

When People Say 'You Can't' Danielle Says #WATCHME



Today we have our guest Danielle Uhl and she has started her first business as a professional photographer, she's learning mostly through trial and error. She's a multi-passionate success coach, professional photographer at underexposed and as a multi-passionate success coach Danielle helps clients gain clarity and direction, create

a plan and get them out on their own way to be multi-passionate and successful without having to choose just one thing.

Dani: Tell everyone a little about yourself

Danielle: So, I am originally from Colorado and I still live here now. I usually say Denver because it is probably the best-known and we are about a half-hour out of Denver. I do my first business which is photography and then I have my success coaching business and I also run a VA business too. So, I am very multi-passionate overall and I just love to be able to help other multi-passionate people do multiple things without having to choose just one thing like I had been told and just decided to go against the grain. So, that is me to a tee!

So, I started my first business, the photography business, in 2013, so about 7 years now. The VA business is the new one, and that has been around a year now. That's like you were saying it's just to help me out so much. It helped me transition out of my day job and helped my husband as well. Both are out of the 9-5, so we're just doing what we love. The coaching business I've had the idea since about 2014 but officially got it up and going in 2016 years, so it's been a couple of years.

Dani: What has your journey been like? Your struggles and successes?

Danielle: Crazy, I mean, especially when I first started my photography business and just got into entrepreneurship. But I fell in love with the whole idea of business and just being able to create what you wanted in the world and just reach so many people through your service and products, like whatever you're offering plus the bigger mission and vision in the world. So I fell in love with the business and started my photography business really by trial and error and figuring it out along the way. I went to business school, got my bachelors and my masters in business, and that helped. But there were a lot of things I had to learn as I went and saw what works and didn't work.

The key to my journey was doing things anyway, going after what I wanted to create, and it was my three businesses.



Dani: What kind of photography do you do?

Danielle: I have done many styles. When I started I was just shooting anything when I started my business and then I've gone very specific based on what I liked, what I didn't and what I was good at. Right now I'm helping event professionals in businesses with marketing material, effective marketing materials, through photo and video.

You can definitely do multiple things and be successful. That is definitely what I am all about. In the different business you still need to niche down but at the same down you don't have to do that one thing and that is what I'm helping my clients with, especially on how to market their business effectively. That exploration phase is huge and so clarifying and at the same time gratifying to be in it, do it and learn from it.

Dani: What would you say the most pivotal moments have been that have brought you to where you are today?

Danielle: I mean as an entrepreneur it is all about figuring out what works and what doesn't. Just trying something over and over and like I was saying, like trying through trial and error because it's not like you do something right and then move forward. It's like a continual game of figuring out what works and when it doesn't, how can I do something completely different and then like to continually encourage yourself through the game, instead of just getting stuck and feeling frustrated. Like you, many times have you stopped because you've felt frustrated and stuck? But at the end of the day, you love what you do, so you should just keep going. I think that's one of the biggest things is just continuing to go back to my why and why is this so important to me, why do I want to do this and then continuing to try to try again.

I basically had the idea, a goal to leave my day job in 2018. I knew I needed to make it happen and figure out why, but I didn't have that step-by-step 'how-to' guide. I turned it into a game and left myself open to any types of opportunities that were going to allow me growth, whether that was in my business or personal growth. That led me to be asked to photograph the National Karaoke Championships in Las Vegas that summer.

Through that, I connected with their World Producer and started talking with him and I remember sitting at work and wishing he'd ask me to shoot the World Championships.

I decided instead of wishing; I asked and we found a way for me to do it and be paid to fly to Finland to shoot the World Championships. That is what prompted me to do it as my day job. So, keeping yourself open to new opportunities is so important.

WORK ON YOU, FOR YOU.

Dani: What are your plans for the future?

Danielle: Yeah I mean I feel like I definitely have big goals for everything but at the same time it's also just fun and to see how it all unfolds and to see what happens. I mean, I'm definitely right now focused on supporting like my clients and then doing my photography. I'll probably build out my businesses a little to have some more associates or contractors so that I can do less of the work.

But right now I am loving being in it. I am looking to get into more speaking, getting my message out and getting out of my comfort zone, to let others who need to hear my story, hear it.

I'll also be travelling, going to the Dominican Republic, San Diego, and then potentially Italy, Iceland or Greece.

Dani: How do you juggle all three businesses? How do you stay organised?

Danielle: It's a bit overwhelming, but at the same time you can't plan enough. One of the things I really love to talk about with my clients, when it comes down to the marketing piece of each business, is because you don't have to be doing all the things for every business. They're all going to look a lot and different depending on who you are marketing to. So, for my coaching business, it is very much online, but for my other two businesses, I market them differently.

When it comes down to managing them all, it comes down to knowing where your focus needs to be in terms of what is going to move the needle forward. You do not have to be doing every little thing everyone is telling you to do, and that was the biggest lesson I learnt to come out of my day job. Being

intentional with the tasks you're working on to move your business is so important.

With my photography business I do a lot of in-person networking, collaborating with a lot of local businesses but it has been a lot of word of mouth whereas my VA business has been all referrals, so I'm not promoting it right now. Knowing that's how I market each business has really helped to organise everything.



Rusha: Where do you find your confidence to do all this?

Danielle: Three main things come to mind for that. First of all, I always talk with my clients about how you need to define your own version of what success looks like for you because what might look like success to others might not be success to you. So being very clear on what your version of success looks like, what you really want is so

key. Second of all, I really like content detox where you stop listening to podcasts and watching YouTube and just focus on what you are building and find your own passion and inspiration.

When you are doing what you love you feel at your best, so using that and tuning everything else out is just so huge.

The last piece is the deeper self-care work of knowing what you need to feel at your best, refuelled and creative. Taking that space for you is just so key, so that you can still be creative.

Dani: What has been your greatest achievement to date?

Danielle: Leaving my day job and going after the things I am actually passionate about and being inspired by. That has just been so changing for me.

Dani: What are 5 tips you could share with our community who'd like to follow in your footsteps?

Danielle: I would say just start now, just start exploring and get into it. I waited four years before I started my coaching business, and that's one of my biggest regrets. Number two, just allow yourself to explore and it is okay to try to fail and have it be messy. It doesn't have to be perfect. Number three, own your power and get to know yourself and know what makes you happy. Don't let fear hold you back. Number four would be networking and pushing yourself to meet people because it will build your business tremendously. Then, at the end of the day, choose your own path. It is okay to go against the grain and against what others are telling you to do.

At the end of the day, you just have to go after what you want and make it happen.

Dani: What will we be seeing from you in the future?

Danielle: I want to break into doing retreats because in the past they have been so powerful for me. I would also like to expand my photography and continue to work internationally, work and travel are definitely on my list.

Rusha: What's one woman you most admire? And what is your favourite self-help book?

Danielle: My favourite author, Tama Kieves, has written some books that touched my heart and pushed me forward. Her book *Inspired & Unstoppable* just speaks to my soul. One of her first books she wrote, *This Time I Dance*, and it was just really cool and the whole idea of just leaving that day job that doesn't inspire you and that book is all about her journey.

Rusha: What is your favourite travel destination?

Danielle: Hands down, I'd say Prague. I've been there twice and I'd totally go there every other year.

Rusha: What two women would you love to collaborate with?

Danielle: Halsey and Lina Esco who is an actress and activist. They are both women and empowering.

Rusha: What is a 2020 goal you have set for yourself?

Danielle: I want to double two of my businesses without working more.

To find out more about Danielle, check out her social media:

Website: www.danielleuhl.com

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