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Steph:

Hey everyone. Welcome to Modern Photo Solutions. I'm Steph Clay, and I'm so grateful that you're here with me today. I know that your time is precious and valuable, and I really appreciate you spending some of your time with me. I know a lot of you multitask and work out or drive, commute to work and back, or clean while you're listening to me, so thank you for letting me join you on your journey.

Today, we are going to be talking about five ways to avoid overwhelm. Everywhere I look on social media, and as I talk to people, we're all overwhelmed with our photos and trying to get memories documented. It can be super discouraging, and I hate seeing that.

We're going to have a little bit of a heart to heart. I, often, in my businesses have mentors that help me and impart their wisdom on me because they've been there and they've done it for years. Most of them that I've had mentoring me have been in the online business space for 10 years or more. It's always great to hear from people that are going to tell you like it is. Sometimes it can be a little bit, "Oh, yeah. I should've known that. Why didn't I see that?" But sometimes we're too close to things to be able to see and gain the perspective that need. That's what I found, and so I kind of feel like maybe that's what my listeners need right now. That's what you, my friends, need.

I've had several of you, actually, email me in a last little while and say that you feel like we're friends, and we are. You feel a little embarrassed for saying that, but guess what? Some of my very best friends, I have met from podcasting and my online businesses. They were people that were on my teams or were working for me or were customers and have become friends and yeah. We're going to have a little heart to heart because we can do that, because that's what friends do.

I love having friends and people in my life that tell me like it is and don't tell me what I want to hear. I get really frustrated with people that tell me what they think I want to hear because I really do want honest opinions. If you think this is a bad idea, please tell me. Please save me from myself. Not everybody is comfortable doing that. I am comfortable with doing that with you, and that's what we're going to do today. Hopefully, some of these tips that I've come up with will help you out in your journey.



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The first way to avoid overwhelm is you don't have to do it all. Something that's really interesting to me is to see the different mindsets with different age groups of us that are trying to tell our stories and document our memories.

My audience is pretty evenly split between a group of 25 to 35 year old women and 35 to 55 year old women. My understanding from reading my statistics is that there are a couple guys in there, so if you're a listener and you're a guy, hey, but that is the majority of probably 99% of my listeners, and it's evenly between the 25 to 35 and the 35 to 55 and up. I know that I have some that are above 35, or 55, sorry, and I love you just as much. But it's really interesting for me to see the differences and the mindset, so this is what kind of what I've come up with and how I've sorted everything out in my mind.

My film generation of friends typically want to use as ... Well, let me define this first. The 25 to 35 year olds are what I call the digital generation, and the 35 up is what I call the film generation. Thirty five and up, typically most of their life was spent using film cameras, or a significant portion of it, enough of it to mold and shape their thinking. The 25 to 35 year olds had hardly any involvement with film or use of film cameras. Very little. That's kind of how our thinking has been formed and our mindsets too. That's what I figured out, by talking to so many of you and reading your emails and different social media posts, different ways that you've contacted me, just learning from you, this is how I've sorted things out.

My film generation of friends typically want to use as many of their photos as they possibly can to tell their story. If they aren't using those photos, then they want them deleted. They want them out. I've even heard recently of people that once they get their photos documented in a book or on pages, they delete those photos too because they have used them, and they're done with them. That's a very film way of thinking, I believe.

My film generation also likes to have all of their photos organized before they start documenting, and by organize, I mean in folders, on their hard drives, and often tagged in photo editing software, and they want to take the time to do that. They feel like they can't start until all of that's done.



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Oftentimes, my film generation also, they have been collecting supplies, digital or physical, notebooks, albums, whatever, even apps for a very long time, but haven't done as much with it or haven't done hardly anything with it.

My digital generation of friends know that they can't possibly use all of their photos, and they're completely accepting of that and okay with it, but they do want to get all of the memories and the stories documented and told. They're often paralyzed by the amount of methods available to get their story told. They often want to decide exactly which method they're going to use before they even start, and they want this to be a long-term solution. They want their finished products to look the same, and they want to have the albums on the shelves or the books on the shelves, and everything to be perfect.

It's really fascinating to me to see these mindsets and then how they create roadblocks for people. But how one way of thinking ... One person with one mindset, for instance, a person that is in the film generation with the film mindset and way of thinking does not understand the way of thinking of, necessarily, of the person that has a digital mindset and vice versa.

Neither of these mindsets are wrong or right, but there are kind of warnings, and what I'm pointing out are the things that cause what I call, in all of my courses, I used a term that's called low battery warnings. These are the things that are draining your battery and making it so that you can't move forward or it's difficult for you to move forward because your battery is so low.

There are things that typically just need a little bit of change in the way we think or the way that we look at the picture in order to be able to keep moving forward because it doesn't, the battery's not dead. It's just low battery, and that we need to look at it and examine it and figure out why it's a roadblock for us and why it's a problem before the battery is totally dead. Then we don't do anything at all, which I've been there.

A few years ago, I was in that place where I wasn't getting anything done, and I have a previous podcast episode about that when I went through postpartum depression and how I have really big regrets, memory keeping regrets from during that time because I totally stopped taking photos, and it's so sad, so I hate to see



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people struggling. I don't want people to end up with a dead battery. We have to look at these low batteries and figure out how to overcome them. That's what I really try to do in my classes. In my Heart of Photo Fabulous classes help you look at some of the things that might be causing you low battery warnings and help you move beyond them.

It's really fascinating for me to have conversations with each side, with my digital generation and with my film generation. Sometimes, people might surprise me. I might be talking to somebody that is in that 35 older, 35-plus bracket, and I might assume that they have a film mindset, and as I'm talking to them, I realize that they don't. I often have to stop and remind myself to take inventory and figure out which group and which mindset group someone belongs to that I'm talking to so that I can check myself and have the right level of empathy and compassion that I need to have for their situation, and the roadblocks and the low batteries that they're experiencing.

We don't need to use all of the photos, and we don't need to tell all of the stories. Chelle [Dwinski 00:10:21], who is a friend of the show. She's been on the show. She's a friend of mine and friend of yours as well, and she wrote a post on my other website called Capturing Magic about ... It's called How Do You Eat an Elephant. She quoted in there, "How do you eat an elephant? One bite at a time." That's exactly what we have to keep reminding ourselves with our memories and with our photos. It's one photo, one memory at a time, not all of them. We don't have to have all of them or do all of them or document all of them. It's not all the things. It's just one at a time.

That brings me to number two. The second way to avoid overwhelm is to just start. Decide that you're not going to let these things that have been obstacles for you in the past get in your way anymore, and you're just going to start. Pick something that you are excited to document and start there. Something fun that you did this summer, a story from this summer, an event in the recent history or a long time ago, anything, a vacation, or even just a moment from today or yesterday. Pick something and start there. If you document along on Facebook, order My Social Book. If you document on Instagram a lot, then order a Chatbook. Just pick one thing, and go ahead and get started.



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This moves us into number three, which is that everything doesn't need to be organized first. As you start telling your stories, and you have success getting stories told, you will feel invigorated and excited to do it again. Once that happens, organizing your photos for the next project won't seem such, it won't seem as overwhelming and like a painful chore, which usually when we think about organizing our photos ... I don't know a lot of people that actually look forward to that.

Some people find it therapeutic to sit in Lightroom and tag photos and stuff, and that's totally great for them. Most people don't. Most people ... It is just one more thing that they have to do that they really don't want to do. I don't even ... For people that don't enjoy that ... If you enjoy that, go for it, but if you don't enjoy that, then I wouldn't even suggest trying to do it because Google Photos does such an amazing job of organizing our photos for us.

But once we have success with it, and we can see our story getting told, then we're excited to keep doing it. But if we think that we have to organize all of our photos first, we're never going to get to the storytelling part because it's just going to be an overwhelming chore, and we're not going to see any fruits of our labors, and that's really frustrating and discouraging.

Notice also that I said organizing for your next project. Once you have success, you will want to organize, you'll be more likely to want to organize for your next project. That's how I feel people are most successful with memory keeping and documenting their stories, by breaking it down into small chunks, just like our elephant. I don't believe in, in case you couldn't tell, I don't believe in organizing all of your photos at once or even huge chunks.

I believe in picking a project, picking a period of time ... When I say project, I mean a vacation or a theme or a period of time, like a month or a year, and then breaking that down and organizing for that thing, that period of time, that project.

If you're one of my sweet listeners that is over 60 and you haven't done much documenting yet, then break it up by years. That's ... I wouldn't do more than a year at a time. Don't try to organize 30, 40, 50, 60, 70 years-plus. I know that we have some listeners in that age bracket, and I love you all.



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Don't try to organize that many years of photos at once because it will just be discouraging, and when we can't see the fruits of our labors, we feel like we're not making progress, and it's not rewarding. We're creatures of positive and negative reinforcement, and if we don't have any positive reinforcement for all of that hard work, we will give up.

Start wherever you are excited about starting. Each story that you tell is one more story that you have or your children have or your grandchildren have that they never would've had before. They aren't going to care what time period it's from, and they aren't going to care if you jump all over. They aren't going to care if it's chronological. They're just going to love having that done. You will love having it done too. I promise you that.

Number four, it's okay to have commitment fear. To have fear of commitment. Totally okay. Technology changes, new companies are started, and new apps are developed all the time. Whatever you start with today won't be the same thing that you're doing maybe even a year from now, five years from now, or ten years from now, and that is okay. Our lives aren't perfect, and our books and albums and our documenting won't be either.

How I started when I was six years old is very, very different from how I am documenting things now. As you can imagine, very, very different, but I'm so grateful for the documenting that I did clear back then when I was little, and it is very precious to me that I have those stories from clear back then. It doesn't matter to me what method I was using. They're stories, and they're memories, and they're precious, and I'm grateful to have them.

Often in life we picture how our future will look, and oftentimes, we're seeing it through rose colored glasses, and it looks perfect. The same is true for how we picture our books lined up on a shelf, all the same size and the same color, but done is better than perfect because life just isn't perfect. There are so many ways and methods for us to do the documenting now that makes it easy that it's okay to use different methods throughout time.



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When I had Megan Whitney and she talked about her Social Book, I think that's perfect for her to use her Social Book instead of feeling like she needs to retell those stories through the Project Life app or different methods just because that's her preferred way. That's a lot of time duplicating and retelling the same stories that in this digital age don't need to be told in multiple formats.

They do need to be backed up different places and kept different places just in case anything happens to Facebook servers or anything like that. I think it's a great idea to have those, download it, and documented. That's why I love that she's printing them out in her Social Books. I think it's such a great, great idea, and Chatbooks for different things.

We will be having a Chatbook Show coming up. I ordered my book on July 1st, today's July 12th, and it still hasn't come. I'm really surprised. I had no idea it would take this long. I guess I'm just used to Persnickety and to add around my pics who ... I usually order from them, and I get my stuff within five to seven days. I'm not, I don't know, I'm not that patient. In this Amazon society, man, Amazon makes us really impatient, don't they? But that show is coming up, and I can't wait to share how some people are integrating Chatbooks into their regular memory keeping and using it as a supplement.

For right now, pick something because done is better than perfect. For this time and for this season in your life, how do you want to document? How can you fit it in your life? That's all we need to figure out is right now, how you can fit it in your life, and how you can have success and get it done and make progress.

Pick one thing for now and try it. If it doesn't work or if it stops working, then change it. It's okay. You're not married to it. You're not making a lifetime commitment. If you aren't getting things done using methods that you've used in the past, then it's time to try something new. Give yourself permission to try something new.

You aren't committing to a new method when you try it, you're not committing to it for forever, and you're not turning your back on the old method that you loved and that helped you document so many memories in the past. Maybe you still love that method, but maybe it's just not working out for the piece of life that you are living



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right now. That's okay. You don't have to turn your back on the old one. You don't have to lock them out of your life forever. It's not all or nothing. You can try something new and have it work for a while.

I know people that have gone back after life has changed and things have changed, they've gone back and revisited old methods and picked up old supplies, old tools, and old books and journals and gone back to a pen and a paper or gone back to a mouse and Photoshop, whatever it is, I know people that have done that. It's okay to try something new and do something different for the stage of life that you're in right now. If you try it and you hate it, that's okay. Try something else.

Off my soapbox on that one. Remember five is, you don't have too many photos. You don't. I have never, ever heard anyone have a heartfelt regret over taking too many photos and say that they've taken too many photos and had remorse, true remorse over it, but I have heard countless number of times people regret not having photos. Whether it was that they forgot to take photos, and this is myself, whether it's, I forgot to take photos because I'm just living in the moment and so busy enjoying it that I didn't think about, which I do that.

You wouldn't think as a documenter that I would have that problem, but I really do. Maybe that's where I'm coming from, and when I say you don't have too many photos is that I live in that regret area where I've not had photos that I wished that I would've had, all of the photos that I wish I would've taken.

I've also heard sincere regret and remorse for people that didn't hire a professional photographers for special events and occasions like a wedding. Even if you know somebody that if you can't afford it, if you know somebody that is really good at taking pictures, I would advise you to pay them something. Even if they've agreed to do it for free, pay them something because they'll take it more seriously if you're paying them money for it.

Too often, I've heard sad stories about people that said, "Well, so and so offered to take photos for us for free, and we still haven't received any of them," and you know, it's two years later or something like that or they've lost them or they didn't show up or they called in sick. Lots of sad stories that I've heard, so no matter what, even if you have somebody that's going to do a favor for you and do it for



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free, pay them some, whatever you can afford so that they feel more responsible than just a favor. They feel like it's a bit more of a job and that they need to actually come through.

To recap really quick, the five ways to avoid overwhelm is to, all of these are changing, shifting ... Trying to say too many words at one time. Shifting your thinking a little bit. You don't have to do it all, no matter what that all is, if it's all of the photos or if it's all of the memories, you don't have to do them all.

The second one is to just start. Just start. Just do it, as Nike says. Do it. You can, and you will feel better once you see some progress.

Then number three, you don't have to organize everything first. Please don't try to organize everything first. Please don't. Just pick a project, pick a thing. That's where I tell people to start, is pick one thing. Not even a project. Don't even start with a project. Start with a thing, and then move into the next project and go ahead and organize that, get it done. Then move on.

Number four, it's okay to try different things. You don't have to pick the perfect thing out of the gate.

Number five, you don't have too many photos. Don't feel like you need to go through and delete photos that you don't want to use. If it feels more stressful and overwhelming to you to have all those photos, then go ahead and sort through them and delete them, but I would caution you to first ask yourself why it feels stressful and overwhelming. Does it feel stressful and overwhelming to have all of those photos because you think you need to do something with every one of them?

If that's the answer, then I would caution you to let go of that. Let go of that issue, that thing that is preventing you from being able to move forward, because if you can do that, then that kills two birds with one stone, so to speak. You can let go of the need to delete photos and sort photos and organize photos, and also it takes the pressure off of you for thinking that you need to do something with every single photo. That time that you would spend deleting photos can be used documenting instead.



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We all only have 24 hours in our day, and so when I'm documenting, when I'm taking care of photos, when I'm doing anything with my storytelling, I look at it as a time exchange. The time that I spend organizing photos or deleting photos, I'm exchanging that for actual documenting time and time that I could be spending getting my story told. I would rather spend more time getting those memories down than sorting and deleting.

I hope that these suggestions have helped you a little bit, and I hope there was something in here that you thought, "Oh, yeah. I should've thought of that earlier," because that's what I'm looking for with this episode is just for a light bulb to go on and things to connect in a different way than maybe they have before, because that's where I've been, actually, the last weekend, my business doing things. It feels good. It feels really good to be able to have new perspective and different perspective and to be able to see things through different lenses.

I've had some questions about when the Heart of Photo Fabulous will launch again. It will be launching some time toward mid to end August, so watch for that. I know that there are a lot of you that are anxious to get in there. It will be both the Android and the iOS versions of the class. I just want to also clarify that they are completely different ... Okay, it's the same class. It's hard for me to figure out how to articulate this. It's the same class because it's the same outline. I'm teaching the same principles; however, the iOS version of the class is on an iOS device. I filmed it all on an iOS device, and there are definite things that are different on iOS and Android.

The Android version of the class, everything is done on Android. One thing to note, because there are a lot of people that figured that they could just buy the iOS version because they have an iOS phone and an Android tablet, and that it would work for both, and it doesn't. It really doesn't because the workflows are totally different. What cloud solutions you can use and how you can best use them on each platform are very different for moving photos around, moving supplies around, if you're going to buy supplies out of the app.

There's a lot of information that I cover in the class, from cloud storage, what it is, where it is, all the way through my system and process that I use to be able to get a lot of pages done, my workflow, and then also how documenting my story



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changed my life and helped me find my heart, really, and helped me put heart into my story that I'm telling with my family, and how you can find your heart as well.

I also give you tips for finding the time to get it done, finding bits of time in your day that you didn't realize you had, and there's a lot of other stuff too. Just keep an eye out for that.

If you want to read more about it, you can go to ModernPhotoSolutions.com and click on Classes in the menu at the top, and then click on the Heart of Photo Fabulous, Android or iOS, and you can learn more about those classes. If you haven't done the Heart of, or done the free class ... What am I trying to say? The free class, Photo Fabulous First Step, please go do that.

ModernPhotoSolutions.com/free. That is the very first class that I think everybody needs to take before they move on to any other of my classes. I've just made some changes on the website so people know exactly which class to start with, and it is the free class, so be sure to do that.

If you know anyone that's struggling with photo overwhelm, please send them a link to that free class as well. Share it on your social media, through email, whatever's the best way for you.

Then one other thing, I am looking for some help with transcripts. Not really transcripts. I am going to continue offering transcripts. That is something that I am committed to. I have friends that are deaf, and I have a daughter that struggles with auditory processing disorder, and so it's something that's very important to me. I know that we all don't learn things the same way and can't process and digest information the same way, even if we can hear things fine.

I know that I struggle with auditory information sometimes, and so I am committed to offering multiple ways for people to be able to consume this information, a written as well as the podcast. But what I am looking for is somebody that would be willing to listen to the podcast and write up a summary that would go on the blog with the show posts and also include any links that I might be forgetting because I'm worried that I'm forgetting a lot of stuff.



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I want people to be able to, also, just read a quick summary if they want to and not have to read through every bit of dialogue. I think that, especially for my listeners, if you want to go back and find information that you forgot, I don't think you want to read through the whole entire transcript all the time, and so I would love to have that.

If you are interested in doing that for me, just pick one of the podcasts and write a summary for me and email it over. This is an unpaid position, but I would really appreciate anyone that's willing to do that for me. If you want to just pick any of the past podcasts and send them over. I would appreciate it so much, and I am certain that I could probably find a class or something ... If you have already purchased all of the classes, I'm sure we can figure something out. Maybe my future classes or something, because I can do that really, really easily. Just email it over to me, [steph@modernphotosolutions.com](mailto:steph@modernphotosolutions.com). I really appreciate it.

I appreciate you spending your time with me today. I'm working on a lot of stuff. If you follow me on Instagram, you may have seen in my stories, I have a lot of things that I'm working on learning right now. New programs, new, all kinds of stuff. Podcasting stuff. I'm really excited to get new things launched once my kids get back in school, and I get on a little bit of a regular schedule.

Really, honestly, the biggest ... Because I want start doing Facebook Lives. I'm going to be doing them in my groups, in the private Facebook groups, for the classes, but also on the Modern Photo Solutions Facebook page because they're a great thing, and it's a great way to connect with all of you, which I really am craving being able to connect with my listeners and my friends. All of you that are out there that are my friends that I want to connect with more, I'm craving that, so I'm trying to figure out some ways to do that.

But my Internet here is, yeah. I've been struggling with it, and if you follow me on Instagram, you know that too. It usually takes me a long time to convince my provider that it's not me. It's not my house. It's not my modem. There's a bigger problem. Yesterday, finally, someone came out and said, "Yeah it's at the tap," which is the main out in the neighborhood where everybody comes off of, which I knew that that's, I knew it was.



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They're going to, they've put in a work order. Hopefully it'll be fixed soon, but my Internet fluctuates in speed so much that I don't feel like I can do a Facebook Live and be able to count on the Internet speed because it's gotten so bad. I need to have at least 5 mb upload speed. I'm paying for 30, but sometimes I get down to 1 in bad times. It doesn't happen that often that I get that low, but I don't want to be in the middle of a Facebook Live and have it go on the fritz because of bad Internet. We'll get there, though.

Make sure that you're following us on Facebook over there. I think even if you're not on Facebook, because I know I have people that aren't on Facebook too ... I say too like I'm not on Facebook. I'm in denial about being on Facebook. I am on Facebook, but I don't have any friends, so if I haven't accepted your friend request, that's why. I just, I'm not quite out of denial enough yet to make friends on Facebook. But if you're not on Facebook, I'm pretty sure that you can view the Modern Photo Solutions page and the Facebook Lives on there without actually having a Facebook account.

I'll have to practice it and see if I'm not logged in to Facebook, if I can get on there. But yeah, check it out. I will send something out in the newsletter as well when I get one scheduled for the Facebook page so y'all can be there because that's my fear, is doing it alone and having nobody show up. But usually there's a couple people. In my groups, there's always been a few people that have been able to show up, and those are smaller than what the Facebook page is.

Anyway, okay, that's it. I'm sorry I'm rambling. Thank you for being here. Thank you for listening. Thank you for your support. I love doing what I'm doing. I love working. I love being able to help you make progress in getting your story told. If there's something that you need help with, please reach out. I'm probably ... It's probably better to message me on Facebook or on Instagram because my email stuff gets lost in there.

It's interesting how everybody has their preferred method of communication. There's some people that tell me to message them on Instagram, that's the best thing. Other people's, email, other people text. Yeah. For me, it's probably social media, private messages or just tag me somewhere or comment on Instagram. But if you want it, if you're worried, then just, and you want it to be private, message



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me, email me. I will see what I can do to help you. Get your problems resolved and start making progress because that's my goal. That's what I want.

Have a great day, enjoy the rest of your week, and we will see you next time on Modern Photo Solutions.