

# So, Here's the Thing - Episode 105

## **Laylee Emadi**

Hey friends, welcome to so here's the thing over the next few episodes, we're doing something really fun over here and we're going to be spotlighting a few of my student alumni from my signature program, the creative educator Academy. Now, these are industry educators who are doing an incredible job of leading within their community, and offering a really impactful and effective education, which is what we teach you to do inside the academy. As we're gearing up to reopen enrollment for the Academy, I wanted to make sure that I was giving you guys a chance to hear some of these amazing success stories. And I also wanted to invite you to participate in our upcoming challenge. This is a three day challenge designed to take you from creator to educator, we are going to make sure that you walk away with fresh content, ideas and the confidence to share your education as the expert that you are. And we're going to get an educational piece of content together and out into the world in just three days. To join the challenge. Just visit [layleeemadi.com/challenge](http://layleeemadi.com/challenge), or head to the show notes where we'll have it linked for you. And I hope to see you there. As always, this podcast is brought to you by the creative educator Academy. And I really hope that you enjoy these spotlights and this look into what it's like to actually grow an education business as a creative entrepreneur within your industry. As always, I am cheering you on over here and I sure hope you enjoy these episodes.

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and business that you love. I'm your host Laylee Emadi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode.

Hey, friends, I am so excited about this mini series of bite sized episodes featuring some of my most incredible educators who are coming out of the creative educator Academy. I have loved seeing these people lead inside the creative industry in their own niches. And I am so excited to connect with all of them. And for you guys to meet them too. In fact, you have already if you're a longtime listener, you've already met Joy, Joy Michelle. She is an incredible photographer, educator, podcast host course creators, so many things. And she was actually on this podcast, talking about implementing video into your business. And we'll make sure to link that episode, so you can take a listen to it as well. But I'd love to hear joy. First of all, welcome back. And second of all, I just listed all the things you do. But I want to know about all the different kinds of education that you offer now because you do so much.

## **Joy Michelle**

Yes, thank you so much for having me back. Well, okay, so from the top, let's start with my signature program, my oldest program, and that is hook and book brides that is a digital online video course that was kind of like my entry into this education space. I also have a template bundle for photographers to help them with the overwhelm of going pro. And that's called hobby to pro toolkit. And that is a more recent product that I added to my suite last year. And that's been really popular. And so that was really cool. And on the coaching side of things, I also offer one on one coaching for creative service based business owners. So I have that, and I have this like little back end offer where I teach launching a like

YouTube channel, since YouTube is my like roots. And now that I've started a podcast for ambitious Moms, I'm sure there's something coming down the pike for that I have a few things in the works, but nothing for them yet. So stay tuned.

**Laylee Emadi**

I love that I love how you kind of like started really really niched in what you were doing. And now you kind of just created this amazing like value ladder and kind of like followed your audience to meet them where they're at. That's just really, really exciting to see. What's your favorite piece of education that you offer right now?

**Joy Michelle**

Oh, that is so good. I would say the education that I most enjoy on a weekly basis is the coaching. I really love having just a handful of like my VIPs that I can work with in in for a sustained amount of time. I think that was such a cool and rewarding thing to add as an educator. But I'm still such a fan of the hobby to pro toolkit and I'm still working on adding more to that. And it's it's just been a really fun thing to watch because I think templates are such a quick way to give your audience a win. And so by having that bundle available, I've seen people jump in and be able to implement things so quickly and feel so much less overwhelmed. And so that's really rewarding for me as an educator.

**Laylee Emadi**

I love that and I think it's really cool to hear how many different things you do and that you Enjoy all of them. Because so often I think we go into education thinking like, I'm going to be a mentor, or I'm going to be a course creator. And you kind of find over time, like, let me know what you think. But I have to do every type of education like over the past several years of being an educator in the industry. I've done like every type of education you can imagine. Is that, is that something that you found as well?

**Joy Michelle**

Yeah, well, I found that it's very easy to get into something and almost be chasing someone else's finish line, because it seemed like it was the next right thing to do. And so to get get quiet for a minute and ask, Does this format, give me life? Do I actually like this? Or maybe is there something that I could tweak to make it fit me better? Because I do think there's like an education format for most people. But I also think that sometimes people are in the wrong one.

**Laylee Emadi**

Oh, my gosh, that's so on point. I feel like knowing that you might have to try a lot of different things before you find what like settles with you is also really important to think about in this as well. I want to know, when you are creating all of these educational offerings, if you could think about like one thing that really surprised you in the creation process. What would that be?

**Joy Michelle**

Oh, gosh, I mean, I first and foremost, I would say, just the sheer amount of time that it can take to put together a course, is astounding. And you will hear people say that you can put together a course in like a day or a weekend or whatever that may be, and maybe, you know, God bless them if they can do that, like wonderful. But I actually think there's benefit to going slower. There's benefit to maybe beta testing and having people go through this in a iteration one iteration two type of process. And it's just it is a painstaking process. It's very rewarding, but it does take some time. And so I was a little taken

aback by how much time it took for me to put together that original flagship course. But it was an important process, like it was something that you just can't rush.

**Laylee Emadi**

I'm so glad you said that. I mean, I think anybody that follows along with me in any platform knows that I literally hate when people say, create a course from beginning to end and launch it in a weekend. Like I can't launch it. I'm like, Oh, my goodness, what a terrible idea. That's like the worst idea you could possibly have. And I will, I will die on this hill joy, like I am with you. That's, it's such an important process to actually do it, right. So many reasons. So many Yes.

**Joy Michelle**

And if you can pre sell or beta launch, or there's so many ways to develop in real time with an audience. And sometimes the final product looks very different than what you had in mind, but it's what they need. And so if you just kind of stay in this in this tunnel by yourself for 18 hours and just crank out an entire course, who knows where it might land. And if it's actually being transformative, which the purpose is to get people results, right, not just for us to add that to our our like shelf of products. So the process actually taking a bit longer can be a reward and good thing.

**Laylee Emadi**

Yeah. And I also I mean, I have to question the quality of something that slapped together in a weekend like that, to me in itself. I mean, maybe there are some like really straight up geniuses out there that are the exception to this rule. But as a standard, I would say like a two day project is not high enough quality sticker reputation on

**Joy Michelle**

No, it will, if you think of it, like if somebody said this book was written like at my cabin over the weekend, I'd be like, Okay, I mean, I'm interested, like you have piqued my interest. But like, do I think it's a best seller? I'm not sure. Like,

**Laylee Emadi**

we'll see. Probably not. I love that Adam would love to know, well, I guess we kind of covered this, like, what do you wish you'd known is that? Is that what you wish you would have known before starting? Like if somebody was starting out for for doing? We're creating educational offer for the first time? Like what would you tell them that you wish you would have known? Hmm,

**Joy Michelle**

just slow down. Take a minute and get quiet with yourself about what this could look like. Because it's really exciting. And sometimes we just kind of start running towards something. And there are a lot of directions you can go with it. And so slow down, figure out make sure that the format that you choose is great for you. But then also pick one and develop that well before you add on the next one. Because I know that I can get a little bit of a shiny object syndrome. And this is true for all aspects of business. But if we can make sure that that one system is a well oiled machine before moving on to the next, everyone will benefit both who receives your education and you as the educator.

**Laylee Emadi**

Yeah, man that shiny object syndrome is So Real, but it's so important to say that I love that slow down. And that's, that's perfectly put. And then as you know, we're getting ready to reopen enrollment for the

creative educator Academy. So I want to know from you as an alumni, what is something that you found helpful inside the academy, like what was what was something that was like your favorite part that really helped you in any way with your educational offers?

**Joy Michelle**

Yeah, so I would say the academy helped me establish a curriculum for my coaching. That was something that I didn't fully have fleshed out, I was offering coaching, but it was a little more reactive that I would have liked and it didn't have a structure. And now I have a vision, I know how to create learning objectives. And there was just a lot that I didn't understand how to put together before the Academy. And so going into it, that was my number one, I need to figure out what I'm doing with my coaching, so that I can get better results and really confidently raise my prices. And I was able to do that. The other thing that I really liked was, and I know, this isn't even like the base of the whole thing. But my favorite part, besides the core program is the teachers lounge. And I have gone back to the expert trainings multiple times, because those trainings are just truly very good and packed. And I know a couple of them on sales pages. And like Ashlyn came in and was in teaching and I, I have to like pause and like take notes and slow it down, because it's just really, really good. So there's just a lot of extra stuff that I wasn't expecting that has benefited me, in my business a lot. So those are probably like my two big, big ones.

**Laylee Emadi**

Oh, my gosh, I love the teachers lounge. I'm like, I'm personally obsessed with it. Because I always try to choose people to come in and be guest experts who I know will be really helpful, not just like, to my students, but I'm like what would even help me like I think we need to hold or like guest educators to that level of like, what would be extra helpful to anybody, no matter how advanced they are. And I love that you talked about being a reactive coach or a mentor, I think so many people don't even realize that that's what they're doing. I think that's what leads to people showing up in kind of, for lack of a better word, being disappointed in a coaching session, because they show up and the coach or mentor expects them to like, know what they need. And a lot of times, they just don't and so I love that you bring that up. Because I mean, I think we all kind of start in that and think like, oh, this will just come naturally. But it really like it shouldn't be just a natural progression. It shouldn't be as organic as like we might want it to be I think there needs to be a plan involved. So that makes me really happy.

**Joy Michelle**

I agree. I think especially if you want to charge premium prices for coaching, it cannot be a glorified q&a session. And so now I can say with confidence that that is not what my program is. But that took some time. And the academy helped me to piece that together and really think about that the same way I would think about a course and make it into a program, which makes it easier to talk about as well and to sell when I do my discovery calls.

**Laylee Emadi**

Yeah, absolutely. I mean, I think there's nothing like being confident in what you're doing to help you sell it competently.

**Joy Michelle**

Yes, yes.

**Laylee Emadi**

It was a huge piece. Yeah. Feels her heart, man. I mean, I think it just makes it so much easier when you like you come back your offer 100%.

**Joy Michelle**

So yes, yes. Because it's all about the transformation. And then it's less about the price. You just talking about what they truly want and need. But yeah, sales are hard.

**Laylee Emadi**

Agreed. Well, I love that. Thank you so much for coming on and doing this bite sized episode with me. I love following your journey. I love hearing about your journey. I love having our relationship over the past couple years. in and outside of the academy. I love that we've become good friends. So anyway, I hope everybody will go check out joy. Her coaching is incredible. And all her resources are incredible. And I'm honored to have you as an Academy student.

**Joy Michelle**

Oh, thank you. Well, I'm excited to see what you do with this next round. I know it's gonna be better than ever.

**Laylee Emadi**

Hope we're so excited. Thank you, Fred. Thanks For show notes and resources mentioned on today's episode had to so here's the thing [podcast.com](http://podcast.com) This show is brought to you by the creative educator Academy, where we teach creative entrepreneurs how to teach because I believe that industries thrive when experts can share their knowledge. Well, if you're enjoying the podcast, I'd love to read your review on iTunes or see your rating on Spotify. Thanks so much for listening, and I'll catch you on the next episode.