Laylee: If you're anything like me, and you have thought in the past that the word mindset when it comes to your business is like a made up non thing, and strategy is so much more important. This episode is for you because our guest, Juliana Tomlinson, is going to teach us why we're wrong. Uh, she is made such a believer out of me, and it's something that I've realized over the past. years has definitely stood in my way without my even noticing it. So I'm so excited to jump into this week's episode of the Layli Maori podcast. Welcome, Juliana. Let's dive into mindset. Tell our people all about yourself and why this topic is so important to you.

Juliana: Hi. Hello. Thank you so much for having me. I'm so excited to be here, especially to speak about something that is so dear to my heart. it is so, so important. Like I am a wedding photographer, but. This is something that goes beyond titles. It be goes beyond your expertise or what you do mind. Deec is so important.

It's kind of like a ground foundation, a solid foundation for any business. So that's why it's, it is so dear to me and it wasn't too, I realized that. That's something inside of me like clicked, and then I start growing and achieving success on my own terms, which is the most important thing here. Yeah.

So every time now that I start speaking this kind of like sparkles goes out of my eyes and everybody was like, you should talk about it was like, yeah, I should. 'cause I love it. I do love it.

Laylee: Yeah. Oh, I've seen that firsthand, like. Hearing you talk about it is amazing and it also is so eye-opening. So I'm excited for our listeners to get to hear all about the actual like science behind it and all the things. And all the things, the reason that it's important to think about. So you have said that mindset is more important than strategy when it comes to growing a creative business.

That is such a bold statement. Can you tell us why that is?

Juliana: Yes. after several years in business, I can firmly tell you that, uh, strategies give us direction. One mindset, bring us the execution. So it doesn't matter where you are. As I mentioned before, you can be, creative educator. You can be a business coach, you can be a wedding photographer. If we don't have the mindset to act on our strategies.

Strategies, okay, they're not gonna work. Uh, for example, this is a great example, like I've been in business for several years, but in the beginning of my

business I used to shoot everything and every. Moved. So I was doing these recurrent, uh, sessions for a client that every single year hired me for anniversary sessions.

I walked in and one day I remember so clearly because there was a big shift from my business. I was walking away, we were talking, I think it was the third year that I was working with them. And then at the end we, they were talking about, uh, how they were preparing to be pregnant and how they wanted to hire a professional photographer for that moment.

And I'm like, wait a second. I'm your professional photographer. I got so hurt by it. So extremely hurt. And I remember going like crying. I photo. They hired me like three years in a row, and now when it's one of the most important stories in their lives, they are not gonna hire me to tell it why. So it wasn't until a few years later that I realized it was not showing up as if I was the professional photographer that I wanted to be perceived as.

So I was playing a small, so my mindset was not in the right place. I used to work for TiVo, the DVR Box. So it's an international company, very well known, and I used to rely on that for success because even though that was not the place that I wanted to be, that was not what I, my end goal. I was working there, building my photography business because that's what I wanted to do.

If I met you and you asked me one of those elevator pizzas, right? What do you do? I used to say, hi, I am Juliana Tomlins, and I work TiVo, the DVR box, you know, that everybody knows, and I'm a wedding photographer, so I could barely talk, I could barely get out of my mouth. And that years later when I start talking about mindset and why I was not attracting the, the people that I want to, what people are not perceiving me as a professional.

It's me. I don't believe I am. So if I don't believe I am, how other people will give me the credit to believe that I can serve them in a professional way. If I, if I right here, I'm playing safe, I'm like, I'm not letting people know what I do. So that was a huge shift in my business. So that there, right then I was like, I can have all these strategies.

I can try to sell everything, but if I don't believe I am the professional photographer. I can never convince this type of clients that I am who I try. I have to.

Laylee: Mm. Yeah. I love that. I feel like there's so many things that popped into my head when you were telling that story of. Kind of like a combination of

confidence, showing up with confidence and like really owning that part of your identity, and then also understanding that mindset has so many different layers to it, and it is. Something like, I feel like it's a word or a term that encompasses a lot. Right? Like do you, when you are asked about how do I work on my mindset in order to move my business forward, what are some tips that you would give somebody who's like, I don't even know where to begin. Is it that I need to be more confident?

Is it that I need to battle imposter syndrome? Like what are, what are the key things that people can do to work on improving their mindset to move their businesses forward?

Juliana: I think that the first thing we have to realize is that, um. We all playing safe. This is something that science, there are so many, uh, studies behind it. Our brains created to save energy.

So when we go out, like back in the days when people needed to go out and fight against lions, the dangers of the jungle to get out of, to get meat, to get food out of, you know, those situations, we had enough energy inside of us to, to be in that position.

Laylee: Yeah.

Juliana: when we were not in that fight or flight mode, we supposed to be calm.

Okay. And that's the baseline of our brain. So we have to understand that when we are trying to grow, we are gonna have those stretch moments that's gonna put us into fear. And this is not normal for us. So it's normal for us to wanting to go back to that safety because our brain scientifically was your pathological dial.

Ideologically it was created that way. It was intended that way. I. So when you go fight for food, you have an energy to fight. We don't go out and fight lions anymore. Well, we fight, we fight businesses. We fight imposter syndrome. We fight, uh, so-and-so is better than me, so therefore I must not be good enough.

So realizing that biologically we were created that way, that we are not defective, feeling that way doesn't mean that we are defective, just mean that we are humans, that everything is normal, is the first step. So realizing that is the first step, and then the second step would be like. What are you feeling in that particular moment?

What are the thoughts that you are keeping in your mind? For example, you using imposter syndrome. It's something that I fight all the time, including before I hop into this podcast. You know what I mean? Like it doesn't matter what level you are. We are always fighting that, especially in the creative industry.

Laylee: Yeah,

Juliana: and so is better than me. Why? I am gonna talk. About my side. I'm not a psychologist. We had this conversation before, so how do I like tangible things to do? Before I hopped into this mic, this mic right here, I had to tap back into the truth of who I am.

Laylee: Mm-hmm.

Juliana: Am I a psychologist? No. That's the fear that tries to keep me on the safe place, right?

That's the fear that creates me to put me back. But what's the truth? I read a lot about this. I worked through this. I worked through a burnout, and I had to learn about this. So recognize the truth about yourself. Am I feeling this because I'm stretching myself or because I think that she's better than me because I'm not working hard enough to go after my dreams because I want to play safe.

Laylee: Mm-hmm.

Juliana: So, reevaluating my thoughts and my processes and going back to the truth of who I am has always been a very. Helpful tool, um, that keeps me going, that helps me to recognize that I'm human. I recognize that this is normal. I'm not defective, but what am I'm feeling now and how can I move this fear from a fear of being safe and playing small to removing these roadblocks to keep growing.

I don't even know if I answered your question.

Laylee: Yeah. Yeah. I mean, I feel like even the questions to ask yourself is something that people can take and really apply to whatever it is that they're feeling in the moment. I would love to, like I had a follow-up question about something that you had said about. The, like the roadblocks.

What, what are ways that you can identify that, this might be like a mindset block, and how do people go about removing those things? So question one is

like, how do you identify that that's actually what it is versus, I know for myself, I sometimes will blame like outside factors, right? So I'll have, let's say I had a launch that didn't go well, and I think to myself, oh, it's because, you know. It was the month that I did it. It's the economy, it's the state of the market, whatever. And some of those things might be true, but how do I identify which parts of that are mindset and which parts are like regular life? And then how do I overcome those blocks?

Juliana: I love that. So one simple example is always keep thinking like there's one sentence that I go by, like, is this fear keeping me safe or is this fear keeping me small? So this is a great indicator, for example. Touching a hot stove, the fear of touching and getting burn, that keeps you safe. So your brain's telling you, don't touch the stove because if you do, you're gonna be burnt.

That's a fear, realistic fear that keeps you safe. But me saying, I'm not gonna try this new recipe because I'm not a good cook, that's plain small. So that's when the difference comes.

Laylee: Yeah.

Juliana: for the business aspect of it. Having metrics, so I'm not against, I hope everybody gets this. I'm not against business strategy.

It goes hand to hand. I'm just saying that the mindset has to be the foundation to bring those strategies in place, right? So let's say you had a launch, it didn't work well, was really the economy. Or it could be that you don't like sale, uh, sales, for example. I'm in the middle of a launch right now. It's hard to sell right now.

Everything. It's very hard. It is the economy, it's the truth. But my feeling is to crawl back into bed, cover my head, and hope and pray that everything works out by itself. Right? But my mindset tells me you are a business owner. I have to keep going back to this. You are a business.

Am I not selling because of the numbers or because of the strategies that I can do differently? So when I remove roadblocks, for example, I don't wanna sell because, oh my God, the economy is so hard. No God, nobody's gonna buy from me because of the economy. And then I shift with the belief that what I have is going to help other photographers to charge more.

And live their dreams. So now I'm using the limiting belief of I cannot sell because the economy is hard and change this into the truth that what I believe

that my program has is gonna change lives. So I removed that difficulty that put me in that. Fight and flight, that anxiety mode that I need to sell, I need to sell, I need to sell.

And shifted with the idea of I have to serve, I have to serve, I have to serve. I'm gonna help people to achieve their dreams. So that puts me in the mood of not crawling back into bed and covering my head, but showing up, but not to sell, but to show people why I want them to join.

Laylee: Yeah.

Juliana: number one.

And then of course, when you believe you are. You are where you're supposed to be.

A psychology trigger that I can use here is that the likability, do I have to put more content to be liked or I have to be known by something? Maybe people don't know that they need my product, so I have to put more strategies, more content to show them where my product is. So it's all intertwined. But if you don't have the right mindset, I don't believe that you're gonna show up if you are not.

To work on that. Does that make sense?

Laylee: Yeah, absolutely. I feel like there's so many things that probably popped into people's minds when they're hearing you say these things of like, oh, this is something that I do, or this is a feeling that I face. And I love what you said about, is I think you said, is my fear keeping me small or keeping me safe? And I think so many of us play small and, at the time that this episode. We'll go live either one or two. I mean, it's several episodes back when I talked with Mary Moranz about her new book. And that is like the topic of her entire book. And I think there's a reason that it's resonating so deeply with people. And I just think that it's like a, a topic that we avoid because it is almost, I mean, correct me if I'm wrong, but would you say that it's easier. To rely on data and strategy than it is to explore your mindset blocks and do the work to overcome them.

Juliana: Yes, because it goes back to. Data, you have a bunch of excuses, right? Oh, it's not working. I'm gonna close and I'm gonna open it again later because it's not working. So we have, you can use that as an excuse with mindset. You have to allow yourself to feel. And when you feel. It bothers you to a point that

you want to get out of that room, but we have to remember that we can only grow with growing pain.

Like my toddler for example. There are days that he literally physically feels pain in his body because he's stretching, he's growing, and our brain was created to protect us from all of that. So our brain wants to keep us safe. To protect our calories. To protect our energy. So when we have to fight and we have to flight, uh, we have enough energy.

So all goes back to this. So when we are looking into data, you don't have feelings. You can easily eliminate a feelings out of this,

Laylee: Mm-hmm.

Juliana: if not the other way, right? You can bring your fillings up. Ah, I only had two people signing up. That's nothing. I only have 3000 people following me on. You realize, put 3000 people in a room.

Look how much you have.

Laylee: Mm-hmm.

Juliana: when you analyzing data, you remove yourself from the equation.

Laylee: Yeah.

Juliana: when you building your mindset, you have all these feelings in the conversation in your head that leads you to growing pain. And nobody wants to be in that stage, but you have to cr to go through the cycle, which scientists call the emotional cycle.

What change. And then every time you go through this emotional cycle of change, you gain a new, set of skills. You gain a, new understanding. The next time you go through this, it's gonna be a little bit easier. It's not gonna hurt so much.

Laylee: Yeah. It's so funny because I actually like, I feel like I teach the opposite of what we're talking about right now, where I'm like, guys, let's focus on the data because let's remove all emotion. Let's remove all feelings, because that is, I feel like that does get in people's ways, like the feelings, but there has to be both. Right.

Juliana: Yes. And I love what you're saying because yes, you have, sometimes you have to remove those feelings because those feelings leaving us to negativity.

Laylee: Okay.

Juliana: that's the way it comes back to identifying what you feeling. That's why for me, this is the key. What are you feeling? What are the, the indicators here?

Am I feeling like looking into this data is making me feel like a loser or I. I have to bring myself out of this equation because sometimes you have to, and to be honest with you, I have my accountability partners that sometimes I have to call them and say, Hey, take me outta the equation. Take me out of this because I am attached to, to my business because I have feelings about it, right?

So sometimes we do need people to come in and remove feelings, feelings. Actually be bringing you down. But if you analyze and you kind of like, be honest with yourself, what am I feeling? Am I feeling like I'm not working because I'm feeling like so and so next door is better than me or I'm not feel, or I'm looking to my numbers and that is bringing me down.

Feeling like negative about not growing. Or I'm only looking at this data and saying, okay, this brings me this feeling. Is this the truth about me? Am I a bad business owner because I only sold five, two, whatever?

Laylee: Yeah.

Juliana: not the truth about me. So that's where the feeling comes in place because I truly believe as a a person, we, we have to be whole.

We are so spirit. We can separate. So when we are working on our business

Laylee: Mm-hmm.

Juliana: the more that I want to separate my feelings and the strategies, I can't, it's all attached. It's all attached. So that's the reason why I have to identify what am I actually feeling? Is this feeling bringing me down, or is this feeling being the propeller from me to move forward?

Laylee: Hmm. I love that. I wanna, dive a little more into that, that thought process. And I wanna know, like, what would you say to somebody who feels

stuck between the business that they have and the business that they want, and how can they use that balance? Like, how does that apply?

Juliana: So the first thing that that comes to mind is to redefine our successes to you, right? For the longest time I wanted to grow my business to place. Because I believed that to be successful I had to, those type of things.

Laylee: Yeah.

Juliana: So I, I was chasing these shy subjects because other people were telling me that to be successful in this industry, I had to do that.

One of them was, I. I need to make six figures. I don't know. There's something about six figures that people talking in this industry that if you don't make six figures, you're not successful

Laylee: Yeah.

Juliana: and that you get there and you're like, okay, so now you have to double that. Otherwise you're not successful. So now, for example, for photographers, if you don't start at $10,000 per package, you are not successful.

Laylee: Yeah.

Juliana: Shiny subjects because other people told me that's what I had to do to be successful, only led me to burnout. So the difference between growing and burning out is to redefine what success is for you. So this is the number one thing. So. Do you want to succeed? Because you want to make six figures to show people that you make six figures, or all you need right now is the money to pay your student loan, or why you need now is the the money to buy your future house or to take your kids to Disney World that this dream that you have burning your mind for five years.

So what success is? To you. So once you identify that, you start working towards that goal so you don't burn out. So before we change our logo, before we change our pricing, we have to change the way we see ourselves, and we have to change the way we see our dreams and reconnect with our dreams.

Because dreams are not only for 10 year, you know, 10 year olds, seven year olds, we all have them. And once you identify that, you can start. Working towards that growth. And if you accept that you can grow at a sustainable pace and you accept that you are human and you work on your mindset again,

believing that you are who you are and you are called to do the things that you are called to be doing, and you start taking small steps into it, you will get there.

A great example would be to, also remove all these roadblocks that goes into your way. Like, oh, I need to, I don't know, I need to charge a thousand dollars more per wedding, so I can't take my kids to Disney World,

Laylee: Mm.

Juliana: but I don't have the time because I have kids, so I don't have the time to work. So that becomes your dream and becomes your your roadblock.

So how can you eliminate that once you have a very clear. Vision of what your dream is. Can you work one hour per week? Can you increase, one hour offer one extra hour of coverage? So instead of putting the roadblocks that. I don't have the time because I have kids. I cannot work more. I don't have weekends.

I don't have one more hour in the office.

Laylee: Yeah.

Juliana: You are already at that wedding. Can you stay one extra hour and you stay there for one extra hour? You are already there. Can you do an album sales? And, you know, sell extra spreads. So I'm talking about wedding photography business, but can you sell one extra hour for coaching that will not take your weekend?

Laylee: Mm-hmm.

Juliana: those are the roadblocks that you can eliminate to start growing at a sustainable pace, uh, in a way that is going to help you make your dreams come true.

Laylee: I think that example is so helpful because even I as, as a non-wetting photographer, am sitting here being like, how many times have I said to myself, I don't have an extra hour in the day? I. do I like, could I find one extra hour in the week, like, maybe not today, but maybe next week I could schedule extra hour or whatever it is to do an upsell or do an additional, you know, like offer something

Juliana: Yep.

Laylee: I think that is. A really, really good reminder and just like a, a mindset. I mean, like, I, as, as I feel like, again, the term can be so like misconstrued or overused, but this is truly like an easier mindset shift to allow

Juliana: Yeah.

Laylee: kind of get, get through.

Juliana: In James Clear on his book Atomic Habits, which it's a very known book, it's.

Laylee: It's up. It's right here.

Juliana: It's 1%. So when you think about this big roadblock, I don't have time. I don't have energy. What is the 1% that you can do today that is going to lead you to the next level? So this is all mindset work. This is all mindset. So 1%, for example, when my son was one, my excuse was I cannot work out because I have a toddler.

I cannot go anywhere because I have a toddler, but I did have a treadmill in my basement, but my basement was full of tools. It's a big mess. So my excuse was I can't work out because I have a toddler and I can't go to the basement with my toddler because the basement is extremely dangerous. So once I stopped working on my mindset, it was like, okay, mindset.

I identify the feeling, I identify the need. I need to work out, okay, this is a, I have to, but I can't because this, this, and so excuse how can eliminate. I clean my basement. If I take a weekend to clean my basement, can I go downstairs with my toddler? Yes. So it's a very simple way. So I created a space.

Did I have to spend money and redo the basement? No. All it took. Was a few hours to clean the basement, create a safe environment so I could walk on that treadmill while my toddler was at my feet playing in the safe place that I could see. So those are simple ways that you can work on your mindset by identifying your needs.

What you actually need to do. Is this something that I'm saying to keep me safe or to keep me small? Like I was using that as an excuse. I had a treadmill right there at my house, but I using.

Laylee: Mm. so helpful. I, again, like, I just like, I'm somebody who really enjoys examples because I feel like when I get those examples, I think through

the exact same. Like, I try to find a parallel in my life. So hopefully our listeners are doing the same. You've shared so many helpful tips and insights in this episode. I was wondering as we wrap up, if you would be open to trying, I, I'm gonna try something new on the podcast and you're gonna be the very first person. Yeah, very first person

Juliana: Okay. No pressure.

Laylee: I know. It's, I think it's gonna be fun. Would you be up for doing a lightning round of just like four rapid fire questions?

Juliana: Yes.

Laylee: Okay. Okay. So just like. Whatever pops into your mind. And again, you guys, this is the first time I'm doing this on the show, so if you're like a long time listener and you're like, what is happening? I want you to tell me if you enjoy this. 'cause I think it's really fun to get people's like. Non prepared answers.

So,

Juliana: Okay.

Laylee: So it's gonna be a mix of like personal and business. So let's, let's try this out. Okay. And before we do this, y'all make sure you go follow Juliana. Um, we'll link everything in the show notes, but she's on Instagram, she's got an education, Instagram and a photography Instagram. And she is such a talented photographer.

Like, I love, I love following you 'cause you have the most beautiful work. Um. so low key, like humble about it. But she is damn good. Like I was like, okay. So I'm, the first time I saw her work I was like, oh my gosh, but she's so nice. Which should not be my, should not be my first reaction, but it was. So let's dive in to a few rapid Cryer questions. Was maybe four or five? Well, I've wrote a list. Okay. What is one thing in your business that you will never outsource?

Juliana: Oh God, this is hard. Anything that has to do with myself, like, and I, I really like showing my personality like I'm bubbly, but. So anything that has to do with me, like answering dms, answering Instagram, those type of things, I would never outsource. And right now this can change in the future. I do not outsource my editing because I truly believe that that's my artistic view and that's what people pay me to do.

So I can outsource everything else, but my editing is my artistic voice. It's my brush. If, if you can say.

Laylee: Oh, I love that. That's so beautiful. And I agree. I, I, I don't think I'll ever outsource like my dms or things that have my voice attached to them. okay. If you had to teach a workshop tomorrow on something not related to your business that you don't currently teach on, what would it be?

Mm.

Juliana: Oh my God. Oh my God. First thing that came to mind, how our bodies, how our image communicate a message. And what do you want your business to be known? So. Goes simple to kind of like, what do, how you put your hair, how you, your jewelry, your clothing, cho of choice. Like how do you want to be perceived?

I'm a little bit obsessed with this type of things. I follow a bunch of people. It has nothing to do with my business, but I kind of love it. I truly believe in nonverbal communication and I think that at every single minute that we are talking to somebody, like I communicate with my hands, I communicate with everything.

So does your clothes also communicate something? So yeah, that I love it.

Laylee: I love that. that's so fun. Okay. What is one piece of advice you wish was ignored?

Juliana: That you don't have to use the word luxury to charge a worth or to go after your drink.

Laylee: Ooh,

Juliana: it.

Laylee: she said what she said, y'all. what is your dream collaboration?

Juliana: Oh my gosh, I have so many. I have a local planner that I am a little bit low key obsessed with. So Arielle, if you're seeing this, love you. So that would be one of my dream collaboration. I absolutely love her, not only for the beautiful work that she puts out, but what I believe her heart is and the type of people that she serves.

So I would love to serve the clients that she serves.

Laylee: Mm, you should send this episode to her. Um. Yeah. And last but not least, I thought this would be a fun one to end. What is a mindset, mantra, or phrase that you come back to regularly for yourself?

Juliana: What do you think you believe? What do you believe you feel? What do you feel you become?

Laylee: That is good.

Juliana: Yeah. And once,

Laylee: Say it again. Say it again.

Juliana: What do you think you believe, what you believe you feel, and the feel, the feelings transform ourselves to become something. And this is actually psychologically. Backend by science. Do we have extra two minutes?

Laylee: gimme it. Yeah.

Juliana: So there is a very cool research that I absolutely love that people went through these MRI machines, ands scientists found out that the neurons that fire when you think about something are the same once the fire, when you are experiencing that thing.

Laylee: Wow.

Juliana: For example, if you wanna become a ninja and you think that you are ninja, but you're not a ninja, but you're thinking like, oh my gosh, I'm thinking, and then you're thinking about like, I'm a freaking good ninja. And then you feel those moments like, oh my God, I'm fighting this fight. I'm a freaking ninja.

Guess what's gonna happen next time you're going. I don't know, a place that you have to fight, you're gonna say, I'm a freaking so I'm gonna protect this person. So, and it's fire. It fires me up because it's backend by science. Some people call it visualization. Some people call whatever you want to call, but it's backend by science.

So. Watch what thinking, because what you think you are going to feel, what you feel, you going believe you about it, and you believe what you believe. You feel what you feel you become.

Laylee: Wow. I, I need to write that on a post-it and put it on my desk immediately. Thank you so much. This was such a fun episode and so different than what we normally talk about here. So, and thanks for doing my rapid fire questions. That was fun. I liked it. If y'all liked it, please let me know. Like, jump into my dms, send me an email.

Let me know how you feel about the rapid fire questions. I think they're fun,

but.

Juliana: Thank you so much. Thank you for opening your, you know, your stage for me. And thank you for allowing us to talk a little bit more about mindset because those are the things that people don't believe they need until they do. And if I can avoid one person to go through the pains that I did, I will, because I truly believe that your dreams can.

And if this is for you, I really hope that you believe that you on the right. So thank you so much for allowing me to say.

Laylee: Oh my gosh. Thank you. And we will see you guys on next week's episode of the Layli Imadi podcast.