

00:00:00 Welcome to the hair of the dog podcast. On today's episode, we are bringing back our favorite, but somehow has been missing guest, Heather Lahtinen and her and I are going to geek out over productivity and all sorts of great little hacks that are going to save you time and make you more productive. Stay tuned. Welcome to the hair of the dog podcast.

00:00:23 If you're a pet photographer, ready to make more money and start living a life by your design, you've come to the right place. And now your host, pet photographer, travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody. Welcome back to the hair of the dog podcast. I am your host, Nicole Begley. And you guys,

00:00:46 I just looked through the list and I haven't had Heather on the podcast since March completely unacceptable. It's criminal action, Please. Welcome back. My good friend. I'm a business productivity, ninja bootcamp. I don't know, just all around awesomeness, Heather Lawton. And welcome back. Thank you so much for having me, Nicole. I am feeling listen,

00:01:14 energized, inspired, and you know, that type of energy is actually really contagious. So to everyone listening, you can choose to be inspired and, you know, raise your vibrational energy to excitement, or you can choose to remain hopeless. I mean, that's up to you. The price of gas is really high. I get it. But you know,

00:01:33 I, I work with one-on-one clients and then when they get off the phone with me, they always say, you know, I have so much energy and I feel so inspired just because of your energy. And I like to bring that to the table here too. Like I'm really, really excited for everything we're going to be talking about today. So where shall we begin this discussion?

00:01:51 I mean, I don't even know, but I think we should IBTF it. Yes, we shall. This is great. I B T F so this is an acronym that I made up, like many things that happened, Right? A reason it doesn't stand for anything. Well, it stands for something and it doesn't smell anything. There's not like a bigger purpose.

00:02:15 I took the first letters of the words, but let me give a small backstory. And when I'm leading elevate calls, I always like to open with wins because I like to set the energy highlight, Hey, what's going well for you guys. And one of those shift that a little bit and have more of a sharing of information where others could benefit other than just celebrating your win.

00:02:33 So what I came up with is the IBT F model. When we open an elevate call, I ask each participant to share either something that is inspiring them. So that's the I inspiration B is for book. Are you reading something that you're really enjoying does not have to be business related, could be fiction or nonfiction. The T is for tools. Are you experimenting or learning a new that you would like to share?

00:03:00 And the app is for frog and that comes from Brian Tracy's book. Eat that frog 21,

great ways to stop procrastinating and get more done in less time. Super easy, quick read. The premise is eat your frog first thing in the morning. So whatever it is you need to work on. Usually it's the thing that you don't want to work on.

00:03:22 It's probably what you should be focusing on. So IBT app again, inspiration book, tool, and frog. So I thought Nicole, we would start by working through this together. What has been inspiring you lately? Oh, well that's easy. I just got back from the long awaited bark Lander in Scotland, the weather was not inspiring. Actually. We did have a couple of beautiful days and even the one day we ended up shooting in the pouring rain in Glencoe,

00:03:53 which is like epic mountains. And it just wouldn't look right if it was sunny. I mean, I could have done without the actual hard rain, but both times we shot in Glencoe was like atmospheric. One was raining. One was just atmospheric. It was epic. And then just being able to connect with people in person again, and, you know,

00:04:13 watching students have breakthroughs throughout the week and just going home, energized them, myself, all of us. It was, it was fantastic. It was so good to be back. Yeah. Back in person meeting people, working, I actually talked to one of your attendees and she said it was the most exhilarating, exhausting, fun, energizing. She said,

00:04:33 we went hard and it was great. We do go hard. And every year we've done this since 2016, since Barcelona, which we're actually doing Barcelona again in October and every year we're like, oh, we need more white space. And every year we try, but man, we just all just keep going because we love it so much. And we're like,

00:04:59 oh, who needs white space? When you have dogs to photograph and pet photographers to hang out with. So we did after that first one, all future ones, we've kind of built in an afternoon off where we all go as a group to like various activities this week, we did like a little Highland safari thing. And then we also did ATV the second week that I went on and it was so much fun.

00:05:20 I've never written an ATV. It was really the last, Yeah, that's super fun. And on tours or something, you just found a company that, Yeah, we just went up, looked like the mountain top through some sheet fields. Cause she in Scotland and then this was not part of the tour, but we would have paid more for it,

00:05:39 but it was included. So talk about a way to blow your clients' expectations out of the water. Did you know that often? Not often, but sheep will occasionally have three babies instead of two, but they'll only care for two. So there was a whole collection of like 20 orphaned lambs that are hand-fed that we got to out with and pet and we're crawling on us and got to love on.

00:06:01 Wow. Yeah. So they're super domesticated because they're used to being

around people because they depend on them for their survival. I actually did know that. And the reason is because I follow a shepherdess on Instagram, she is she's in Switzerland. So a beautiful scenery. And I just enjoy learning about that. And she talks about the lambing season and how difficult it can be if a lamb has three and then they sometimes they'll have a lamb who,

00:06:30 or sorry, a sheep that has one that dies or two that dies. And they'll, they'll like adopt that lamb to that. Mom, they'll try to get them to work together. And sometimes they do sometimes they don't, But It's just interesting to watch. So yeah, I can see where that would be super inspiring. Yeah. Yeah. That was great.

00:06:48 I loved it. All right. How about you? Oh gosh, I am really inspired lately by summer, you know, sun in warm water. Yeah. That just really, really elevates my mood. So that that's one thing. But another thing is I'm really on this productivity kick. So obviously I like to be as efficient as possible. And productivity is one of my top five Love languages,

00:07:14 Right. So I recently just rekindled my love for streamlining. So, and hopefully at some point during this episode, I can share a few things that I've done, but I, I just get really excited to find better, faster ways. Oh, Charles Duhigg wrote a book smarter, faster, better, and I've read it years ago. Highly highly recommend loved that book.

00:07:35 And the thing is when you get to certain levels in productivity or your business, it actually becomes more difficult to find things to improve. You know what I mean? Like I've done all of the standard, easy things to get better. And now I have to dig really deep to find ways to streamline. So I've done this in Lightroom and Photoshop as well with just workflow and you know,

00:07:58 this, I have tricked out my Wacom tablet to like run everything. So I set strange goals for myself. Like if I am editing, I don't want to touch the mouse. And I try to avoid the keyboard where possible limited keyboard exposure, no miles only Wacom movement. So you have to, you have to start assigning keyboard shortcuts, and then you assign those keyboard shortcuts to buttons on the tablet or on the stylist itself.

00:08:23 So I really enjoy doing that. And then when I'm doing things like email or working just in an internet browser, can I do everything with the keyboard shortcut without using the mouse? Like these very bizarre challenges, we Need more hobbies Now that the weather's nicer. I won't be so crazy about this. You know, maybe I'll get outside, But It is true.

00:08:48 It's just, you know, if something really small, like a keyboard shortcut inspires me and then I feel a little bit better. And then I do, I make another good decision. These decisions just compound on one another. And I know this, so I want to leverage the compound effect. So I'll do something really simple. Like I have a new mouse,

00:09:08 which I'm going to talk about again in a moment, but I programmed one of the

buttons to go between the tabs and Google Chrome. So I don't have to click a tab. I just press the button on my scroll wheel. And it's the keyboard shortcut to advance to the next tab in Chrome. So even if I have like six tabs open, I can just click,

00:09:28 click, click, click, you know, just that button and then get to see, this is what I'm saying. I like it. I become naturally excited about that is not normal at all, but that's, what's inspiring me. Okay. Hello. Let's move to book. Have you read anything recently that you've enjoyed? Yes, I am. I'm finishing up conscious luck.

00:09:50 I realized I've been reading this for a long time. I really, I didn't read a thing. My whole two and a half weeks in Scotland. You were too busy. I was too busy. Even on the plane. I was just doing a little work and then I dived into some Netflix, but yeah. So conscious luck, gay Hendricks. One of my favorite authors because he wrote my other favorite book of all time,

00:10:08 which was the big leap. If you haven't read it, you guys do not stop Pascoe, do not collect \$200, like straight a hundred percent go to Amazon right now, buy it, get it conscious, like is a great follow-up to that one. I need to pick up that book. Love it. Yeah. You've told me about it a couple of times and I keep meaning to do it.

00:10:24 I've just been on an incredible reading kick. And the funny thing is you actually might want to sit down for this one. I have Read Fiction. I am. I know bizarre. So my daughter's home from college and she's a huge reader. I mean, she'll, she'll read a book a day. If you let her and she said, mom,

00:10:45 you gotta read this book, mom, you gotta read this book. So she's just stacking up these books for me. So what I'm doing is I'm actually, okay, I'm doing a couple of things differently. One is I'm reading more fiction, but I'm also, I'm reading them at the same time. I used to be like, oh, I'd read this fiction book.

00:11:01 Then I'd go back to my favorite nonfiction and then back, whatever. But now I'm reading like two or three books at once, which I did not think I would be capable of doing, but I decided to challenge my own limiting beliefs and upper limits. Hello and yeah, totally gay Hendricks and it's working. So here's what I do when I have limited capacity,

00:11:24 meaning I am brain dead from the day. I will pick up the fiction book because you can get lost on it. Right. And I have a little more brain power and I have the space. I will read my business books. So okay. That being said, I have three. I just want to mention really quickly. One is digital minimalism by Cal Newport,

00:11:43 which I devoured and decided I need to unplug more. I ran an experiment. I talk about that on my podcast. I believe it's episode two, 10 flourish academy podcast. And it's made a huge difference in my life. So it's funny, Nicole, because today I'm talking about

productivity and the things I love about tech. And then I'm talking about unplugging,

00:12:07 All things in moderation. I recognize the dichotomy there. I do. It's quite funny. Okay. The next one, you and I both read this book recently, you found this one, it's playing in time and space by Richard Dots. So good. So Good. So Richard Dots is one of those woo. I mean out there kind of authors and we read many of his books Based in quantum physics.

00:12:31 Let's be clear. It's very woo, but it's very real. And I read this one, you recommended it. And I thought out of all of his books, I'm thinking that was probably my favorite. And the thing is much of it we've heard before, but I don't know the way he presented it in that book just really clicked with me. Yeah.

00:12:51 I loved it. That was a good one. Okay. And then finally I am finishing up right now. The Mountain is You by Brianna Weest. And this is a book about self-sabotage. Let me tell you something. My friend, you are one of the most like busiest best entrepreneurs, go get it. Nothing holds you back person. I know,

00:13:13 but all of us self-sabotage. Self sabotage going on. Do you know what it is or what I sometimes, and this could be the, you know, the shadow side of being an entrepreneur that has 8,000 ideas is I'd love to start projects that I really love to finish them. Yes, Yes. So, you know, there's definitely ways like that. I mean,

00:13:36 we've talked about the self-sabotage of just not, not making offers, not marketing because I don't know I'm saving for a rainy day. I'm like, okay. And you know, when some of that I think does go back, we've talked about this before, too, how it just goes back to past experiences. And you know, my dad was involved in the mortgage industry,

00:13:58 went like, oh, wait happened. So, you know, there's some, some fake beliefs that get created there just all sorts of crazy. And you also like to save things. Yeah. Yeah. You're like, I have this great idea, but I'm going to, I'm going to do that in the fall. Part of it is it's this fine line of me learning to,

00:14:18 I can't say yes to everything at once, because I do have a bad habit of like, oh yeah, I can do 37 projects, like giant projects all at the same time. And then I'm just constantly context switching and trying to figure out which project is, which is feel like I worry. I'm kind of actually right now at this very moment in time.

00:14:36 So I do need to learn to, to actually slot things in more. But I'm also super guilty at that. What, what is it? It's an actual like principal Preddo principle. Maybe that like however much time I have is how much time I'm going to feel. So when I don't have pressing deadlines, I'm really not productive at All. Right.

00:15:00 You can't get it done because there's no reason to It's like, well, I mean, and the

part that makes me mad is I'll sit at my desk all day. Not really getting things done where I'd just be like, if I wanted to just take the day off, just take the damn day off, you know, like, and then I get more mad.

00:15:16 And so anyway, I have a few self-sabotaging behaviors is what that comes down to. Okay. You should definitely check out this book. But the interesting thing is I was listening to you is that our, our issue of self-sabotage is almost the opposite. So you have all of these ideas. You have many irons in many fires and a lot of things going on and you're really excited about them.

00:15:35 I actually tend to not put enough. Oh, how do, how shall I say this? Like I limit myself to one or two projects. I have 55,000 ideas. Okay. Let's be clear, but I'll only allow myself like in a certain time period, to focus on this one thing. So what I'm doing is create, I've created a new affirmation and I say it every day,

00:15:58 I am increasing my capacity for complexity. Oh, I say this repeat. I am increasing. Sometimes I shorten it and I say, I'm increasing my capacity. I'm increasing my capacity. Sometimes I add the complexity part because what I would do is I would dumb myself down to make it easier so that it, you know, so it wouldn't be hard.

00:16:17 I mean, I guess that's human nature. And, but I wasn't, I w I'm one of those people who can only have one big thing scheduled a day or maybe a week, like if I have something really big going on a big event, I'll be like, well, I don't want to schedule anything else major that week because I want to focus on that one thing,

00:16:34 The smart, where I'm like, oh, there's an hour. I can squeeze that in. And then, then I shoot myself in the foot later and I'm like, okay, I did not do that. Yes. So that's so funny. We have this, it's like the sea, it's the opposite side of the same coin where you need to like,

00:16:48 maybe pull back. I need to lean in. I need to say, I can schedule a workshop this evening and then do another major teaching call, you know, the next day or something. I don't know. But I would be like, oh, I can't do it that week because I already have this one thing. Or there's these two things.

00:17:07 So I'm saying I'm increasing my capacity for complexity. Now, the reason I pulled back on my capacity was because if you, when you get too busy, read crazy, you, I worry that I'm going to start making mistakes. Like I'm going to miss something or screw something up. But then I, I asked myself, well, what, what are the real consequences of that?

00:17:28 You know, I couldn't tell you how to make those mistakes all the time. It's really not a big deal. And especially when you like tell your team, Hey, I'm going to make all sorts of mistakes. So please look out for me, That's what I'm going to protect me from myself. I actually am not allowed to send emails anymore. Like Liz has for forbade me from sending emails

because I like miscellaneous or this or that.

00:17:50 And then she has to clean up the mess. So she's like, how about you don't do that anymore. I'm like, yeah, you're right. Okay. I'm not allowed Really funny. Okay. Good. All right. So that was the book. Okay. Moving on to the tool. Have you worked with any new tools lately that you, Johnny new tool that I'm using an old tool in a new way?

00:18:14 Actually, this is hysterical because this is how you and I are basically, I don't know, connected at a much deeper level than just like normal friends is that you posted your inbox zero on somewhere on Facebook and like your group or something. And I'm like, huh, that's interesting. I set my inbox up like that the day before, without ever talking to you about any of it,

00:18:36 like in the same manner. So you guys know Gmail, like I have my domain emails, but they all run through Gmail and they have this thing called separate inboxes. So I've tried this in the past where I had like a, to respond or like education to watch like different things to kind of sort my just giant inbox. Cause I try to keep it down.

00:18:59 Like my goal, I can't get to zero. My goal is to keep it less than 50. And actually, you know, it's gotten down right now. I'm just working out of a backlog from being away for so long and being really unavailable to keep up with it. But usually it'll be like under 20 in there. And now that I have this new system that usually fits in the system,

00:19:19 so I have, I would have that main and I'd have the, to respond or, you know, other things. But I only had it set up as like my main inbox on the top and those underneath. So then they got hidden and then I forgot about it. Or if I had it on top of my to respond will get too long.

00:19:33 And then I couldn't see what the inbox was and it just wasn't working for me. So I would always quit. And then I was just playing around with it. I think I was actually on the plane flying home, trying to like get a handle on my inbox. And I was like, this, this has got to stop. And so I was trying to set it up again and playing around in there and realize you can set them up in columns.

00:19:52 Yes. I have my main inbox on the left and on the right. I have my to respond and to reference which you can expand or close. It's exactly what I did. My categories. I have three categories. One is the first urgent one is follow up like this. Something requires my attention. The second one is read through that's like you were referencing education.

00:20:12 And the second thing I want to look at and the last one is waiting, meaning I'm waiting for a response from them. Okay. So that's so funny that you did that while we are a hundred percent on the same wavelength. That is crazy. And so what I did last week when we were both setting these things up, unbeknownst to one another is I taught a training inside of

the flourish academy membership on inbox zero.

00:20:35 Now I have had varying degrees of success with inbox zero. Over the years, I would find a new method. I would try. It would work for a little while. I'd fall off the wagon, then I'd try something else. And now, you know, like you were saying, it just never quite fit for me. So I tried this new way,

00:20:50 which are the columns and the three inboxes essentially. And I taught it in the membership. So I thought, right before we jumped on this call, I thought, you know what? I'm going to grab that training and offer it to your audience. So if you go to it's free, it's free. If you go to flourish.academy/inbox, it will take you to the video where I taught my method,

00:21:10 which turns out to be Nicole's also, I didn't know that our method for achieving inbox zero and my goal is definitely zero. And it has been since I implemented this, it has been at zero every single day consistently, which tells me I found something that's working. Now, if these, if the inbox isn't Nicole shared, or I share don't work for you,

00:21:31 you obviously have to adapt them, but make sure you check that out. We'll have that link in the show notes. It's flourished.academy/inbox. It's just a really quick training on how I set it up because, and I did it for Gmail, but I'm certainly you can do it for most applications that they have different types of labels and inbox organization. But there are some settings that you have to select in.

00:21:54 Listen, I actually, Nicole, I want you to watch some of this training on the keyboard shortcut. I go through my inbox. You are going to see the way <inaudible>. So I teach it all in that training. So definitely check that out. I would say that that's one of my top tools as well is inbox zero. But I also want to mention,

00:22:18 while we're here, I'm using something called Alfred, which is automation for the Mac. So in the Mac, there is built-in automations. There's the little robot guy, you know, he has his little automation thing and that, that can do some really cool things. But I started watching some YouTube videos on Alford and I've been using it for a couple of weeks and I am loving how I can.

00:22:43 Let me give you an example. When I go to launch an application like Lightroom or Photoshop, I would typically go down and click the application to launch it, right? No, no, no, no. Ma'am so what I do now is I press command space, which is the keyboard shortcut that I assigned to Alfred. Now command space is also search on a Mac.

00:23:04 So I replaced it because this is my new search tool. Okay. I press command space. I start to type Photoshop and it's out all I need to get as the first three letters actually on my system. So pho it comes up, I hit enter. So command space, pho enter is faster than moving

your mouse, drag labor room, command space,

00:23:24 Halloween to find your applications folder, if you don't have it like on the tool bar. And So I've been using Alford that way. I also I've talked in the past about not having Facebook newsfeeds. So we both use something called newsfeed Eradicator for Chrome. So we don't see it. But what I found myself doing, okay, listen, this is where I,

00:23:46 I reach like freak level status. We arrive at our newsfeed. We go to Facebook to go to our groups, the timing. And so I would go to Facebook and then I'd have to click to go to my groups. And I would always check out, you know, elevate the big community group and the membership. Well, if that's where I go and I'm clicking and I'm typing,

00:24:10 that's taking seconds of my life that will never get back. Okay. I'm going to be dead in my grave. Right. So I created a workflow and Alfred, when I press shift F three is just what I assigned it. Alfred will launch three tabs in Chrome for elevate the membership in the community group. I love it. So I've always had a Chrome,

00:24:32 you know, you can do book bookmarks on Chrome. Well, I discovered like a year or so ago that you can have folders. So I just had a folder of Facebook groups, so I can just go straight to whatever, whatever I wanted. And so then I have like a finance one and just the ones that I use every day, I just have on the main browser.

00:24:48 But the others are in folders like this. Well, hold on. I just pulled up the Alfred's website. They have a Clipboard history. Oh, So brace yourself. Aye. Okay. Can we just sit down for a second? I'm sitting. I, the clipboard history, I find my life to be copying pasting links to various people, constant,

00:25:11 constant clipping. Okay. So I said Alford up to B. So command C is still copy for me. Command VSP, but command shift. V I C I can't remember what keyboard shortcut. I set up to open up the Alford clipboard browser, which has everything I've copied for the last right. But Nicole, I assigned all of these keyboard shortcuts into the buttons on the side of my brand new mouse.

00:25:39 Oh. Not even using the keyboard to do that. I am clicking the button. I got this lodge attack, G 3 0 5, which is technically like a gaming mouse and to experiment. And now I'm already ready for the next Version I had for you. I mean, I, I use my Wacom tablet, I think more from most everything, but I have my track pad,

00:25:59 my and pad tablet and my keyboard, like, all right Here Center, If you're using your, your stylist or your Wacom tablet, you could just as easy program keyboards. So I click this and my Alfred I'm pointing to the button on my mouse on the side of my mouse. My Alford clipboard viewer will come up and I just grab it. And then the other button is paste.

00:26:21 So then I just paste it. But there's no, there's no keyboard interaction at that point. That's just like, all okay, bookmarks, you were talking about bookmarks. I created a shortcut in Alfred, so I press command space to activate Alfred. And then I type B N for bookmark, and then whatever, I start to type, it's only searching my bookmarks.

00:26:42 So I've booked more. Obviously we spend a lot of time in Kajabi a lot. I have multiple Kajabi tabs open. So if I command space B M K a, an enter Kajabi will open for me. So all of those bookmarks are searchable, but you don't, when you don't want to search your entire system, you only want to search the bookmarks folder.

00:27:06 So you tell Alfred, I'll give it a keyboard shortcut of BM and only search my bookmarks folder. When I type that keyword. One more example, I do a lot of searches on YouTube, cause I love to watch productivity channels and I just geek out on this stuff. So what happens is during lunch, I allow myself the freedom to watch productivity.

00:27:26 He's hilarious. Well, I would go to YouTube and I would, I would see my feed and I would get, I was like, wait, Johnny, Depp's on trial. Like what is happening? I didn't know. I don't know about pop culture things because I, I tend to stay away from it, but I would get caught up in YouTube suggestions.

00:27:44 I set up Alfred so that I press command space. I press Y T for YouTube, anything I type after that it will search. So if I type command space, Y T and then I type Alfred, like I want to learn more about Alfred permittivity and I hit enter. It will search YouTube for that, and then return the results to me in a new tab in Chrome.

00:28:06 So not Alfred. And I'm now sold before. It was like, eh, I don't know. There it, The seconds of time and now, okay, it's going to take you. And then when you watch my email training, you'll see like, I'm really, really nutso about the keyboard shortcuts. It takes a minute to memorize them, you know,

00:28:24 in muscle memory and all that. But once you do, you actually will have to install this on your Mac book pro as well, because you get so used to going to these things in this way. Another thing I did with Alfred is I programmed, there's two buttons on the top of this mouse I got, so the scroll wheel button takes me to the next tab in Chrome,

00:28:45 but the button below it, guess what it does. It activates command shift four, which is screenshot That amazing. So I just click it. That comes up. I drag. And yeah. So the point is the tools, I'm all over the tools. I have my eyes on some like really next level stuff that will require a training. I've talked to you about this privately,

00:29:14 but this is the same way I trick out my Wacom tablet. Like, could I get a set of macro keys? And yes I can. And then I can assign them. And then I'm just, I'm just not wasting

my life away anymore on this mouse. I'm just not doing it. Life is too short. Oh my gosh. I love it.

00:29:32 I love it so much. Got a new mouse. And Alfred was my answer to that question. I love it. I love it. That's right. That was a good rabbit hole. That was a good rabbit. Actually, we have frog. And when I say lastly, I don't mean in this episode a lot more to talk about. I just mean for this model.

00:29:50 I BTF, the frog is what are you working on? That is like your, by the way, this could be a big project or this could be a small project, but what is your frog? What are you procrastinating on that you need to work on? Okay, this is easy to, so, and it's not because I'm not excited. So like often the procrastination occurs because we don't know what to do next,

00:30:11 or we're scared of what will happen for it or the outcome for it. So this is nothing about, or like, we just don't want to do it. It's not enjoyable. It's none of those. This was just, I have other things going on. I'm like, oh, that can wait. That can wait. That can wait until it gets to the critical point where I like,

00:30:27 oh, I got it. Can't wait anymore. And there was a decision to be made so much like clutter sitting over here. This pile of things has been sitting on my window sale for six months because it doesn't have a home is just a decision to be made. That's The only reason I haven't moved forward with my frog, which is starting to book speakers for the hair of the dog summit,

00:30:48 which by the way, is coming up September 13th through 15th, 20, 22, jump on over to [www.pet photography](http://www.petphotography.com), summit.com to jump on the wait list. Anyway, it's coming. Then I announced the date. I've got to get it done. I need to start booking speakers. But the reason I was procrastinating is like I said, I had other stuff going on,

00:31:09 but I also was unsure if I was going to do a craft only summit or craft and business, or just craft only in a business one later. And I was just going round and round and round until I finally just said, make a freaking decision. And so that decision is we're going to have some focus days. So there'll be like a craft day and a business day and a third day that I'm not sure what yet.

00:31:32 Oh, I love what you did there. Let's not bypass. That was really smart. You knew that the reason you were procrastinating was because there was a decision a, you recognize that super skillful. That B what you said, whether you knew it or not was how can I make this work for all of these things? So you, at first,

00:31:49 the decision was, should I do this or that? So it was an either or decision and you couldn't decide because you know yourself, you wanted to do both or all. So then you reframed it into how can I make this work? And you did it. That's how you came. So there was

a, there were two parts to that that were really critical.

00:32:07 Number one, why am I procrastinate? Oh, there's a decision that needs, what is the decision? Am I making it a black and white decision? How can it be both good? That was really good. Yeah. Thanks. You're welcome. Yeah. That's how it all gets done. So yeah. Well, it'll be coming. It'll be,

00:32:21 go ahead. What's next? What's your frog? Oh, my front. You know, it's so funny. It's like, you're in my head. You said it's not that I don't want to do these things. Sometimes our frogs are, are not great. And there are things that we don't want to do. Okay. I got to tell you Taxes,

00:32:37 Taxes. Very good. Yeah. But as I was thinking about most of my frogs, I think to say that all of my frogs are deep fried and what I mean by that is they're all good. Oh, Very good. Deep fried legs. Yeah. True. Some dip. Yeah. So that's how I look. I love my frogs and everything,

00:33:03 you know, and you're like this as well. We love what we do. Right. So it's usually not a matter of, I don't want to do it. It's how do I prioritize? Or where's the decision point? You know? So, and I will also want to say to that. I think that in your business, you should always have at least one frog.

00:33:18 At least If You can't come up with a frog right now, as you're listening to this, we've got an issue. Cause it means you're not taking action You should always have at least one frog. So my frogs, I had a few small ones about the workshops that I was working on. Okay. They, they weren't small. They were pretty big.

00:33:39 I pushed through that, figured that out. And my current, I would say big frog is something really exciting that you and I are working on, which is a new coaching program for hair of the dog. So that's a big frog. We're working through details. And I love that frog that we are working on, but it's big. And it has a lot of components.

00:33:59 So Yeah, hence the summit too. I mean, there's a lot of moving parts And this leads perfectly into something else I've been inspired by. I've been teaching this in my elevate and I was working with one of our elevators and he said, look around at your desk. Everything in front of you is, is very solid in hard edge. Like everything tactile around you is hard.

00:34:25 And I think that we need something soft in our workspace. So we bought this like little stuffed animal that he named it sits on his desk. I thought that was really a cute idea. I was so inspired by that. I was at five below recently with my daughter and I'm showing Nicole this on the video, but I found a squishy frog. It's a fog.

00:34:41 It's squishy, squishy. It has like little frog eggs. It's like one of those stress toys,

but it's sitting on my desk and he's smiling. And also I can flip his hat so he can go on an adventure. I didn't know you had a hat It's really, really cute. And I have it sitting here to remind me, like, what is your frog?

00:35:01 You love your frog, Heather, don't forget you have your keys. You know, sometimes I can get into the complaining, like I have so much to do, but you love your frog. It's sitting here, it's soft. I can like squish it. And so I was really inspired by that. And I went on Amazon and I found these like bulk little miniature,

00:35:18 like, you know, 20 minutes or frogs. I think we should start buying them and giving them out to Two. I like it. I like like These little frogs. So that's, that's my frog. Okay. Now that we've covered that model and we went through each one of them. What else are you thinking about or working on that would maybe fall into some of these categories and the reason I'm asking you this is because I believe,

00:35:49 well, I just thought you should always have a frog, but I also think you should always be aiming at something. You should aim at something and you should discipline yourself to aim at more things otherwise, well, you could suffer the consequences of not doing anything, which is, Don't worry about that. Don't I mean, I can tell you right now,

00:36:11 I'm basically like ready to totally. I have to revamp my pricing and my photography side of my business, get the conservation fund website up and running. Cause we have a super exciting opportunity to raise a lot of money for that coming up this fall. It's a huge frog. Got to get it done. I have the summit. I have all of just,

00:36:34 you know, the, the hair of the dog stuff going on. Oh gosh. There was some other big thing that I can't even think of right now. Well, our new coaching program. Yeah. You're coming to visit. Gotta prepare for that. That's right. I get so excited when I think about that sometimes I forget. And then I remember,

00:36:52 and I get real happy. It's just a lot of things. So I've actually found kind of wrapping up with the tools. One of the other tools that I love is tweak, which is a free, I pay \$36 a year, so I can have the color coding because I have standards, but it's basically a to do app, you know? Cause I,

00:37:15 I, I use my ICL is my main like calendar. So my Calendly, like when clients schedule or calls, they all get pulled in into my main ICL, but then that's overwhelming to look out for the week. So I actually like to use tweak. It is just like white with like the days in lines. Like it is so minimalistic and I can pull it in my appointments.

00:37:38 And I also put in my frog basically for the day of like, these are my big things that I'm getting done. And then underneath you can have, and it's just the week. And then you go to the next week and it's just that week. And then underneath, you can have additional

columns. So I basically have a column of all these different projects,

00:37:53 like conservation fund elevate the academy. Oh, that was my other giant frog. I have this idea of how to totally revamp all the content and academy. And some of it needs to be recorded really, really badly. It's been awhile and does a huge project and I'm so excited for it. I just need like three clones of myself and then like my photography business and like all these different sections.

00:38:13 So it can have, I can have one column that just lists all those things and then you click on it and it opens up voice like sub tasks. So then I can kind of just keep track of all right, Hey, today I'm sitting in, I'm working on the conservation fund this morning, so I can open that up and be like, this is what needs to get done.

00:38:30 And so I've found that's been really helpful and then actually scheduling in my calendar chunks of time to work on these different projects because before, and what I still get guilty of is waiting until I have that week. And I'm like looking at the week and I'm like, all right, now, where can I fit in the time? Right. Never done.

00:38:51 So I actually have to block off like a morning or an afternoon on these different projects. And I would like to go a step further and actually write out like a weekly schedule of like, Hey, this is the stuff that needs to happen every week. And here's my admin time. So like that's, that's my admin. And then Thursday is like call day and like recording day.

00:39:17 Cause I go to the barn in the morning and shower, although actually the summer I could be camera ready more regularly. Cause I ride in the morning more often, cause it's hot. Oh, Camera ready? Except on Thursdays. Cause I ride in the morning, but anyway, long, long story short, but actually just scheduling a calendar of like,

00:39:34 all right, these are the days I usually do recordings or calls. These are the days that I'm doing like deep work content creation. These are the days that I'm doing, you know, marketing stuff. This is a photography day because otherwise it just becomes really overwhelming that I have so many freaking projects, but I'm not willing to give any of them up.

00:39:52 Ha well, so what you're describing here is setting some boundaries in containers where yeah you do, which will give you the structure. You need to get things done. So a couple of things about that is do, will you spell that tool? Tweak? Yeah. T w E K A S oh, okay. Tweaked. So I'll definitely take a look at that,

00:40:14 but right before we jumped on this call, it was lunchtime, which remember that's when I allow myself to watch productivity shows on YouTube and I was learning more about Google. Keep, have you heard of Google TV? I've not used it, but I've heard of it. Yeah. So it sounds similar to what you're describing. So I think I might implement it,

00:40:31 but I'm also surprised that you use ICL and not Google calendar. I Hate strong word. I know Google interface, but I'm so used to Gmail that I live with it. I despise Google drive. I despise Google calendar, like with the hatred of a thousand suns. Okay. Okay. That's extreme. Okay. That's like, that's how you talk when you talk about fruit and I don't appreciate it.

00:40:59 So we'll say that Google drive is very clunky, which is why you need the desktop version on your Mac so that you're not in Google drive. Like it does not look the same, so it can be integrated into finder. So, Okay. Maybe I won't hate it with a thousand sevens. Just a hundred. Okay. And Google calendar is just so powerful and integrated.

00:41:24 So, you know, if you're using Gmail and Google keep and calendar and drive, I mean, It really is. Well, just go Android. That's hilarious. Really funny. Yeah. Well the PC world, this is a slippery slope, The gateway. Right. Okay. But I'm talking about productivity and efficiency. I've also been exploring something called notion to handle tasks,

00:41:53 but I haven't gotten into it yet. I, I really I've been using tweak for months and I love it. It's a system that works for me. I still want to plan it and see it. And like it helps me part of my weekly ritual is Sunday night or whatever. The first like last weekend night of the week is I like to sit down that day and just put my calendar in for the week and just then just plot it out just so I can kind of see before I start by Monday morning,

00:42:22 I was like, what's my week looking like, what maybe it's do I have? Like, what do I have scheduled? So this just works really, really well for me. The key, if you find a tool that works for you because I taught years ago, I try to Evernote and I just couldn't stick with it. And I had a lot of friends in the productivity space that loved it.

00:42:40 And I was just like, this is just not working for me. I actually print my week from Google calendar and I have it here. So I I'm just constantly looking at it to remind myself of what's coming up and what I have going on. So yeah, the key is that it has to work for you, but something really neat about keep,

00:42:59 excuse me that I learned today was it has location-based reminders. Is that right? So if you show up at Walmart, it's like, Hey, don't forget the toilet paper or whatever it is. Yeah. Okay. Okay. That's fair enough. I love that though. So it tells me like when you pull into some place, if you have location services turned on,

00:43:18 it will remind you of things. I'm just always looking for small ways to improve my prototype. Like if you're looking for some big hack to make everything faster, that's just not how this works. Or a series of small decisions that lead up to like what I call ninja status, which I am for sure at. And I love it. I love just like tiny ways.

00:43:43 Like the mouse. I just got the new mouse because I wanted as many

programmable keys as possible so that I could do different things with it. You know, using, I'm taking some training on Alfred. Oh, another thing about this, I went on YouTube search for Alfred hacks, watched a ton of videos, implemented everything I could still there was,

00:44:02 I still had some confusion over some of the automated workflows that get into scripts and stuff. So I was like, well, I'm just gonna find a class and I'm gonna pay to take a class, takes me step-by-step instead of this rabbit hole of YouTube videos. So I'm planning to do that. Also tool. I wanted to ask you our mutual friend,

00:44:23 Valerie sent me this recently, have you heard of filter pixel? It is exclusively photo calling. It says photo calling in a click from a tedious and tiring calling process to a faster and smarter workflow. It uses wait for this. And she tells me about it. Yup. I've heard of, I didn't know what the title is. It might be a different version,

00:44:46 but I've heard it was like some wedding portrait and human photographers have been raving about it, that they tested it and they're like, it was pretty darn good. Yeah. That's what she said because when you take, well, you do this with pets as well. You know, you take several shots of the same image and then you have to call that,

00:45:02 which is a huge pain. Not really well the way I do it because I'm pretty darn brutal. And if there's one thing I can do, it's make a decision really fast. I'm Really quick at calling, but I would rather just like boop and walk away, let it do it and then go back and just double check and then look at the ones that I didn't pick and make sure there was nothing great that they missed.

00:45:22 Yeah. That's exactly what Valerie did. And she said it actually worked really well. So I have yet to test it. It's on my list, pixel. Yeah. Pho photo wait, let me make sure filter, filter pixel filter, filter pixel. We'll get back to you. I don't, I don't Hello calling to do from like seven or eight in Scotland.

00:45:47 I think I might just give that a try. I think that would be a great thing to test for you. A few of them are panoramics and it won't understand that. So I'll have to manually do that one. You would think though, when it sees those that it wouldn't reject them though. They're different. Yeah. Oh, I'll change my whole workflow.

00:46:05 If it rejects The AI is looking at photos in a series that are very similar and picking the one that's in focus for instance. Right. I don't know, but you know, I mean, that's great. And I think let's test it and see how it works. I mean, the problem with AI is it can't think, okay. Ultimately it ends up taking over the world and every movie that I've ever seen And then what's left of us,

00:46:29 who knows. Okay. So you know how I would like to end this is I would like to challenge everyone listening. We shared a lot of things, a lot of things that are inspiring us. Can I

just share one more way for people to achieve ninja status is to go back to my episode. Number 136, the key to increasing wealth. It is just mine because I have ninja and my way to never having to pay a bill again.

00:47:00 And always knowing that I have money in my account to cover said, automated bill pays. I'll just leave it at that because it was like a mic drop should've seen her face. It was like, well, that's brilliant. And that's all that needs to be said. It's true. It's true. No, that's great. You know, we talk about all of these different things though,

00:47:23 and I can see where that sometimes it's overwhelming, but I wonder if you're listening, you could just take 1, 1, 1 thing that you heard, one tool, one recommendation that really interested you and write it down and then look into it or do some more research. I'm actually thinking. And Nicole, we certainly need to discuss this. Offline is how can we put together a training,

00:47:46 just, you know, really high level, basic off the cuff of the productivity hacks I'm using currently or productivity training. We can talk about that. Whether that's in the podcast or in the academy, but I love, I mean, my favorite thing to do is learn these things. And the minute I learned something, I think, oh, I can't wait to share this with everyone.

00:48:05 I can't wait to teach it. Like even though I looked at five minutes ago, I'm so excited to share it because I think it can help people. I think it can change some things about the way you look at email. For instance, I will say this about email. There are people out there. You may be one of them that has 8,000,

00:48:21 10,000, 30,000 unread emails. Nothing shuttered comes from chaos and you are missing out on opportunities because you are leaving loose ends. Nothing good comes from chaos. So I would I'm it's not a judgment. I would just encourage you to clean it up, wipe it out to start a new, if you need to do The very least take all those unread,

00:48:47 put them in a folder, clean out the clutter of the inbox. So you're not like making a permanent decision of like, oh, I deleted something that's really important. Or like, are you at, if you're not going to go through it all because you've gotten to like 10,000 emails, just put it in a fuller air, you still have it.

00:49:02 You can still search for it And get it out of the way. You know what else you can do? There's an advanced search in Gmail where you can say, show me all of the emails from 2011 and earlier. Yeah, you Haven't read something from 2011. I promise you, you don't need it. So I actually did this. I searched for unread from a certain date.

00:49:25 And then, you know, earlier than that, and it just selected them all and deleted them. No. So good way my ear and my email is getting really full. I need to go call. So I mean, there's no, Nicole, I looked at my email last week. I had wedding correspondence from clients

from 2011. Right? Right.

00:49:42 It's just no need for that. I mean, clearly so, or I had even some promotional emails that I just missed in terms of deleting or spam or whatever, you know, messages from Pinterest from 2007, it might be, I might miss something. So I just use those advanced filters and you can search in set some criteria and then select all and delete.

00:50:06 And it's actually really helpful. But you would be surprised at what happens in your life. Because again, one good decision of cleaning something up, compounds into other good decisions. All of a sudden, you know, you clean out your email inbox and then you lose five pounds and you might think those aren't related. But I believe that they are because good decisions in one area lead to good decisions in another area,

00:50:27 Pause, please. I'm going to go clean out my inbox right now. I was just a party planner with a private chef dessert for lunch and dinner every day. I will never say no to that. I want to eat out because I would say to myself, Short Heather, I mean, you just got to enjoy the moment. That's Right. It's a limit.

00:50:46 And it's not something that you're going to continue for the rest of your life. So it's just a very temporary season if you will, that week. And then yeah, you can worry about it later Back to the inbox though. Like the one decision leads to more good decisions. I think also just as important is the mental space that, that affords you when you are no longer just fueled by.

00:51:08 Cause even if you're not consciously thinking, oh my God, what's in this inbox. Every time you open it, your subconscious is like, oh my God, what is going on? Like how can you expect to run a business when you can't even keep up with your email? It's not consciously. If you're consciously thinking about it, then, okay.

00:51:25 Hundred percent. You need to do that because your subconscious is even worse. But like all these thoughts are just going in and it's working against you, actually getting to the goals that you want. It is. I would argue that your inbox is like, you open it up and it's like that. And it's like, Hey loser, you clearly can't take care of your life or manage anything.

00:51:44 And you might not think that, okay, logically we know that's not true. But again, what you said is your subconscious is like, yeah, but you can't, you can't even manage this simple task. Right. So how can you manage to anything else? So I really, if I could, you know, I asked everybody to pick one thing,

00:51:59 but if I could encourage you to pick one thing, it would be to check out the video. I have flourished.academy/inbox. Just go there, it's free. Just watch the video, see if you can implement something and get that cleaned. I just think you will be shocked at what that

does for your life. And truly just like cleaning up your office.

00:52:19 And then like two weeks later, it's back to the same. So once you do that, like what habit can you instill? You know, it's, it doesn't have to be all of them, but like, is there something, is there one thing that's like, all right, every day before I log off, I'm going to spend five minutes going through making sure things are where they are,

00:52:39 you know, because that allows us to keep it. And then that changes the behavior, which changes our eyes like, oh, what's the logical levels. You know, the environment, the behavior to the actions and beliefs to the identity. Eventually, Ultimately yeah, the identity, because the identity of someone who looks at an email inbox with 11,000 unread messages,

00:53:02 the identity is I can't manage this. I'm not good at this. My life is chaotic again. It's not conscious, but that's what's happening. When I look at my inbox, I'm like, I'm a winner. I'm going to kill it. I'm open to opportunities because I can manage them. I just think you are missing out on opportunity. And I don't mean missing,

00:53:21 like, because you literally missed an email. That's not what I mean. I mean, the opportunities are not coming your way because of the chaos in your life. And if it's really, if I know there's somebody out there, like rolling their eyes at me right now, I get it. I've been in seasons where it's gotten away from me. But if it's really that simple,

00:53:38 like to create more, you know, wealth or abundance in your life to create better relationships or better health, if it was as simple as cleaning out your email inbox, wouldn't you just at least try it, like humor me and try it. Amen. That's it. I've got, I love it. I love it. All right guys. Well,

00:54:00 you have your homework. So let us know how it's going on Instagram at Nicole Begley official or at flourish academy, keep us posted and we will see you again soon. And I promise I will never, I'm raising my right hand. I will never ever make you all wait a whole entire quarter of a year to hear Heather again. Why even in tether?

00:54:26 Well, let me know, because I love being here. I love, I love our discussions. You know, we geek out on this tech productivity activity stuff and it's fantastic. I love it. I love it. All right. More of that coming your way, everybody, but for now, have a great week. Talk to you soon. Thanks for listening to the hair of the dog podcast.

00:54:44 This was episode number 148. If you want to check out the show notes for access to any of the resources that we mentioned, simply go to www.hairofthedogacademy.com/ 148. Thanks for listening to this episode of hair of the dog podcast. If you enjoyed this show, please take a minute to leave a review. And while you're there, don't forget to subscribe. So you don't miss our upcoming episodes.

00:55:11 One last thing, if you are ready to dive into more resources, head over to our website@www.dothairofthedogacademy.com. Thanks for being a part of this pet photography community.