bucks.

Like how am I going to go make 500 bucks this week? Like, It's just, you're starting to think so differently and then that alone is like such a tool, you know, regardless of the education.

Angie: It's snowballs because once you realize that you can invest in something that will help you and that you have a product or service that you can monetize to make that investment back, just that muscle that you're working out to do that, , it's going to snowball.

It's going to get bigger and bigger and bigger. I remember when I first started investing in education. I think maybe the first couple of courses I did that were like close to 500 was probably Caitlyn James, Jasmine Starr, and I, at that time, maybe, I mean, that was probably 9, 10, 11 years ago, I was like, my eyes were wide open when I would see the webinar and be like, Oh my gosh, 497, like, that's insane.

And. I would look at it and be like, okay, how can I make 497 this week? And like I said, the muscle to work that out, it's like, okay, now I'm seeing something that is, you know, an in person event for 1, 500 plus flight. Plus this plus hotel, dah, dah, dah, dah. Well, I quickly turned around that 500 last time.

Let me get motivated to turn around 2, 000. Oh, Lightbulb, I've got a brand new offer that I can, you know, Yes. Offer to people. And then that offer is now in my skill set. And it's just like, The muscle that you keep working out. It's like this isn't just to say, go throw your money out so you can figure out how to make it back.

No, we're talking about investing in valuable education or coaching or some sort of support in your business that can also help you to make more money. Over and over and over again.

Joy: Yeah, I completely agree. Like it's not like just to put the money out there so that you have this like return feeling, but, your point though, I feel like it is always going to feel like a stretch.

Like whether it's at any point in your business, I thought in the beginning I would stop having that like wide eyed moment. Like eventually when I'm making more money and when I'm more successful, I'll be able to hire like the 8, 000 coach and it won't hurt so much. It doesn't, it doesn't happen.

Like there's always risk. There's always that feeling of, am I going to be able to make this back? is this going to be what my expectations are? And like, it doesn't go away. And I think that that's fascinating because that's entrepreneurship. Like there are risks. And I don't think if you're looking for an investment where you're like, I'm minimizing all risk and I have this like guarantee, then we're looking at investment in education the wrong way.

Like

Joy: you have to decide it's going to work for you. You have to decide it's going to be a win regardless of what I get when I log into that portal. Like now when I buy stuff, I get to see it as a consumer. I think it's really important as well to like step back into the shoes of someone who's buying something, who's going through a customer journey, like.

I have learned so much even from like failed education investments because I can see like, Oh wow, like this did not meet my expectations. Okay. What could have made it better? And how can I make sure I do that for my clients and my customers? Like, how can I make sure that like, they never feel that gap that it fell short or that I just went quiet for this many months, or I had this promised thing that never came through.

And I think like everybody's had an education story of like something where you're like,

I thought

Joy: this course was going to change my life and it didn't. But I think if you choose to see every investment in your business as a lesson, like, or multiple lessons in there, then you have to win.

Like you have to, because you're seeing every angle of that investment and like what it can teach you. And I've learned. Probably just as much from the bad investments as I have from the good investments. like, it's how I've put together my own offers is like, this is the parts I love. This is what I didn't.

I thought I was going to have more access to this coach. I got to make sure my, students have more access. Like just, it's how we put all this stuff together and it's important to stay. in the buying place, sometimes I think we get so far removed. It's like, sometimes you got to go get your picture taken to feel like how these people feel.

It's so uncomfortable, like it's so hard. And I think it's the same with really any purchase.

Angie: I love that. That's such a good example of, like you said, turning in a quote unquote failed investment into something great and learning from it. I invested in. A mastermind a couple of years ago, and it was a five figure mastermind.

It was probably the most I'd ever spent. And I didn't really feel good going into it because of the promise. The promise was surrounded by, , everyone launching something at the same time. And so I knew that I was not in a space to launch something at that time. I was going through health issues, all that stuff.

And I was like, let me just dive into this. So I have it. I can watch the replays when I'm ready. Yeah, no, that was the worst idea because I was kind of like watching on the sidelines while everyone was doing their thing. And then six months later I'm watching the replays and I don't get the same, you know, hype.

You know, the support's all gone. The Slack channel is gone. The Facebook group is gone. And so I kind of learned from that when creating my own, you know, offers. Like if you're going to do something like that, where everyone is on the same page, like make sure. Everyone is on the same page.

I kind of wish as a consumer, I would have thought about a little bit longer and said, you know what, now is probably not the right time for me, but I'm definitely going to do it next year. And so I think even just having those conversations, like if you are offering education with your audience and letting them know, Oh, this is, you know, done with you, done for you, or we're doing this live, or you can watch this anytime.

I feel like I see a lot of people struggling to put that Content out there as far as the deliverables and the promise and it can kind of, you know, Put a bad taste in someone's mouth. So I yeah, I didn't take that and say oh what a waste of money Like that changed a lot for me and that changed how I show up for my audience if it's live if we're hosting this live I'm gonna let you know like let's go week by week.

Let's do this together If it's not i'm gonna let you know that and I feel like that helps with Showing up where they are, like, where are they, where do they want to be? Where do they want to go? Is this truly for them? Because not every investment is for you not, the right time, maybe, you know, someone listening to this is saying, I really want to get into.

having like a one on one coach and maybe they're not at the space where they might not be ready for that. Maybe they need to have a few more things happening in their business as far as specific revenue coming in or systems in place. Maybe they're not ready, maybe they'll get on the one on one call and be like, Oh, I'm not ready for this level.

Of education. I'm ready for maybe a small group, maybe where we're all on the same page together. We're trying to get to this next level. Or maybe I need to actually just finish that course that I bought five years ago that I never opened. Oh my gosh. . Oh my gosh. Do you ever have those ?

Joy: Yes. Yes. Sometimes I go back to the course graveyard.

I, at one point I put all of my logins, all the downloads and tools and guides and things that I had purchased over the years into Notion. Mm-Hmm. . And I realized like how much there is there. Yeah. And how much you could go back and even if you did. Watch that course before you're a different business owner.

This is like, we are facing different issues. You're going to hear it in a totally different way. So like even going back like seeing it as like a library of resources, like I will go back and reread a book. So why not go back and even look at recordings from a coach? Like if you've worked with a coach in the past and they had recordings, those are great to go back to.

You're like hearing things that they're saying. And you're like, I didn't know what you meant it's fascinating when timing is so important, like you were saying, like season and timing of the investments is everything. And to that point, I think one thing that I did wrong is for a few years, I wasn't setting aside intentional money for education.

And so I feel like I missed opportunities because then I would be looking up to people. And I like to follow like a very small handful of educators really, really closely. Absorb all their stuff, watch, you know, their YouTube videos or their podcasts and like be a student of them, like, instead of listening to like 30 people, I'm like, I'm just going to pick like one or two for like a season and just get everything that they have.

And then they'll open doors to something and I'm like, this sounds amazing, but I didn't set aside the money for whatever it is. Like it could be a retreat, it could be a challenge, like a paid challenge or something. I'm like, this actually could be so helpful for me, but now I either need to find a way to pay, , change what I was doing.

Like throws a wrench in everything when you don't have the money set aside, or at least a plan to be comfortable to spend the money. Cause I think there's also like, you have to be in the mindset of like, I'm going to spend a couple thousand dollars this quarter on education. I'm just waiting to figure out exactly who it's going to be.

What's the container. What is the biggest area of need in my business? It's I remember when we were talking on Vox or earlier in the year, I was like, I want to invest in something. Like who has something good dropping some good education. And I thinking about that. like, man, I want to make sure that like, I have money set aside so that like, if somebody drops something really good in the end of the year, I'm not completely broke from my first half of the year's investment.

So it's tricky, but like, sometimes you have to learn that the hard way. By not being able to jump in and not being able to take advantage or like seeing everybody go to the conference, you're like, Oh my gosh, you're,

Angie: you're dropping gyms right now because you're so right to budget for education. A lot of people will go into business and make their budget.

And some people don't even make a budget at all. And I would just tell you to start, if you a personal budget, you definitely you need to have a business budget, but put a dollar amount, you know, every year or an, and even look at it every quarter towards education, what can you spend? What can you save up for, put that money aside.

So when you do see something come up that you're excited about, whether it be an in person event or a course or membership or coaching or whatever. It's not a sticker shock. It's not like, Oh no, how in the world? No, you've got 500 set aside or 250 set aside or 10, 000 set aside. And then you won't be making the decision to invest solely on the financial aspect.

Yeah, that is the worst way to make a decision. And I've been there a million times where I'm like, I don't know if I should do this, but it's based on the money. Like if you can just look at the value of the program and say, is this going to take me to the next level? Is this going to make me show up in a better way, in a more confident way?

Is this going to help me to craft a new offer or to learn a new skill when you're just focusing on that, because you have the money set aside or projected or budgeted. It's a game changer.

Joy: It is. It is. And , like you're saying, you're able to look at like, what's the value, like, who am I going to meet as, as the benefit of being in this group?

like you literally, when you're getting in these rooms, you're able to like see into other people's businesses and meet your future, like business friends and your mentors, like peers. And there's like, It's really hard to quantify that, but also you can't see those benefits when you're just sitting there looking at like the punch list of like how many calls and how many, like how many times do I get to talk to the coach?

And it's really hard to see things objectively and have like true perspective when you don't have the money saved. And it's like, so it's tricky, but I mean, I will also say like, there's been times when. It did not actually maybe like half the time when it did not make sense like and I would just be like, okay I think I'm gonna hire this coach like to my husband and I was like, okay, like how much is it?

He's like, oh, all right, like, oh, how is that gonna work? And I'm like, I'm gonna have to make it work Like I'm just gonna have to like we're gonna find a way I'm gonna I guess I'm gonna be launching something I guess I'm gonna be pushing my own stuff Like it really right makes me have to show up and be more visible be more bold you get a deeper Why you're like, oh, well, you know I have to pay for this thing, but like I probably should have been showing up and being, you know, unashamed and like, these are my things.

These are my offers. This is how I serve. Let your audience know what you're doing. But sometimes like just investing in something is kind of a push to be like, okay, I got to do it. And so, yeah, so sometimes the money's there and sometimes it's not. But yeah, to your point, I think Having a plan and even like knowing, Hey, I'm going to invest in these things.

Just like I'm investing in a software, a tool you got gear, we got calibrate lenses. Like there's so many things and we just assume like, Oh yeah, I'm going to pay for that. I'm going to pay to have all these things on my computer. And I have to have a good computer and I have to have good internet.

It has become like a non negotiable in my mind that like, I have to have good quality education. If I'm going to continue. to develop myself. Yes. And I think one other thing that has like changed my perspective is like, I no longer expect any coach, any course, any book to be the answer. Exactly. Like the answer.

And I think if you're putting that kind of pressure of like, this is it, I'm going to spend this really high ticket amount. So I don't probably change all of my problems. And that is setting up for a failed expectation. It's like, I really am picturing myself on this like long walk of business.

And then I have someone come in and it's like, they might walk with me for a mile or two or 10, but I'm not like, Hey, you're staying with me till the very end. Right? Like every answer and you're going to be there at the finish line. It's like, no, it's, it's my walk. Like I'm a solopreneur, unless we are partnering together in business on paper, on a contract.

I don't want to expect that this is going to be like a forever thing. They're coming, they're adding just like I would for any other tool in my toolbox. And that has helped me to take the pressure off of. My own, like, need to get the right investment,

but

Joy: also whoever it is that I'm investing in, it's like, I'm no longer looking for them to be more than human.

Right, they can't be

Angie: the savior to your business. They can't be the savior.

Joy: No, and that's not helpful. It's like, ultimately, we are aiming to cultivate this sense of, like, our own abilities, our own, ability to make money. Decisions as a CEO we have to have the vision I think like if you're relying on someone else in this string of education because education is fun and like if every educational decision is actually just uncertainty in what you're doing.

Then

Joy: be careful because just a little hamster wheel of like investing and investing and investing. And it's like, ultimately the point is that you get to keep all that stuff that you've learned and that you've grown and that you're implementing. So it's like we're getting surer. And feel like that's important.

It's like that you feel firm on the ground that you stand on and every time you bring someone in, it's like they are truly just consulting with you. They're not coming in and like shaking all the stuff that you've done. And this is so funny

because I mean, we've even had. Conversations like where I'm like, Oh, this person told me this, like about my business.

And then I'm like, well, I don't think I'm going to do it. But like, and the thing is like, that's gonna happen. Like you're gonna have people that like, they don't see the full vision of what you're doing. , no one knows your business like you do. And so like really knowing like when to take the advice or take what somebody has taught and say like, I love this piece of your framework, but I'm going to leave the rest.

It doesn't feel good to me to sell in that way. Or it doesn't feel good to me to market in that way. That's okay too. And like, I think that's a really core piece of what we want to be cultivating is like, keep learning from people, but don't like keep them on such a high pedestal that everything they say is Bible truth.

Right. Like it might not

Angie: be. that's so true because it really is different perspectives. And if there's a perspective that doesn't line up with your perspective and you're like, that's a great idea, but you know, that's just not something I'm in alignment with. Hey, that's totally okay.

Like you said, you are walking this walk of entrepreneurship, professional and business development is personal development and vice versa. Like the more that you develop on both sides of the coin, the better you'll be in life and business and everything. So love that. Cause I've definitely had conversations.

With mentors or coaches and I'm like, oh my gosh, this is the best advice or yeah You know I love this and then try it for a couple times and it doesn't do what I thought I was gonna do It's okay to pivot

Joy: Yeah, yeah, I love that like that takes a lot I think yeah like Self belief in order to like walk away from something that like, it sounded like a really good idea at the time, but for your business and your demographic for your offer, it's like sometimes you got to pivot.

And that is hard.

Angie: I love that. Is there anything you wish that you might've done like differently? When either creating educational offerings or investing in educational offerings like through your experience of investing and creating investing Is there something you're like, you know what maybe moving forward

I could give this advice to somebody else So they don't make the mistake that I did.

Joy: Yeah, I mean I do wish that I would have invested sooner just seeing the difference between paid education and free education, both in like what the time that it saves you, the way that it's set up, but also in the way that I show up for paid education. I do really wish that like I could go back and be like, these are, you know, the things that I would change in year one, year two, year three.

because you know, you just, you can't get around your need for education. You also don't really outgrow like the need for education. So you don't graduate from that. Yeah. I mean, going back with my own offers, I think I wish I wouldn't have waited so long to create an educational offer. I think I was like waiting to have this, like, you know, all of the things to come together and have a little bit more time and be able to talk to my audience more.

And it was like, I was doing all the right things of like listening to my audience and growing that community and building that Facebook group. But ultimately you have to try something. And so the sooner I could have started to like just put things out into the world and try and like. How we're beta test something and like let people give me their feedback that would have taught me more than just like waiting in this like, okay, I'm waiting for the time to be right and all that stuff.

So I do wish that I would have like jumped in a little bit sooner to that, but I know that there's also that piece of like, sometimes we're not doing something just because. It's not that we don't know. It's not that we don't have the knowledge. It's that we don't have the self belief. And we're sitting there saying, like, who am I to do this thing?

And so that is, like, its own mountain that you have to kind of get over. but I do wish that I would have just tried more things and been less precious about all of it. Like, expecting it to, like, Be perfect right from the start. Now you had to have the perfect name, like all of sort of stuff. Cause I feel like that just like tripped me up like so bad.

Angie: Recovering perfectionist over here. I feel the same way. I'm like, I wish I would just like things earlier and like learned as I was doing, instead of working behind the scenes for so long, trying to make things so polished and perfect. And yeah, you're right. You're right. Oh my gosh. Okay. Joy, can we play a quick game?

Yes.

I want to know your advice. Because you have years of investing. I want to know your advice to entrepreneurs at different levels of business, what they could be investing in. So I'm just going to break it up by like how long they've been in business. Okay. So the first, first one I have is an entrepreneur in their first year of business.

What should they be looking to invest in, in their business to grow?

Joy: I mean, just in my own experience, like being able to talk to someone , who's living the business and the life that you want, whether that is they have a course equivalent of that, or they might be able to like mentor you. Like I actually shadowed my wedding photographer, like in the beginning of my business, I was able to like work for her for free.

Like I her house, I worked for free. but I think that. That like just being able to like, how can you get close in proximity in any container to the person who's doing what you think you want to be doing? Because it's like, that's when it's like apprenticeship, you really need to be like getting a sight line into their business in really any way.

I think that would be the first thing I would do.

Angie: I love that. I agree. At my first year as a photographer, I was second shooting. I was going to Caitlyn James's house and mentoring under her. So I was, I was just like, how do I get close to the people that are doing the thing? So I love that.

And, definitely, like you said, it could even be just a course from that person. Like if you're trying to pick up a skill, like in that first year of business, you want to master that skill and simultaneously master the business side of the marketing, but like you need to master that skill to grow.

So love that. What about someone in two to five years of business?

Joy: Two to five years, I think is when marketing and your systems start to become so important that like, if you don't have the reliable marketing system and you don't have a way to bring people in consistently, and then Have some systems so you're not like running around crazy trying to do everything yourself, then that's going to become the bottleneck.

So I think those are like those two focuses that come out in like year two, three. Love that. Love that.

Angie: Okay. Next up is someone in five to 10 years of entrepreneurship.

Joy: Five to 10 years is, I think it is, I think really getting mentorship so that you can grow your mindset and you can grow your team.

Because. Your mindset is like from the beginning, get the mindset help, but get the books, like all the things. But if you're in year five, like you made it past statistically where like a lot of people did it. So you probably are good at what you do. You probably figured out how to market. You probably have a brand.

It's like, now you got to figure out how to like, not see it in the tiny container you've put it in and grow your, like. And the way that you're looking at everything and the way you're doing business, it's almost like we throw out the playbook and we bring in a new system of like thinking and doing. And I think that is like, that's where I'm like, Oh, coaching.

Angie: So last one, someone in over 10 years of business. Yeah. This is where we are.

Joy: I would say. At this point, like it really depends how you've invested up until now. So it's like super specific to like, okay, have you checked all the boxes leading up until now? And then for me, like really, all I can say is like, it's really like a rotation of all of the things we've mentioned.

So what I start to see is like, I look back and I'm saying, Oh, there's like leaks in the boat. Like something's happening over here. Like, we've got to work on visibility marketing. Okay, then I'm going to get this program or, now I'm realizing I have a money mindset block. So I'm going to get my money mindset.

Yeah. So I feel like it's very like, you grab the pieces that you need when you need them. but really making sure to like build those like peer relationships too. Yes. Because I've noticed like that's huge. And I also think like at that 10 year mark, man, like some people they start like, I don't know what it is about the 10 years.

It's like that seven year mark in marriage where like some people aren't making it past and it's like, Oh, there's a part in business where I'm noticing that like some of these like veteran entrepreneurs. Yeah. Are dropping out.

You're so right. And I'm like,

Joy: we need each other. Like, if you've been in business that long, you've lived through eras and, different economic times, different, like there's so much that changes.

And I think if you're going to make it another 10 years, like, you need your people and like to lock arms and not feel like you're in this little echo chamber by yourself. Yeah, I hope that answers your question.

Angie: That's, you're exactly right. Entrepreneurship can be lonely, especially when you have been doing it for so long.

And like you said, , you see people drop off. And I hate to see that because I'll be thinking about someone that I used to maybe like you know, have coffee dates with like six years ago. And I'm like, What is this person doing? I haven't even talked to them and like their Instagram is gone, their website is gone and I'm like, what happened to this person?

so I, do feel like the longer you are in business, I mean, relationships are so important from day one, like that should be, a day one thing. But as you grow in your business, finding those people that you can connect with, whether it be a mastermind you join or hiring a business coach or having a peer mastermind that you create with other friends that you talk to every month or every couple of weeks.

Like that is so essential for at any station business, but definitely important as you get further along. And because you don't want like, you know, to burn out. You don't want to get bored. Like you, you want to be thinking fresh ideas. Like everything is changing right now. Like social media is changing right now.

And, I'm always like, what's fresh. What's hip. What are the kids doing now? Yes. Yes. You know, it's amazing. And it's fun to like have those people to have those conversations with like you and I, I was talking to you a couple months ago and I was like, Girl, these TikTok people, have this niche where that's all they talk about, I'm like not saying I want to do anything to that now, but it's good to be able to have you to have those conversations with, where we can be like, that's cool, or also Angie, calm it down, do not go be a TikToker.

Joy: We see these trends and we're like, are you seeing this trend? Are you seeing this like MMR and there's so much stuff. And it's like, yeah, I don't

know. It's like water cooler talk, but we don't have a water cooler. We just have boxer.

Angie: I love boxer. I love it. I love it. Oh, well, joy. Thank you. So much for this conversation.

This was so good. So, so good. I feel like we just had a regular old Voxper conversation and everybody gets to hear about it. Um, my audience where they can connect with you online and your podcast, all the good stuff.

Joy: Yes. So I host the called to both podcast and you can find all the different places on my website where you can find me in my community at joymichelle.

co.

Angie: Yes. Awesome. You definitely listen to her podcast. I love listening to your podcast. I actually. Listened to your podcast on the way, and this is just a little, maybe I've told you this, on the way to San Francisco before we met, I was listening to your podcast, you know, as a regular thing, and you had that episode about moving to Florida, and I listened to it on the way, and then I met you in person, I was like, oh my gosh, I just listened to your podcast, and like, on the way home, I remember texting my husband, like, We should move to Florida.

Like, I love it. Listen to this podcast. I just met this girl. Her family's moving there. And now that's the type of thing that we are talking about. I love it. So yeah. Thank you for just sharing that. Like that podcast episode, like changed. Everything for me. So that is just a shout out to you. Make sure you guys listen to her podcast.

She has so many good just topics, like just diving in deep to, you know, business, motherhood, all of that stuff. So thank you for, for doing what you do.

Joy: Well, thank you so much for having me. This has been so fun.