

Hey friend, you're listening to the call to both podcast and today I want to talk about a question that I actually got earlier this week. So this is very top of mind for me, and that is around the topic of diversifying revenue, building out those new revenue streams, sometimes passive revenue streams that I think so many photographers are craving right now.

And the question from my client was, how long can I expect this to take? How long is it gonna take before I start seeing revenue and consistent revenue? Right? Not just a little bit of revenue. Something that we can truly rely on. So I wanna take a moment and answer this. I answered this for my client, but.

I wanna share my answer here with you because I think that this is a great conversation to be having especially if you have another offer, you might have a piece of education in your business course or an idea for a course. And I think the idea that it was going to take a super long time or that it is going to just take a ton of time.

And in addition to the business that you have is one thing that really holds a lot of creatives back, especially moms. You know, we're busy, we got a lot going on. We wanna know how long is this gonna take? So let's dive in.

Alright, so back to the conversation with my client. So she's asking how long it's gonna take before she sees the results.

I think she said, is it gonna take a really long time? And so I said, what is a long time to you? Because I think everybody has a different concept of what that means to do something for a long time. And then she said, you know, is it gonna take two years? And my immediate answer was No.

I don't think it has to, I don't think any business done well should take two years before you see consistent revenue. I stand by that answer. I did not need to be a photographer for two years before I was making good money. And I think if you think about your journey as a photographer and what you did, at the beginning it's like, yeah, you might have done some shoots for free.

You might have second shot and, took classes and. Invested in your portfolio and gone to styled shoots. You do a lot to get where you are today, but no, it did not need to take two years before you could see money. Come into the business and it's absolutely the same for any revenue stream. In my opinion.

It should not take that long. So I told her that what my goal is, is that we are seeing revenue from a new stream of income in your business in 90 days or less. That is what I do with my clients. That's what I see happen. And for many of them, not all of them, but for many of them, they are doing it even faster.

Sometimes I work with somebody and they turn around and make an offer and make a few hundred dollars within days. Okay. So it doesn't have to be this long process, and it absolutely is gonna have nuance. It's gonna depend on what is the offer, right? What's the vehicle? What are we trying to sell?

But it does not need to take that long. It should not take that long. And if it's taking somebody years to create consistent revenue, I think it's time to hit pause. Look at the business model and readjust. It should not take that long. Two questions that I have for you. If you're sitting here asking, how long is this gonna take, I think there's a question beneath that question too.

Just as a side note, how long is it gonna take? Often also is asking what is it gonna take? What am I gonna have to give? How much effort am I gonna have to put into this in order to get. The desired outcome. That desired outcome is more options, more freedom, more revenue streams like it's not just about, oh, now we have revenue streams, and that sounds really fancy.

This is about making money when you wanna take summers off with your kids. This is about the off season as a photographer, not feeling so much like an off season because you have thousands of dollars in revenue consistently coming in from other things, right? Like that's what we're talking about here.

But the question often remains, okay, what am I gonna have to do to make it happen? How long is it gonna take? Because you know the outcome is good, but you're like, is it gonna be worth it? Is it gonna be worth it? Right? So my question is, how long do you want it to take? Because what I have found to be true in.

All aspects of business is that things often do not need to take as long as we think and when we have this like subconscious belief that it's gonna take a really long time and it's gonna be really, really complicated and I just don't have time for this, you will make it true. We make it true. Our thoughts dictate all of our actions, our beliefs come from these thoughts.

We start thinking , I don't really have time for this. I don't know how much I'm willing to put into this. That sounds really good, right? But then when you flip that and you decide, actually, I am going to see these kinds of results in my

business, and this is how long. It's going to happen in, you get to decide the container.

This is Parkinson's law, right? Whenever somebody said write a paper in high school, and you waited until the midnight deadline for that paper, you experienced Parkinson's law, if they would've made the deadline 7:00 PM you best believe you would've been. Cranking that paper out earlier, it would've taken less time.

If they would've made the deadline 12 noon, you would've had it done by 12 noon. So we experienced this in our own lives, but then we forget. We can still make that happen in business. You can simply decide, I am going to be somebody that has multiple streams of income. That is educating, that has affiliate marketing revenue in my business by the end of 2026, and this is what it's gonna look like because when you decide that, you start to make decisions after that point, right?

It's not just the deciding, it's not this magic like, okay, now she decided now she's wealthy. Okay? But it starts it. It starts it. It's the first domino that falls. As soon as you are the person that decided that, then you say, okay, what's it gonna take? How am I gonna make it work? It's the same as being a photographer.

You're like, okay, well now I need a camera. Now I need a website. Now I need a marketing plan. It is the same exact thing. It started with a decision and then came everything else. Now I do wanna talk a little bit about the, everything else I wanna give you two ways that you can speed up this timeline and make it happen faster for yourself.

The first is something that you should be doing all the time, and you're probably already doing this in your brand, but I really want you to be thinking about your intentional built out trust points in your business. How easy is it for somebody to spend time with you online? Via video, via a podcast, via some live streams.

How easy is it for somebody to sit down and hear your thoughts, hear your process, hear who you are, and feel like they got to spend some time with you? These are trust points, and the reason I mentioned video podcasting and live stream is because those are the quickest ways to do it. Yes, you can write a blog post.

Yes, we can do faceless content. But if you want to speed up the timeline, those are the quickest ways to do it. And cool thing is less people are willing to do those things. Less people are willing to go live. Less people are showing up on

video and less people are taking time to record a podcast. So you actually have less competition, which I constantly have to remind myself of that when I don't want to do the harder thing and take the extra step when it comes to content.

I just remind myself, okay, but if we go the extra mile, it's definitely gonna be less crowded. It's gonna be so much easier to hold someone's attention. So the step number one that I have for you is building out. Your intentional trust points of your business. This is gonna be important no matter what you do in any business.

If you have a personal brand, you need to be building trust. Step number two is establish your authority. We need this. There's no way around this. We got to build authority. We gotta get clear on what you know, and this is an important shift, right? Right. Now you might be known. And paid for something that you can do.

But what can start to happen that we actually want to happen is for you to become paid and known for what you know when you start to become known for what you know. You can monetize that in in lots of ways. You could be someone that builds a community and then that's valuable. You can monetize that in many ways.

When you know something, people come to you for recommendations. And now we have affiliate marketing. And when you know things, you can teach someone the same thing. You can get them a particular outcome. But of course, in order to convince anyone that you know something, we must first establish your authority.

And that's why I think authority building is so important. It's something that we don't wanna skip. Regardless of what the offer is, you're, you've already built some authority in your business I bet. But we can always tighten this up. This is something that I'm constantly evaluating with other photographers, helping them to make sure that they're coming across as the authority at what they're talking about.

And having brand authority is so incredibly important. Now, I do have a little freebie. I'll find it and I'll throw it in the show notes. But I have a series of education episodes that really take you through this process of, what does it look like to build your authority online? What are the tangible steps?

What are things that are ruining your current authority that are diminishing, maybe some things you're doing wrong, and what are some things that you

absolutely need to have in place that will be in the guide? So I have a brand authority blueprint. Ready for you guys to grab is completely free, is gonna walk you through these initial steps.

And I think, actually, I know this is going to condense that timeline way down because if you think about business being basically like you need a machine, right? If you're gonna have a car that's working, we're gonna need to have the engine. We're gonna need to have something to power it. We need gas, we need energy, we need the wheels, right?

Like all of these are essential components. Well. How fast can you build a car? I guess the question is how quickly can we get all the components together? That is the answer that I have for you today on how fast can you get a new revenue stream? How quickly can we get the components together? It does not need to take two years.

It does not need to take one year. I think it should take well, well under that and my clients are doing this in 90 days or less. Okay. My baby just woke up. I just always had pop up. I'm glad we got to the end of this. I hope this has challenged you, challenged your thinking on this. If you want to hear more about diversifying revenue and the ways that we could work together, just simply send me a DM on Instagram with the word diversify, and I will share those details with you over there.

Okay. Again, the blueprint for your brand authority guide, that's over in the show notes or on the blog. I always have blog posts for each of these episodes, and I look forward to hearing from you soon. Okay, I'll see you in the next one.