

Episode 113 TranscriptM

Laylee Emadi

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 a 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, all right. I am so excited to get back into this new little series within our podcast, talking about a day in the life a true behind the scenes look of entrepreneurs and what they do day in and day out. Just really conversationally really casually. We did no preparation before this. I just I invited my good friend Quianna Marie. We are like day one entrepreneur besties. Like we go back. How many? Like six years maybe more? Maybe 14?

Quianna Marie

I have no idea when was hopes workshop?

Laylee Emadi

I have no I literally don't know. But it was at the very, very beginning because we were both just kind of doing the photography thing and living our best lives. And we just hit it off and have been together ever since. And so Kiana was actually one of our first podcast guests, you were I think episode like one of the first five episodes of this podcast, which was recorded three years ago. So I'm excited to have you back on before we dive into a day in your life. Tell us a little bit about yourself Kiana. I'm so excited. You're here.

Quianna Marie

Yes, thank you so much lately, this is so fun to be back. I feel like we're on the Ellen Show, or Oprah or it's like I get to be a guest again. So this is so fun. But yes, so I am a traveling photographer, definitely from the heart. And I have recently been branching out into more education. And through some pivots lately, especially through the pandemic and all the craziness, that stuff has happened recently, I've really, really stepped into more content creation, and small business branding, all that kind of like fun stuff. So that's where my heart is, is helping everyone basically shine online. So whether that's your wedding day, whether that is a milestone or family, many sessions throughout the fall, or if you know, stepping behind the camera, and being a content generator has just been so much fun.

Laylee Emadi

I love that I feel like it's just so like, aligned with you as a human to because you do such a great job of capturing people's memories as a photographer, but you're also like, such a hype woman for other business owners. And so like what a perfect combination, like what a perfect place for you in not just as a service based business, but also as an educator. So you wear a lot of hats. And you have a podcast, right? Yes, yes,

Quianna Marie

I have a podcast. It's called Kiana Marie weekly. And honestly, it kind of started as a hot mess Express where I just knew I had so much love and education and inspiration mostly to share. And so it kind of evolved from like a small business podcast right now I have a whole series called amplify your wedding series, all about, you know, helping wedding photographers shine online. And so it's kind of molded into basically just small business cheerleading. That's what I love to do.

Laylee Emadi

Again, just really aligned with your personality. I love it. And you're such a great idea generator. So I know you have like a lot of different hats that you wear. So your day to day probably looks different every day, but I'm not gonna say that for you. I just want to know, let's just dive in and like, start telling us like, Okay, you wake up in the morning, like, what is the day in your life look like take us through your day?

Quianna Marie

Yes. So just recently, I just brought home a little puppy. Her name is Faith. She's a German shepherd. And this is a puppy that I've been praying for, for literally over a decade. And I love this because I know I'm speaking to my people. When I say that I put off bringing home a dog and bringing home a puppy because of my schedule. It was just too crazy with traveling for weddings, and just always being gone. And you know, for photographs and conferences and workshops. Like you know me lately I am a workshop a holic. I love education. I'm an education junkie. So it just, you know, it just didn't make sense for me to bring home the dog. I don't have a husband. I don't have my own children yet. So, you know, leaving her home alone just wouldn't be fair. So I cleared my schedule as I'm you know, boosting more into education. I am booking less weddings. So I brought my puppy home so she is five months old right now. So my day starts at about four o'clock in the morning when I have to let her out to go pee. I can see. Yes, so I actually got her on a really good schedule where she'll sleep from about 10pm until about four or five o'clock in the morning she goes pee and then I put her right back to bed. And then we pretty much started at around 6am And that's when I'm up I start making my coffee. Every morning I pull an affirmation card. So this is, this is really important to me, because I know and we can chat more about this, but there really is so much power in creating a morning routine, as you know, as entrepreneurs are a lot of our days are so different, they all blend together and they there's some consistency. But for the most part, every day is different. So we love having that quiet time in the morning, I'll set my coffee, I pulled an affirmation card. And really, those cards are just really great, kind of like Kickstarters to the day, it puts me in a good mindset, it just kind of sets an intention for the day. Because I know especially as a lot of us are multi passionate creatives and entrepreneurs like we can get pulled in so many different directions. And if you're anything like me, you know, if you're listening, like you know, we have shiny object syndrome, so like we get distracted, so easily. So having that kind of moment of just, you know, journaling in the morning, setting an intention and just kind of feeling a little woowoo and spiritual in the morning really sets my day up for success.

Laylee Emadi

I love that. Okay, I have so many things to say. But I think the biggest thing I took from that was because in the one episode we've had before yours about like in this series of a day in the life, we were talking to our other day one bestie Dawn Richardson from tech savvy creative. And she and I talked about morning routines as well. And so I think it's a such a common theme to have a morning routine, but I've never, and maybe I've heard it and just dismissed it. But I don't remember ever hearing anybody say like, you should have a morning routine, because everyday looks different. And it's a piece of consistency within your days, like across all of the days no matter what you're doing. Like that

particular business day. I just like I don't know why that blew my mind right now. Like I love that you shared that because it is important. And it's important for so many reasons. And I've done a full episode on morning routines. But I never thought to say like, oh yeah, because one day you might be on a shoot or one day, you might be working in design client. And the other day, you might be flying off to a conference. Like, I love that. That's just like a piece of consistency in your day. And I've also talked about affirmations, but never in that way. So that's super interesting. I love that. Also, congrats on the puppy, because Thank you. But she's already getting too big. So, so fast, so fast. Okay, so I love that. So we've got your morning, although I literally cannot imagine getting up at 4am Good for you. You already know, I'm not a morning person. So I know like, again, I know that your days vary so much. But on an average day, or if you want you could even do maybe like tell us like an average day and then a not so average day that happens often for you as well. So like what would be like your midday routine?

Quianna Marie

Yep. So okay, so basically, I'm juggling a whole bunch of things, whether I'm emailing I am working on projects right now I am pushing out some mini courses and online education stuff. So that stuff is really time consuming. And and as we know, a lot of us will kind of like plan our shower days or I mean like washing hair days, right between like long days when you are doing podcast interviews, or when you have to show up on camera, you're making reels and tiktoks. Like, just these really crazy content days, like as you know, can be really crazy and always different. I would say that in the middle of the day, that's when I have to prioritize eating. So I am that person. I saw a real actually that was hilarious, where it kind of made fun of you know how some people will say, Oh, I just got so busy. I forgot to eat my fatty but would be like, Oh no, I ate twice. Like that's like I ate and then I forgot I already ate and I had lunch again, like I prioritize food and meals, which was really, really important to me, especially like checking in with my brain food, making sure that I'm trying to eat healthier these days. But yeah, I just think it's, I kind of just want to like pause for a second and just give give all of us a little bit of grace. Because I know there's a lot of educators out there that are pushing for block schedules, and pushing for consistency and pushing for organization. And I'm telling you right now that you can be absolutely successful, even while you are riding shotgun on the Hot Mess Express. And I just feel like you like we all need that grace, because that is not how my brain works. I am a creative I am a right brain person, meaning like Natalie would say like I'm just a little bit more creative. And I'm an artist. So my brain doesn't work like an engineer, like my brain does not work with first I do this for 30 minutes, and then I do this. So like so it's hard for me honestly to answer this question because every day is so different. So I think what keeps me on track is after so after I do my affirmations in the morning, I actually just have like a word dump. And I have a journal where I just dump everything that needs to get done everything that's on my mind, and then I will prioritize it so I know Hey, by the end Have the day this needs to be done. By Friday. These need to be complete. I have deadlines for my wedding galleries and my photo shoots and I can schedule content days because so for example, this morning, I had a coffee date with a friend who we had just met. Her name is Lacey, and she's so awesome. She's a friend out here in Arizona, one of those Instagram friends that turned into real life friends. So I had coffee with her, I have a couple podcast interviews with you and Paige today, which I'm excited about. And then this evening, I have like a, I'm doing a speech for like a boss, babes neighborhood thing. So I'm gonna be talking about content. So today, it's a glory day is what I call it, where I showered, did my hair and I'm ready to roll. So not every day looks like that.

Laylee Emadi

Okay, so many things that first of all, love that you have like titles for the glory day. How fun is that? Secondly, before you even said, about block scheduling, I was about to ask you, like, Do you have any

sounds to me? And maybe like, tell me if I'm hearing this correctly? It sounds like you're almost prioritizing your personal life, over the schedule, at least like scheduling things over scheduling things for your business. You're like, Okay, I know generally what needs to happen. I know I'm going to get it done. But I'm going to prioritize my health, my brain food, my affirmation, my dog, my hair washing schedule, like those things I feel like are more scheduled for you than like, the minute by minute have a business is that right?

Quianna Marie

1,000%. And this is why I feel like I've been so successful as a photographer, because those are deadlines. Like, this is why I was such a great student. I loved having a schedule in college, I loved being in class Monday through Thursday, and never had school on Fridays ever. But you know, and so I love that consistency. So instead of just kind of throwing things out there and sticking to that, that's just so constricting to me. I love prioritizing, and this is Bill, I need to I need to highlight that, that this is not something that when I first started my business, you know, I, I feel like as I've gotten older, my priorities have changed. And so I just want to encourage you that if you're listening or thinking, Oh, wow, that sounds like me, maybe I can actually prioritize my family first. Yes, like, this is your permission slip to do that.

Laylee Emadi

I love it. I also feel like you are such a good advocate. Like I see, obviously, we know each other. But I also just follow along with what you're doing on social media all the time. And, you know, trying to like keep up with you. But I love how much you champion, like work life balance and just prioritizing your freedom and your health and your gratitude and all of that. Like, can you talk a little bit about what that looks like for you day to day?

Quianna Marie

Yeah, absolutely. Well, I actually have a funny story about that. So typically, when I have my weekends off, so I'm not shooting a wedding, I'm not attending a conference, I'm not shooting any content. She was like I'm off. My clients and my family and friends know that I'm off the grid like I have no service because I am literally in the mountains with no service and with my dog. We're hiking, we are paddleboarding we're outside, I'm soaking up nature, which is, which is like a love language. For me, it's so important to kind of fill my bucket back up with nature. And so yeah, so I just find that that's such a priority for me. And then what I've noticed is the more I post about beautiful sunrises out here in Arizona, and I post about the fact that I'm attending a country music concert, or I post about pulling affirmation cards, for example, right? Like, I'll actually post like, which one do you want today, and I'll do an A or B or something. And when I'm including my audience, when I'm when I say my audience, I just need my friends and my family. And you know, my new bestie is on Instagram, when I post more of myself, that is when others start, like I actually start creating magnetic content that brings people that have similar values and similar interest into my life. And that to me is a beautiful thing. I love blending my business with my life because that's why we got started, right? So we can we can literally just make profits from our passions, and just live a life that we love.

Laylee Emadi

Yeah, and I feel like you're also like, kind of a magnet for people who aspire to have not to like people who are maybe a little bit more type a people who are a little bit more like overly structured and they're like, Wait, where's that freedom that I like signed up for? Like how do I get it? Quianna is getting it let me follow her. So I love that. I feel like it's really interesting already. Like I said just two episodes into

this series like how a different everybody's days look and like how my day looks so different than your day which looks so different than Dawn's days and probably everybody that I'm going to be recording with it's going to look really different to what would you say you know, to the people who are listening who are like, Okay, how do I know what to take and what to leave? Like? How do I know what to pull from? Quianna has advice or Quianna's Day in the Life and leave behind from like Laylee's or Dawn's, you know, like, I feel like so many people struggle with the comparison of watching what people do online or even like, when I was when I was titling this a day in the life, I was imagining those like tiktoks, and reels where they're, like, very intimidating Day in the Life, beautiful aesthetic style that day in the life and I'm like, I'm never gonna have my damn life look that good. So what do you say to someone who's like, Okay, how do I achieve? And how do I decide what my day should look like?

Quianna Marie

Yeah, so my best advice right off, right, right out of the gate is just try it, you have to try it. So I almost want like I so you know this about me. But I'm super into analogies and kind of like metaphors with life. So just like you're building out your perfect day in the life of consider thinking about your favorite exercise, right? Like, are you like, I need to wake up at 5am and exercise? Or are you like, you know what, I just need to have like a 10 minute like dance party in my kitchen, while I'm cooking dinner with my family, and that's gonna get my heart rate up. And that's enough for me, or do you enjoy a slow walk, like, whatever type of activity it is, your body is going to respond to it. And what you enjoy most is what is going to create that consistency for you. So I suggest just like you would pick a hobby, or you would pick a favorite exercise routine, I highly encourage you to try all these things, right? Like, listen to all these guest speakers. Listen to others. I mean, you can I'm sure you can even Google different ways it's to create schedules, there are literally people where this is their business to help you or stay organized with your with your calendar, and with your day to day success. Life, right. So my, my best advice is just try it. And then you're gonna have to stick to some of it. Because like, this is business. And this is it. I mean, it's not always fun and exciting. Like it actually is work. But if you can sprinkle and this is where I come in, where it's like, if you can sprinkle in those pieces of joy, whether it is just leftovers from your yummy dinner before for lunch, or it's, you know, taking your puppy for a walk, sprinkle in those things that bring you joy, and then share about it. That's, that's that's the key with building that that content. But yeah, just try everything.

Laylee Emadi

I love it. Okay, so when you are working like on a regular day, on average day, how much time do you spend, like actually working? Because I know that you do prioritize all of those breaks and all of the things so like, how many hours a day do you work? Do you work like the same hours every day? Or do you just work when it hits you like when it just feels good? Like, do you let your intuition take that on? How much of it is scheduled? Like break that down for us?

Quianna Marie

Great question. So I honestly looking back, if you can kind of do a time ticker or someone was watching me like an MTV show, they will, they will notice that I actually work really well in seasons. So especially as a photographer, and I know that we can easily say, well, there's no such thing as a busy season. Because when you're not physically photographing someone with your camera, you're educating yourself, you're updating your website, like there's always work to be done. It's a never ending list. But truly, there really are really busy seasons, and then there's slow seasons. So during the really busy season where I know I'm gearing up for many sessions, like for example, this weekend, I am actually photographing about 25 families between a Friday and a Sunday afternoon. So I know that I'm busy

answering emails, I am being really proactive about sending all those details and just give them all the fun facts. So this weekend is very streamlined. So this week alone is not I will probably be working about eight hour days. And I know that sounds crazy. But I chose this life for a reason. When the bids like when the season is really slow. I'm maybe realistically working about two to three hours a day. And that is like in my business. I'm answering emails, thank goodness for HoneyBook to stay on top of my workflows. But like I said, like it's it's it's so different. This is why this conversation I when I told you, I'm like, Are you sure you want to interview me? Because it's I'm kind of all over the place.

Laylee Emadi

That's why I think that's why I really wanted to interview because I think we really hear about this stuff from people who teach it right. And people who are like, here's how to get the most out of whatever and there is a lot to learn there. I'm not saying people shouldn't learn that. In fact, I'm talking about that. And I'm one of those people I literally have a shop product called scheduling for success. I love scheduling and if I don't have a schedule, I will fall apart. But I know that I am not a one size fits all schedule for somebody else. And so I think it's important to have somebody like you who Like, no, you don't have to do that, like I'm good the way that it works for me. So if it doesn't work, if what I teach doesn't work someone I want to, I want you to share what worked for them. So I love that and how cool they like, during your slow seasons, you're like, No, I'm realistically only you're getting that time back, you're just balancing it a little bit differently. And I think there's a lot to be said, for busy seasons, especially as a service based entrepreneur, versus like your passive income. Once you put that front end work in, maybe it does only take two hours a day to keep up with I mean, it's still work for those two hours, but it's less than 10 hours, you know, so that was the most obvious statement anyone's ever said. But we're going to move past it. So. Okay, I love that I love the comparison between your busier seasons and your slower seasons. So those are like your daytime things. Again, I know that you're also a photographer, so your evenings you may be shooting, but let's say you don't have a shoot. When do you like do like have a closing routine for your workday? Or do you just like, know what time you're done? Like, what are your evenings look like?

Quianna Marie

So same thing, they're always a little bit different, I typically will wrap up around three to 4pm That's kind of like my time to, you know, grab food with a friend, time to just unwind, that's when they kind of start doing, like, I start whipping up dinner, or I just kind of stopped, like, you know, and like, you know, for example, on Fridays, now, it's Friday Night Lights. So it's my little nephew, you know, who will play football games and stuff. So I make sure that I'm, I'm done. So if I want to grab dinner with family before, you know, I just I love that flexibility. But I would say from a business standpoint, I that's when I kind of like evaluate everything. And I go through and I'm like, Okay, how productive was I, you know, I jot down any vitamins, any of my ideas, I have a an ongoing list on my journal that I just, which is just a big fat notebook that I write everything down. And so that way, I know it's kind of like a like, I have my list in the morning. And then I have my closing list. So I've nothing gets left behind. And it's just kind of a little checkpoint to just kind of like a like a little bookmark of my day. Really.

Laylee Emadi

I think it's so important to have a closing ritual, like whatever that is. And even if it is just like, looking through your list, looking through your journal finding like that, checkpoints, so cool. So important. And again, looks so different than I have like my planner, and I need the planner, I may need to listen, I need the bullet points, and I need the deadlines. But I think it's great just to have something that marks the end of the day before you move forward. And how cool that you like, end your day, in what is typically

like an earlier time than like the nine to fivers. You know what I mean? Like the people out there in the office jobs because that's what we worked so hard to get to. So that's amazing. Okay, so if you have an unpopular opinion about anything, you do anything that people do as like, as, as they're figuring out what a day in their life should be, what would it be?

Quianna Marie

I think, okay, so what is that Dr. Seuss, saying, I know, there's a quote about this, and I'm totally gonna botch it. But he talks about how if you judge a fish on his ability to climb a tree, he will forever think he's stupid. And it and that's kind of what the first thing that came to mind is, you know, I'll share a quick story when I used to work in corporate and I always had a messy desk, and I don't mean like messy, like, you know, it was just like a Pilar. I had papers, everywhere. I had notes, I had sticky notes. And this, you know, boss, she wanted me to make sure that every day like the desk was clean, and it was just organized like her just being in my presence, I think gave her anxiety because I was just I was I was kind of messy. And I always felt so dumb. And I always felt so stupid. And that's another reason why I ran towards entrepreneurship. Because I didn't feel like I belonged. I didn't have that block schedule. I didn't have that daily routine and eat her yogurt and blueberries every single day for lunch or for her breakfast. Like, I was not that person. It was so stifling to me. So I think an unpopular opinion that would go against a lot of like planners, and teachers and like structure based businesses is that it's totally okay to leave with your intuition. It's totally okay to lead with your heart if you wake up one day, and you're like, you know what, I will be so much more successful throughout this week. If I could just take a two hour nap if I can just lay down and take a nap honor your body, like honor your your business, I even know there's there's women out there who do a whole bunch of fun stuff on like your menstrual cycle, and how like you shouldn't even be working those like five days, but you are experiencing that. So like those are just kind of an ebb and flow of your business that don't get me wrong. We have to absolutely, like have deadlines and we have to have a little bit of structure to kind of keep us flowing and you know, to stay consistent and to obviously you know, get your deliverables done on time. But that time in between. I kind of feel like Phoebe over here a little bit. or I'm just kind of like Phoebe from friends or like just kind of like Do you boo, like just kind of like feel it. And I feel like that is a powerful like source that a lot of us stifle or we try to push down or to like put in a box. And it's not a box or a square like it's actually this, like watercolor flow of water. And that is our energy source. And that is our power and our like secret sauce. So that would be to answer your question. I think an unpopular opinion would be like, you don't have to do what everybody else does. Listen to your heart, stay consistent, like, practice your craft, get really good at what you do, and do what you say you're going to do. But how it's done and when it's done should be on your terms.

Laylee Emadi

I think that's such a great unpopular opinion. Because it's truly unpopular. I feel like there's so many, just people out there like time management educators and scheduling educators, myself included, who are really passionate about scheduling and time management. But unlike I will say unlike myself, a lot of them don't understand that there's more than one way to do things. And I just think that's so important because I could never, like I couldn't function like you. But you probably couldn't function the way that I set up my schedule. It wouldn't suit your your needs, and it wouldn't suit your lifestyle. So like, that's really refreshing to hear. And I think hopefully really encouraging for people to hear that. Just because you do it differently doesn't mean you're stupid. It doesn't mean you're doing it wrong. You're just doing it the way that it needs to work for you. So if it works for you, it's the right thing to do. I love it. Yes, yes. Oh, it's so good. Okay, Quiana. Where can people find you?

Quianna Marie

Oh, my goodness, I hang out way too often on Instagram. So you can find me everywhere at quiana Marie. And yeah, like slide into those DMS I have a whole resource garden for photographers and entrepreneurs. And yeah, let's just be friends because I want to support you and I want to see your business bloom.

Laylee Emadi

Thank you so much for sharing everything with us and being so open about such a private thing, which is just like the full behind the scenes of your days. Thank you.

Quianna Marie

Thank you.

Laylee Emadi

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