

Speaker 1

Welcome to the More Life podcast, where creative problem solvers and entrepreneurs talk about squeezing more out and finding meaning in this crazy thing we call life. Let's dive in. All right, y'all. Welcome back to the last episode of season four of the More Like Podcast this week. I am here with Cat Temple Murphy. Did I pronounce that right.

Speaker 2

It's close enough.

Speaker 1

Close enough. Normally, I asked that question before we hit the record button, and I did not, and I'm paying for it. Can you let people know who you are and what you do? Please welcome to the show.

Speaker 2

Thank you so much. I have me. I'm honored to be the finale. That's so exciting. You don't see them for as Bart mentioned, my name is Cat, and I'm the owner of Social Media, which is a social media agency based out of Peterborough, Ontario, and we help local businesses, not just in the Peterborough region, but those community focused businesses connect with their community and create a community online and in person who grow their business. Social Cat media is now. We just talked with us about four years old, and it really did start as a freelance thing that I did after I left school.

Speaker 2

I wanted to do something on my own and has grown into an actual business, which is pretty remarkable. And it's been a wild ride over the last few years.

Speaker 1

Yeah. Let's start right there. So you finish school. What did you go to school for?

Speaker 2

I have a Bachelor of creative advertising. I did like the business side of marketing and traffic design stuff, and copywriting is a really good, well rounded program. Obviously, the emphasis was on going to work in an advertising agency.

Speaker 1

We all have the dream.

Speaker 2

Which I quickly realized I wasn't the life I wanted in terms of. I didn't love. I'm from a small town. I didn't love living in Toronto and just had I wanted a bit more out of my life in terms of that work, life balance. And when I said about my priorities, I knew I wanted to start a family. And like all that kind of stuff, I didn't see those two kind of dreams aligning. So I moved away from Toronto. I moved to Peterborough. My husband was in school and love.

Speaker 2

We fell in love with Peterborough for it's like city, but still like nature. So it's a good mix. And then I went out on my own.

Speaker 1

That's a very common story. I feel like people who work in creative or communications type industries, they get sold the lifestyle. You're going to work in a big publication in an agency type work, or maybe in a Corporation. And then it's a very big pivot when you realize it's kind of like the cubicle type work where you're just chasing, chasing, chasing and you're doing repetitive tasks, tasks all the time. And it kind of becomes a little bit mundane. I did that for a little bit. And I could not handle starting to work at eight, leaving at six every day, especially for somebody else's passion and vision.

Speaker 1

I love the stuff that you do, especially on social media. It's very vibrant. It's very colorful. Even the sign you have behind you, it kind of represents a little bit more of your personality. But I'd love to know more about how you started with thinking of local businesses.

Because.

Speaker 1

We both do have those cool jobs where you work the media or social, or you work in marketing. And sometimes you get to do cool things, like help with campaign for companies that people might have heard of or all kinds of stuff like that. So how did you find where you fit in? Why did you pick local businesses as a lot of people kind of get into social media. And I think they have the aspirations of doing the biggest campaigns and the biggest brands. So you're doing the opposite way, which there would always be a big market for local social media.

Speaker 2

Yeah. I think I have experience, like in the big side of things in terms of, like, both in school. But then I got my start in social media, really working in the sports industry. So I worked for the Women's Hockey League, and I'm here curling associations like my husband and big sports people. And so I worked with huge projects, which I loved and definitely appreciated that experience. But I've always, for as long as I can remember, been a supporter of small business, like, I think it's growing up in a small town being raised in that kind of, like, entrepreneurial like sphere that made me realize that these are people that I know who have these businesses.

Speaker 2

And that's always been something that's important to me, the local before.

Speaker 1

It was cool.

Speaker 2

Yeah. Let's say that it's always been like, Peterborough, as the example, has an amazing downtown and small business scene. And it is remarkable. And so having that experience working in these big like arena is for social. I saw what small businesses were doing on social, and I saw the disconnect and the opportunities they had. And that's really what made you realize, okay, there is a need for this. And I'm so passionate about it that it seemed like the perfect fit that I had the experience and the knowledge.

Speaker 2

And so many small business owners like, they haven't they don't go to school for social media. They don't know the marketing side of things. So it's been really fulfilling to be able to really transform people's businesses using social media. Yeah.

Speaker 1

Peterborough has really good food every time I go there, I'm always impressed. I'm like, I can't believe they have again, it's not that far. It's only about 2 hours away from Toronto, not even if you know which way to go. But yeah, you end up being surprised, at least for me, as more of a city person, even though I'm from Edmonton, I guess whatever another topic for a different day. But yeah, I'm always surprised by some of the variety and some of the collective thickness of Peterborough.

Speaker 1

It's one of the better small big cities in Ontario for people that are listening abroad in Canada and Ontario, some of the small towns. I've been very disappointed. I'm not going to name any names, but I will always pleasantly surprise Peterborough with the food, with the culture you got. That a little bit of water, like a river that goes through there as well. So it's pretty cool. And you are targeting small businesses, and you're kind of like an educator. You're when you're dealing with people who may be transitioning from traditional forms of marketing or no marketing whatsoever.

Speaker 1

A lot of your job is like coaching or basic explanation of marketing principles or social media stuff, which for me when I started my business, it was a little bit challenging trying to find the balance of am I giving away too much in the sense of my time trying to educate people. But it was something that was very important to us, like the name of my company's creative partner. So we partner with people. We pride ourselves on being people that stick around and help out and do all of that type of work.

Speaker 1

But with you and doing education as well, like, your social feed talks a lot about explaining these prints, explaining some of these ideas and concepts on social media. Where did that approach come from? Where they're just natural for people who are maybe just starting out that the person who would help them would also be somewhat of a resource in terms of how to yeah.

Speaker 2

I think I saw, like, in terms of social media, people on Instagram. As an example, there's a lot of content out there, I think, really designed for online entrepreneurs or, like, coaches and people living in, like, online service based businesses about, you know, scaling to ten months and that kind of stuff. And here's how to make all these great reels and stuff like that. And so in terms of my clients that I work with, that's not their focus right now. Their focus is okay. Like, how do I make stories that people want to watch and what makes a good carousel post?

Speaker 2

I really saw a little bit of, like, the need there that people the information wasn't out there in terms of my personality, like, I really like to help people, which is a good thing, but also a bad thing sometimes. But that was like, okay, I know this stuff and I want to share it. That's where the the way I took with my social. And then in terms of the business, the majority of the business is focused on management. So we're creating content for clients doing engagement.

Speaker 2

And then there's also the consulting side. So it works really well in terms of the content is bringing people in for both sides of the business. Some people see it and say, like, they know this company knows her stuff, cat notes or stuff. We're just going to hire out, whereas others are like, oh, that's exactly the guidance I need. And then they will want to do some consulting. So it does like, really, I think work in both ways in terms of helping people, but also helping set up the company as an expert in the industry.

Speaker 1

Yeah. And do you guys also do scheduling as well? Do you do management? You do content planning. You take people all through that and you like, do you do any, like, prisons and marketing strategies for them from one the first on boarding with you?

Speaker 2

Yeah. We do a whole strategy set up in terms of their target online, looking at like, okay, who are they following already? Where are they living online to give them a good sense of who their audience is on social and we walk them through the whole process in terms of that management side. So creating the content plan for the month, creating actual content, scheduling it and making sure everything's going out there and rocking their social.

Speaker 1

We need people like you because I can't stand on social media is not in the sense that I love to spend time on it and consume it. But there is. I think again, if one of those jobs are people thinking it's really easy and fun, it's a skill and you have to know what you're doing, especially if there are States. If there are States at hand in terms of sales profit, people wanting to grow awareness or accessibility to their business, then you can't just be like posting Willy nilly.

Speaker 1

There has to be a strategy that goes with it that can kind of do that. And I think people might feel like

it's an easy job, like an entry level job. It's kind of like a higher gun. It's like a specialized job. And as an agent, agency owner, trust me when I say social media takes a specific kind of work. Like, the steps are not hard. If you were to read them out, but to do the actual work and the research and market analysis, then post content that speaks specifically to your audience on a consistent basis.

Speaker 1

You need somebody who knows what they're doing. It's not just for anyone. At least maybe I'm just too old. Maybe that's the problem, too.

Speaker 2

No, you're right on. I think a lot of times clients are surprised with all the kind of steps that go into creating a month worth of client of content, because it's not just like, what do we want to talk about this month? It's really thinking about the audience's needs the value we can provide and looking and using analytics, using all these other things to develop content. So it's not just like, oh, we want to post about X-Y-Z. There is a strategy behind everything. And which is why I had such an impact when you go from, like, posting because you want to to posting with a strategy, it's kind of a huge change.

Speaker 1

Yeah, I just hired somebody who has taken this role on, and I say I used those words loosely because it was a role that was not being fulfilled by me. So literally. In the last month, we brought somebody on who would help with our planning and scheduling of social media, along with other stuff like project management. But again, if you're not that type of person, I would highly recommend either asking for help. We're asking for a consultation, even when I didn't know what the heck I was doing, which I still probably don't, because that's why I don't do it.

Speaker 1

I had paint someone a friend of mine that I saw I met online who was really good, and I spoke with them just to give some pointers. Just so at least I knew which direction I should be going in. Or what are some of the steps I could do because social media costs money and to hire somebody to do the work that I was requiring to do, it would cost a pretty Penny. We just didn't have the resources for that at the time because we were more focused on growing the internal team.

Speaker 1

But having that information, having that consultation, and we recorded that call now that I have somebody, we walk through that process and are able to see it and that I brought that same person back on for another consultation with my person as well. So then we can kind of grow this, not just like me trying to help, but I don't really know how to lead in this direction, but kind of find the right person who can help the right team member on my team to kind of grow in this area.

Speaker 1

You have the business. Now you come out of school, you start helping some clients. How did you niche down? How did you start figuring that out? How did you transition that into a business?

Speaker 2

It's funny, because I actually listened recently to your episode about dashing down and then spoke to me a lot because it was the same thing like you talked to your clients about, like, hey, you got who are we talking to? It's not everybody like this knee down, but when it's your own business, it's so much harder to do. So that's definitely something I struggled with. And I think I felt the pressure, like, online to be similar to other people I saw in terms of what I was posting or who I was targeting in terms of online service providers.

Speaker 2

But it took me. It was actually like a recent last year that I did like, okay, I need to look into, like, my messaging and really hone in on who my audience is. So I did that, which was a super helpful exercise we've always thought, yeah, I'm working with small business owners, but to really sit down and go through really specifically of who I want to work with and what that looks like and how how that transforms their business. That was a really big piece, because it did just start with me, just a

freelancer.

Speaker 2

I getting word of mouth and connections and just growing it, growing it. And a lot of it at the point was like reactive decisions in my business. So like, oh, shoot, I have too much work. I can get some team members to support that. And now I'm at the point where I really feel like secure in my role as CEO, which, like, six months ago, I might not have said that the CEO title was, like, felt uncomfortable. Yeah, it's like, but now I feel like really sat in that and like, seeing that whole business picture and looking ahead and doing all that planning, too.

Speaker 2

So that everything. It's not just about the work, what we're doing, but it's like that overall business strategy, too.

Speaker 1

No, that's really good. How long have you started contracting? I don't know if you have employees or subcontractors who's on your team now? What do they do is a team of two team of one team of five.

Speaker 2

So there's four of us in total, including myself. And I actually was just chatting with Jen, who is my right hand Gal today because we realized that August is our two year work anniversary. It was two years ago. It was like this, like, serendipitous moment where I was struggling in terms of the workload and trying to figure out, like, okay, what does this look like for my business? I do. I just need to cap off at this amount, raise prices and just stay by myself, or do I look at getting some support and seeing how I want to grow this?

Speaker 2

And Jen was actually my post part of Dula when I had my daughter. So we had that connection. And I already obviously had an insane amount of trust in her because she helped me take care of my joke newborn baby.

Speaker 1

Yes, she does. Do is.

Speaker 2

Yeah. And so she had had a career switch. She's always been an entrepreneurial person, and her background is in writing, and she was excellent going to focus on that. And I went we had coffee together, and she was talking about how she was doing some content creation, and it was just like, this, like, perfect moment here. This is exactly what I need. And so we started just working at there on a couple of projects. But now she's kind of in the business on a daily basis, supporting my clients and supporting our clients.

Speaker 2

Janson with me for two years, which has been amazing. And then the last six to twelve months, I have brought in to other team members, one who specifically focuses on engagement and analytics for a client. So doing the community engagement, doing the analytics and doing scheduling a post. So it's been really awesome to alleviate some of those tasks from dens plate and my plate and have, like, specialized people. And then I also brought in another wonderful woman named Nicole, who does content creation as well. So between the four of us, we kind of cover the whole spectrum of the work we do.

Speaker 2

And there's obviously been growing pains, like, over the last years as I'm trying to figure out going from freelancer to pledge business, but I'm so incredibly thankful for them. They really are. They're rocking it.

Speaker 1

Yeah, that's awesome. There is that thing where it's, like, year between year two or three, where you actually figure out what the heck you're doing it as an entrepreneur. Year one, you're just treading water. I'm just trying to stay alive. I'm trying to pay bills. I'm just trying to make this work. And then year two, you have a little bit more margin, but you don't know what to do with it yet, and you're getting busier, and you still don't know what to do yet if you have a different set of problems, basically.

Speaker 1

And it's time to year three where you kind of like, okay, I kind of know this is where I want to do. I know enough of the mistakes that I've done in the last 48 months or 24 months that I know what I don't want to do. And it helps clarify what you do want to do. And there's that moment where you realize what I used to do or what I've done before won't suffice for me to go to the next level. What I've done in previous is not to get me to this point here will not carry me to the next level that I want to go, and you have to make a bit of a shift right there.

Speaker 2

And I find that so frustrating because it's like, you figure everything out and you're like, okay, we're cruising. It's great. And then you're at another fork in the road and another decision point. It's like, okay, let do I decide to go for this next thing and have to relearn everything and figure it out. Or do I keep status quo? Obviously, I totally believe that whole idea of, like, you don't find the great things don't happen in a comfort zone, but I'm very comfortable in my comfort zone.

Speaker 2

It's always hard to push through that. I'm like, oh, well, I can't. I just keep doing it the way I've been doing, but there is always more on the other side. It's just sometimes hard to get there.

Speaker 1

It took a while for me to, like, be the person who does the selling and the space of it and the business of it and not be the designer who designed it, because that was, like, my thing in my little baby and what I went to school for, what I was known for you're a designer, and then all of a sudden it's like, well, now I own design company, so it's different, and I don't do as much of it, but it still becomes fulfilling in a different way where I get to see other people grow and help mentor and shape their career path as well.

Speaker 1

And I get to see my ideas or concepts come to life. And it becomes like a sad thing, but also a happy thing, because if it was just me, I could only do or accomplish so much where now we're accomplishing so much more. And I'm involved in it. So it's kind of like more doors were open, then we're shut in the long term. If you start to have that macro view of the business, there's just so much joy on the other side. I'm super happy with the team that we're at now and how we've been able to grow.

Speaker 1

We're very new at having a team, so it's very unique. You know what? While we're here, we should talk about you've been at this a little bit longer than me. How do you build team culture? Do you guys work in the same office?

Speaker 2

No, we're all remote, which has been, like, interesting because I don't have a ton of corporate experience in terms of, like being an organization to learn about culture. Like, I had one corporate job. I had a couple in the sports sporting kind a little bit different because that's a little bit more, like, like, free wheeling and traveling and doing cool things. I had one corporate job, so, like, in terms of the culture, it's been like an incremental thing because at first it was just Jen and I and we know each other really well.

Speaker 2

So that was really it was easy to talk about things. I think the hardest thing for me has been kind of like separating the friend part or like, the yeah, the friendly stuff from the business stuff. So even the

biggest thing is are just getting our systems in place. It's like, okay, we're not chatting about work on Facebook Messenger, like, we have slack for that, right. Because that was the biggest thing. I didn't want friendships and do stuff to get in the way of work or work, to get in the way of friendships with my two other team members.

Speaker 2

We didn't know each other beforehand in terms of work. So to me, it's just like communication, like, I and very active and slack and communicating and making sure we have, like, check in schedule then that we're hopping on Zoom a lot so that we actually are, like seeing each other face to face. It's a hard balance. No, for sure. Like making people feel part of the business, but then also, like, respecting their boundaries and, like, the whole remote work. So it's something that we're still figuring out for sure.

Speaker 1

Yeah. I have a positive personality. I would consider myself to be a fun person. But it's like, how do I translate that? People who a 1230f, the four I've never met in my life. We've never seen each other in person. And even the previous person, like I had before was also a digital higher. So how do you do that? How do you keep morale? How do you keep everyone in the loop of things? So we started doing sprint meetings. We were never done that before. Where you kind of just everyone give a poll real quick.

Speaker 1

How can we solve or Kickstarter project really fast? Not like those few moments that we actually get the interactive engage with each other. And we use slack of huge. I'm debating trying to do, like, an in person gathering of some sort. We're all like, quasi GTA one. The first person is like with the north, with with the Brooklyn, something like that. So there's a little bit of kind of threading the needle. How do we keep this? How do I prevent the company values? What are the company values as an organization freely?

Speaker 2

I'm saying you don't need those. And then it's like, okay, I need culture.

Speaker 1

And I need the value.

Speaker 2

Yeah.

Speaker 1

So, yeah, it's really crazy different. I need to know these things. So when you interview people and you kind of share with people, you got to give a little bit of a heads up to be like, this is how we operate with our Mo. I I just find it unique. I like asking questions to people that are in smaller, startup type businesses. How are you doing with the engagement of the actual team? And people feel like they're all happy and connected. But I feel like that's important.

Speaker 1

And the more you keep your team healthy, mentally and taken care of, not just financially, but all the other stuff they produce better work. It's easier to have conversation. It's easier to problem solve. And we're both in creative industries. Do you want people's minds to be clear and free of debris so you can actually execute creatively on demand type of thing. When you show up to work with that, I'd be creative. We have to think of solutions on a regular basis. You mentioned you have four team members.

Speaker 1

It sounded like they're all female. They're all women.

Speaker 2

Yeah, I find that it's interesting thing, but, like, the whole, you know, preventing burnout and stuff like that. And, like, respecting boundaries. Definitely. It's super important to me because I'm definitely been on that end of burnout is like always being working, always trying to do more. And so that's something like, from the very beginning I've been very clear about with my team members is like, two of them are mom. So they sometimes they're working in the evening or on weekends, like, during that time. I'm like, yeah, you work whenever.

Speaker 2

But also, I don't expect you to always be on. And that's something I'm trying to also show. Is that like, I'm not available. Like, if you send me a slack message on the weekend, it won't be responding until Monday, trying to lead by example. And that case that yeah. Or at night. Yes, I am by my phone. But you know what? I can wait till the morning. So being really clear in communication expectations to me, I just like you. I'm a fun person. So I just want to really make sure they feel appreciate it.

Speaker 2

And it's just small things, like check in everything, send lots of gifts. And Slack is a slack.

Speaker 1

Yes. It made it easier to send gifts on slack.

Speaker 2

Yeah. Yeah, I know. And the last one on Friday, I sent them all, like, coffee shop gift cards, like, as little, like, little things like that can go a long way just to make people feel seen and appreciated. Yeah.

Speaker 1

Throw it once in a while. I throw in the its payday, you know, like, everyone gets money. What are you spending it on? Type of deal. Yeah. I just find it social media, at least on Instagram. It maybe it's just my algorithm. Every social media manager is a female, and I'm like, are there any guys that do social media works? Because I don't know any. I could have made one. Do you know anyone that does social media?

Speaker 2

You know, some males, but I'd say definitely is a female dominated industry. And I think coming from the sports background, I find that super interesting because, like, I'm very passionate about, like, women in sports. And it's it makes me, like, check a little bit that sometimes those men who have these misogynistic comments about women in sports, but it's women running the social accounts of the teams. They're falling up, their NFL team and their NHL team. So I say it definitely is, like, mainly women in the field that there are men.

Speaker 2

But in terms of my network. So the majority of people are female.

Speaker 1

We were debating if we were going to hire a social media person and just specifically for social media, it didn't work out in terms of just the scope of what we needed in a company. But I was trying to look for the diversity, look for women, look for men, look for anything and everything as part of the job of recruitment and prospecting a team member. And I was just like, man, there is just all women. This is like a woman dominated industry, which is cool. When you think of, like, media and technology.

Speaker 2

You immediately think in itself is usually a male dominated interest. Yeah.

Speaker 1

And it's like the people who make it all work in terms of front faces for end users. It's like all women to make it happen. Do that big boss Babe culture for me again, unreal. There's so much education that happens. Unreal. It's not the same as TikTok, where the videos can be anything to be a lot of meme culture, a lot of funny Skitty type videos. You don't really see that unreal, but there is a lot of like again,

it's partially my algorithm where it's like that's the stuff I'm interested in is social media is marketing.

Speaker 1

But the people who do a lot of the education in social media and in marketing are going to be women in that respect. So there's so many, I don't know, really good follows that have on social that are being really smart, and they're teaching things that are really high concepts, but they're breaking it down in a very easy to use way in terms of social CAD media. What's your approach with? Let's talk specifically. Ig because that's where I think most of my audience with standard time.

Speaker 1

You do a lot of reels, you do a lot of dancing, you do a lot of explaining and what's it called education type videos. Like, what's your approach with that? What are you trying to do?

Speaker 2

So for most of my content is like the focus is educated at me, like my number one content goal. But I'm also big on connection because I know social media can be such a cold place where we're just mindlessly scrolling and we're just, like, disconnected. So I really want people when they're following me to not just be like, oh, she's giving a social media advice, but to actually know me and have a relationship, a connection with me. So in terms of my real, most of them are educational.

Speaker 2

I try to find whether I'm using some, like, a Bo Burnham song or something like that, but there are some that are just, like, purely for no other reason than just for fun or for connection. So people can get to know me a bit better.

Speaker 1

Yeah, I think that's huge because a lot of times people are trying to sell stuff and buy my course. Get this free guy, give me your email, all that type of stuff. And just if you go at it with the connection point, I find it. I don't even have a lot of followers, but the more I engage with people, the more people engage with me. And that's always great. That's where I'm at in terms of me not being good at social media. It's like the posting stuff.

Speaker 1

No, no, no. But in terms of engaging and talking with people, great. That's my strong. I can talk to people. I can introduce myself and tell them that I think one of the first things I message you would like your brand looks like cotton candy. It just looks very fun and active and just super happy. But that's when I try to do that and just kind of spark conversations with people and say, Hi, let them know that I see you. You're doing something really cool. And I like it that shows on your feed.

Speaker 1

But if you were to go to social tab media on Instagram, you will definitely see a lot of paint a lot of the beige, lots of vibrant color, even the fingernails. I notice all the time your nails are painted, but yeah, in terms of back to the business. So you've grown from freelance, you get busy, you start hiring team members, making some processes and systems, and the higher, more team members. Where are you at now in the business, would you say things are still growing?

Speaker 1

Are you guys managing where you're at, or are you guys trying to push and elevate what's going to be next? I also know you're going on mat leave in two and a half months, so there's no pressure. So what does that all mean for you and your team right now?

Speaker 2

Yeah. So right now, because I am expecting my second child, everything is reading a thank you. Super exciting. But I think as a business owner can imagine, like, it's a big change in your life in business. So in terms of, like, business growth, we are kind of at a very calculated pause in terms of growth, which is totally needed because I don't want to be dealing with those two big things at the same time. So the last four months, really, the focus has been on getting team members prepared for that transition

because I am taking a full four months off after I have my baby for you.

Speaker 2

So I have a three year old right now. And when she was born, it was just me, just freelance cat and a I was kind of naive about how much work newborns were, but also I didn't know what else to do. So I took two weeks off from my business, from my clients when I had my daughter, which is not good, not a good time.

Yeah. Yeah.

Speaker 2

So that was a little bit of a struggle. And so basically, like, once we decided that we wanted another child, I started working on the plans of preparing for mat leave in my business, I had that first experience, and I said, I do not want to do that again. If we're going to have another kid, like, it has to be different. So that meant, like saving money every month from the bits, like, from the business, putting that aside so that I can pay myself when I'm on male in Canada for any international listeners.

Speaker 2

Like, if you have a job, you get a year of Mat leave and the government pays about half of your salary, and your employer might even pop it up. So you're paid for a year, you get home with your baby. So I had two weeks off where all my friends are having babies, and we're chilling for a year. I can't come to the mom and me class like, I have to work. So this time, like, okay, I want to set better. So really, it's been it's been a huge transition, and I don't think I was quite prepared for just how much work.

Speaker 2

And it's been a few times. Is this even worth it to have? Like, I don't need to take this much time off, but I know it will be so worth it in the end.

Speaker 1

And you're making up for the previous time, too.

Speaker 2

Yeah. Exactly. So it's just been a lot of just future planning preparing. So like, I have all my team members in place, but now it's getting them. They're taking on new responsibilities or new tasks or more of certain things. So getting them up to speed with new clients or different processing that we use for these different responsibilities they're going to be taking on. So this month, we've really started that transition period in terms of new responsibilities and getting them more into things that usually I handle in terms of strategy stuff.

Speaker 2

And my team is awesome, and I have full trust of them, which is great. But it still is, like, hard work. So right now we're in August, and I'll be going on Mat Lee in November. So I have, like, the next two months. Is that really, like, fluid transition period where I'll still be around? They're getting their feet, like, a bit more each month doing new things for the clients. They have an amazing virtual COO EE rising on Instagram. So she's been like a life saver during this process in terms of that planning and figuring out, okay, what is possible and what does that?

Speaker 2

What can it look like? Because I really didn't.

Speaker 1

No.

Speaker 2

All I know is like, okay, I want to take time off, but I'm also a business owner, so I didn't really know how to do that. So it's been a learning process for sure.

Speaker 1

I never even thought of a virtual co like the chief operations officer. That's super smart, somebody who can check on the operations, somebody who will have direct reports, people can report to her and ask questions and kind of help guide you through a lot of systematic processes and all those things. The team will need to stay regulated and stay on track because, listen, I've never had kids myself, but I have kids. I've never given birth. And the stress level is crazy, right? Just in terms of what you want to do, what your body says you can do are two very different things for that big chunk of I would say the first six months, you want to go out and do all these things at the same time.

Speaker 1

You're like, I may be tired or I have other things that have to be doing. And I'm talking that you're also in responsibility, ultimately for a business. So you got a lot of things on your plate in terms of work, low capacity, and that's really smart to take time and actually write out what you really want in any business, no matter what it is. If you want something to happen, the worst thing you can do is have abrupt transition where it's like, I'm gone and this is the new norm, and there's no Grace period, because even your team needs time to kind of get their feet wet.

Speaker 1

You got to get them up to speed, run both things at the same time and then slowly back out the original thing to have a really good transition that I wish I knew some of those key skills when I was making certain decisions in my own business because it takes a lot of intentionality, right. If you're not intentional about putting your focus on something, you will get similar results every single time and stay in that frustrated loop. But the moment you break that I'm going to do something different, you kind of separate yourself and say, okay, we're on a different path now, and that might change how you do your business forever.

Speaker 1

Like, even for me, my goal in 22 is to work Monday to Thursday and have Fridays off.

Now.

Speaker 1

I think it's very possible, but it requires me to think about what my role is on, how much I serve my team, because I think if you're the leader, if you're the CEO or the boss, my job is basically sales to keep the business running and people or team management, right? Like, I'm managing other people so that they feel secure and understand how they can get their job done. And this is just a different mindset. The better I do those tasks, those items under my portfolio of managing the team and serving them.

Speaker 1

The more I can achieve my own goal, which is like, I do want to spend more time at home and not have as much of my day with, you know, doing the work of the business and working in the business and all that kind of stuff like, there's so much more to life and it's very easy to get caught up in that Gary V loop where you sign up like that, yeah. And just hustle do it more. Do it hard, faster run, run. And to what end is always the question.

Speaker 1

So if you're a business person and you're looking to level up your game, it's not always going to be by hustling. Sometimes you have to work smarter and be clear on the things that are going to be making you happy. If you're clear and knowing this is what I need to be satisfied, a priority use.

Speaker 2

And I'm very similar with you. So this summer I started a four day work week just for the summer, and it's been hard in terms of, like, client work, preparing for mat leave. But it's also like, as you're saying, like, opportunities for what this business can do, because I still have a very high touch point with all the clients in terms of like being in there doing strategy, doing all this stuff, like communicating with clients. And so it has been a hard transition before with team members just giving up some of that

control and getting used to other people.

Speaker 2

And so when it comes to me being completely out of the business for four months, it also is going to open up opportunities that might have not have been possible. That, like, okay. Do we go with more of this agency model where, like, the team member has, like, full is the full account manager for a client. So I have time to figure that out. But really, the biggest thing has just been the preparation and thinking about my priorities. And I knew before I even knew if I wanted to have a second kid, I was starting to put some things in place, like saving.

Speaker 2

When I first started working with Renee, my virtual COO. It was like November, October 2020, and I wasn't pregnant. I wasn't sure when I would be getting pregnant, but that was one of my goals. It's okay. If I'm going to have a baby. I know there's going to be different processes and systems I need to have in place before that happens. And I had to make sure that my business baby was ready for me to go have a human base, like, nine months of pregnancy to feel so long.

Speaker 2

But it goes by so quickly. And so that was my first step was really like, okay, system game. Sops and like, all those, like, last fun things of business in place, but has been a huge game changer. And just like, yeah, really getting a good understanding of how the business runs. That was like, my first step after the savings. And then it's been just figure out those transitions, those plans and getting that all in place, because for me, it had to be a gradual thing because I wasn't obviously going to be like, okay, having a baby tomorrow by everyone figured it out.

Speaker 2

So it's going to be about three months of, like, some hardcore transitioning in terms of getting team members into their new roles and responsibilities. But that obviously there's a cost to that in terms of paying people for additional things. While I'm still working full time, there's the time needed to like of my time to go through things, but it's going to be so worth it in the end. So I know it's just like it did take a lot of planning. And I think that's the one thing, like, I someone's planning a big vacation or sabbatical or male.

Speaker 2

That's really about thinking about your priorities, putting that in first and then figuring out how to get there, because that's the most important thing is if you want to take a month off every summer, it can't be the week before, like, okay, bye. See, in August, like, it's totally doable. But you need to have those transition and set up those plans for that time off.

Speaker 1

Yeah. You have to do what you have to do so you can do what you want to do. I don't know if you're like me at all. I'm also like, a serial entrepreneur in the sense that I have lots of ideas. And I feel like if you can do this thing, you can do another thing, and sometimes it's adjacent. Sometimes it's completely different. And in my mind, I'm like, okay, stay focused. Keep those things in the back burner. Stay focused. Do what you have to do so that this business runs as a significant amount of margin, so I can use that money and do whatever I want next.

Speaker 1

So you want to start a different adventure, a different business. You want to start them to like, a sister company to what you're offering already. Focus like, keep that mentality. I think, quoting what name? A finance guy. I forget his name. I'm going to lose it. He's the money guy. I forget who wears laughing Ramsy Dave Ramsey. Like, you have to live like no one else so you can live like no one else. I'm not a Dave Ramsey fan. That line does make sense. You got to live like nobody else, because first of all, you're already in a unique position as an entrepreneur.

Speaker 1

There's so many people that are, like, naysayers or like, oh, you're still doing that little business of

yours. That's cute. And they don't understand the growth of the scale or how much impact you're having in your community or be in the business itself with other people. And if you focus your intentions on being disciplined, you get to afford yourself a lifestyle that not many people get to do, like, take a month off during summertime or being able to work on four days a week while still claiming a full income.

Speaker 1

There are so many more opportunities on the other side, but that steady incline of I have to stay discipline, discipline, discipline when you reach a certain point where you're able to use your money in a way that most people don't get to. So that's my goal anyway. That's where I want to be.

Speaker 2

Yeah, it's got messy middle, right? Like, it takes work and sometimes even more work than normal. But it's worth it to get the endpoint, because I'm like you. My goal for the summer was, like, my four day a week experiment, which has been wonderful but also hard just in terms of balancing everything. But that's my plan going forward. Like, I'm like, why I think, was it Finland or Son Scandinavian country? I think I did, like, a work week. Yeah, work, four day work week test. And I'm like, I guess I just have a lot of push back against the system.

Speaker 2

And that's part of the reason I didn't necessarily buy into the advertising agency world is being told to do something like, basically, they said, like, if you don't want this, it means you're scared of this. And I'm like, no, I do want to work, like, all night every night. I want to take my kid to the farm and I go camping, and I know my friends who work in ad agencies have good work, life balances now, but definitely those first. Yeah, we're a struggle. And so I think it's just like, I'm like, Why do I have to work five days a week?

Speaker 2

Just because, like, if you're told you have to. But if this is my business, I think there's, like, a real trend going. It's like I didn't want to work my nine to five. So now I work at 21st. Seven, which is totally me. I'm working all the time. When I had my daughter, I had a week overdue. So I'm, like, nine and a half months pregnant. Like, who might as well do some work?

Speaker 1

Like, oh, my goodness.

Speaker 2

But now I'm like, you know what? I'm gonna take a couple weeks off before the baby comes to, like, sit and like, yeah, do nothing. So I think it's just like, yeah, thinking of your priorities because for me, I love what I do. I'm super passionate about the business, but work really isn't the be all and end all for me. Like, I really am passionate about it. And I couldn't imagine myself doing anything else. But at the same time, there's so much there's so much more to life.

Speaker 1

You're a high capacity person. I can tell which is similar here where you're able to do prolong things, where it's like, you work on a project while I can dedicate all day, all night. So this project keep going a little bit less now for me, only because I don't know. Once you started having kids, staying up late, part of over in my life. It's 10:00 I'm working with. Yeah, the phone is muted. Or maybe I'm just on TikTok lasting to myself. But when you're a high capacity person, you have have to make time for yourself because your brain, it's almost like a drug.

Speaker 1

It won't stop. I'll be watching TV or the free. I don't even watching TV. I'll be trying to do a podcast or something, like listening to a podcast. And I found myself only listening to business development podcast. How to get six figures. How to do this, how to grow this. How do you know what I need to pick, like, something more non fiction to read something more casual to listen to? It can't be. It can't be. The only thing in my life is like, building a successful business because I can only go so far.

Speaker 1

So I listen to, like, is the equivalent to trash TV for, like, podcast? Or is this all talking? And I'm just like, whatever is great. My brain is occupied, and it doesn't have to think about X, Y and Z, and that's really beneficial if you're somebody like that who is always just on the go trying to want it so bad and you don't have any other room. You're missing out exercising your brain in a different way because you get to learn something different about culture, about whatever through consuming media that sometimes is just different than what the industry that you work in.

Speaker 2

Yeah, I think I'm very similar to you for a long time. It was just, like, business stuff all the time. And then when I was a mom and, like, who am I that I'm obviously a business business. And then I'm a mom, and I'm like, but who is cat? He was like, one of the small changes I made, just like you mentioned your podcast is I don't watch reels or very rarely watch reels from my business account, because if I'm on my business, like, at social cat media, it's 99% social media business content, which, like, yeah, there's stuff that I would enjoy watching or learning, but that's what I'm living my life every day.

Speaker 2

So I only watch real, really on my personal account. And that's where I get, like, the random, like, mom content or just like, a mean stuff and watch things that make me laugh until I cry. And it's so important to have that piece that's not just like, oh, I need to be on social media, like, trying to be better at social media or to learn to do something. It's just like having that time to chill.

Speaker 1

Yeah. This has been a really fun cat. I'm so happy that you're taking a break when I saw your Instagram story a couple of weeks above me, I got to have Cat on the podcast just because it kind of helps people understand a little bit more of the balance. And with the right effort, you can kind of produce the result you want and still live a life worth living. That's more than just chasing. And a lot of entrepreneurship is chasing the next deal, the next sales, revenue, goals, whatever it is the next prospect.

Speaker 1

But when you find kind of like, okay, here's what really is important and keep the main thing. The main thing I think you can see lots and lots of how do you say you can just see lots of fruit in the life? That it's more than just like, one time you got a variety of fruit gloss of being from the tree. That's my poem for the day. Cat, where can people find you on social media?

Speaker 2

So I basically live on Instagram. I'm at social cat media cat with a K, and I'm basically there every day in stories, and you'll see my fun, real dancing and all that. I love connecting with everyone there. So I hope to see you on the Gram.

Speaker 1

Awesome. All right, guys, this has been the more like podcast season five coming very shortly. We will see you at peace. Out.