

# Wellness Photography and Business Coaching for Creative Entrepreneurs

## WITH DIANA DAVIS

**Julia Chebotar** 00:04

spice up your life with me Health Chef Julia, as I set out on the journey of What is Healthy. In each episode, we'll explore the different meanings of healthy for some healthy means indulging in something decorative and delicious. For others. It's a mental health day and a good workout. There's more to health than just food. It's about living well, enjoying your life and having fun having you heard redheads do it best. Come with me, and we'll find out just what healthy is. Welcome to another episode of what is healthy podcast where we share every hack to get healthier and more sustainable lifestyle. I'm Chef Julia and today we'll be talking with Diana Davis of Diana Davis Creative and the person behind 75 to 85% of all of my Instagram photos. So Diana, thank you for being on the podcast today.

**Diana Davis** 00:52

I'm so freakin stoked to be here. Thanks for having me.

**Julia Chebotar** 00:56

And you're in Montana.

**Diana Davis** 00:59

I'm currently in Montana we're we're no madding it but I'm usually based out of NYC. Yeah.

**Julia Chebotar** 01:04

And we met because we both wanted to leave our jobs and went to a six degree event. And then fell in love went to have coffee and over coffee decided our new business plans.

**Diana Davis** 01:17

That was insane. I, you were literally one of the first connections I made after like, once I became an entrepreneur. And I remember us just we were like, our connection was so fire. Yeah, that coffee. We were just bouncing ideas and getting so inspired. And it's inspiring to even like think back on that. And we are like the redhead I know, which is also fun. It is

**Julia Chebotar** 01:43

ginger crew. And every time we get together, we don't have to talk for like six months or see each other. But it's like, boom, right away, just like and somehow after every time we meet, like all these things start happening to both of us totally something like the energy that just is really good. You're so right.

**Diana Davis** 01:59

It's so true. Having like a powerful, inspiring inner circle is key

**Julia Chebotar** 02:04

I got absolutely, absolutely. But like so I always say people always approached me like, how did you get into this? What happened? And I always go into my story of, you know, I had shingles. And I was really unhappy and stressed out, was there like a health moment for you to leave your corporate world and start this kind of freelance photography program. And now you're like coaching and you're doing so many crazy things. It's amazing. So I want to hear all about that too. But without a health, health reason to start it or anything like that.

**Diana Davis 02:37**

I guess if you which I totally am very woowoo. If you don't get kind of like soul health, for sure. I was I had moved from Montana to New York City without a job or a plan. I honestly didn't know I was going to even have a job in my career, which was graphic design and photography, which I went to school for. I was willing to work three waitressing jobs to just be in New York City. And then the fact that I got a job at Time Inc, which is a publishing company. For those of you who don't know, does Time Magazine, Sports Illustrated, real simple. And all those I was a graphic designer there. I had no idea like this was like a dream like a bonus. I had no idea I could actually live in New York and also have a job in my actual career. And I was there for a few years. And I knew that I wanted to not be in corporate life because that just wasn't what fed my soul. But then I got poached over to Hurst which does like Esquire and Harper's Bazaar, and Cosmo and all that. And let's just say it was not my jam, it was not my jam, even though they were paying me twice as much the fashion world and that kind of culture is just not what feeds my soul. And so that was definitely happening like I was my soul was dying. I just was sitting there saying like, just take the money, Diana, like, stop dreaming, just take the money and like pay off some debt and be a real adult. And then honestly, the universe fix it for me and I my job got eliminated like four months after working there. And it was literally the best day of my life. So you met me. But I had to I had to convince so many people that I was okay. Like it was like, if we're talking health. I was like better than ever because my soul was on fire to finally do what I wanted to do and make that happen. So I had to be like, Alright, I'm going to tell you some news. Mom, and or dad or brother or best friend. I got laid off, but it's good. It's a good thing. I'm really excited about it. So yeah, definitely like a soul health situation. Yeah.

**Julia Chebotar 04:53**

And then you started on Saturday was creative. Well, technically,

**Diana Davis 04:58**

I've had Diana Davis creative for a really long time because I've always freelanced on the side even when I was in Montana, I was doing side design projects and wedding shooting weddings and all sorts of stuff that I'll probably never do again. And administrative has lived for like, upwards of 10 to 12 years already, but full time, it has been three years of full time. Yeah, so I, I launched into full time entrepreneurship after being laid off. Instead of going to look for another job, I just wanted to give it a shot and six degrees, which is where I met you, the networking group, and you and a lot of just other wellness entrepreneurs really inspired me. And it was like, I found my people calling, so I'm going to give this a go. And I gave myself a deadline. Like, if I quit my job, you know, I'm done in September, and I'm gonna go 100% into entrepreneurship and what I think sets my soul on fire until December and if I'm broke and miserable by then I'll get a job. And we'll figure it out. But I want to give myself that shot.

**Julia Chebotar** 06:00

Yeah, and then you did you got multiple shots, and every person wanted you to take their photo and you have a one thing that I have yet to experience is that changing booth

**Diana Davis** 06:11

thingy but changing tense?

**Julia Chebotar** 06:12

Yes. How have I never tried it? I think it's because oh, we always

**Diana Davis** 06:16

we always. Yeah, we always shoot in the kitchen for you. Because Yeah, we never do on the street stuff. So yeah, the changing times.

06:25

When I see people

**Diana Davis** 06:27

love it. The gram loves the changing tense. But I'm in New York, you got to have a changing tent, because no one will let you use their bathroom to change, especially the car to change in. Yeah, exactly. Yeah. So the top 10 is pretty fun.

**Julia Chebotar** 06:40

Tell me I want to hear more about camp clarity. Oh,

**Diana Davis** 06:44

you want to hear okay. Yeah, give me

06:46

give me give me, I want to hear it.

**Diana Davis** 06:50

So basically, the way things kind of transitioned is I stopped doing design officially this year. And I think it's the last time I will do it, which is was a huge thing for me because it's what I went to school for, and all that. And so I transitioned out of design, I was doing just photography. And then COVID happened. I had hired a business coach Emily, which we both obviously have 60 degrees. And both both hired her as business coaches. And I did that in February, which I'm so stoked that I did. Because if I would have in March when COVID hit, and the lockdown happened, I probably would have operated out of a scarcity mindset and not hired anyone. I hired her in February and we long story short, I decided that coaching was a viable option for me and something I should explore. It's been something I've already been doing on accident for a really long time, a lot of freelancers have come to me, or people even with full time jobs saying I'm going to quit my full time job. What is your advice? How do I find clients? How do I show up on Instagram? How do I even find an accountant or have a client workflow and all these things? So I was doing a lot of pick your brain coffee shop data ever. And I didn't know how valuable

that is right? Until I hired my own business coach and realized how valuable it is because she totally condensed my timeline and helped me propel my business more than I've ever seen it propel and yeah, so I started doing the strategy sessions. I announced it on Instagram. So so scared, so much imposter syndrome, thinking people are gonna be like, Who the hell do you think you are? And the feedback was like, it's about time. I'm so glad you're doing this. We've been waiting for you to do this forever. You're the perfect person for this. And I was just like, how did everyone know before I knew this is crazy. And so I booked a lot of one on one clients, which was amazing. And then one of my old clients, Jeff Glaser, now is my coach, joins. She does. She did like celebrity personal training. Got it. She did not let it Ambassador all of the things. But she quit that and started coaching full time for burnt out fit pros to bring their businesses online. Just so so smart. And then but people like me also could join her course and bring my business online. And so she kind of convinced me a group course was really a good idea. And she's like, what resistance Do you have to that? And I said, I guess none now that I know people want this. Right so camp clarity was born, which is my 90 day group course for creative entrepreneurs and all of the people in this course I have 18 people right now and I'll be launching the second cohort in November of 2020. They are all amazing creative entrepreneurs from photographers to designers to yoga instructors to even I have a ballerina that's in Paris. in it. It's so teaches classes, and ceramicists, and writers and editors and all the above. They are all extremely good at what they do. But they don't know how to put themselves out there. They don't have the confidence to show up on social media. They don't know how to land their dream clients. And they also don't know how to price themselves and charge as a huge

**Julia Chebotar** 10:26

thing. I get this, I get called texts all the time from chefs be like, how much would you charge for this? How much would you charge for this? So that's a huge thing. People undervalue themselves all the time,

**Diana Davis** 10:38

all the time, especially in a place like New York, where it's so competitive, that you just want the client you'll like, pretty much give it away for free. Yeah, just like have the client. But anyway, that's camp clarity,

**Julia Chebotar** 10:51

and how much are you? How much is it to join your to join?

**Diana Davis** 10:55

It totally depends.

**Julia Chebotar** 10:57

Okay, there's different levels,

**Diana Davis** 10:58

there's different levels. And so I'm not gonna say a price here, because it's going to change, because I'm also figuring out the worth of that the first time obviously, is lower than it's going to be, obviously, but I think people that's huge, is huge. It was huge. So it totally changed my business. For sure,

**Julia Chebotar** 11:17

Mazel, Mazel all the things you have. So now you're in Montana, and you guys are gonna do like a year abroad. But that didn't work out because of Corona. But like, how are you doing? How are you managing all of these 18 people and your courses and everything and still staying healthy?

**Diana Davis** 11:38

insane? Yeah, that's, that's a good question. Because I would say I was doing a better job at that when I was in New York, because especially with COVID, you don't have anything to do you have this routine. So I would like get up and work out. And then like, my normal things during the day and do my group course and do my one on one clients and do my photoshoots. And then like, take myself for a walk at 6:30pm. And like, go back to my little box of an apartment and call it a day. And now I'm all over the country. And I'm seeing people that I haven't seen in a really long time people, especially in Bozeman, because I have such a history here and such a network here are demanding my time. And so it's like fitting in a sunrise hike, or a sunset hike or a yoga class with them. And that's what I would say balancing all the things if I can see people but also get like a workout or a physical activity in that's like a good duo. So like instead of going for beers, let's go for a hike. And it's so beautiful here, like why not go for a hike. Loving the sunset or sunrise hikes right now with people because it gets me up and out of the house. And then I'm like jazz for the day. I just did a hot yoga class with a friend. And I will say my morning routine and stuff has gone out the window during this time because we're also staying in like other people's houses. So it's a little funky. So I'm not meditating as much as I would or journaling as much as I would. which have become really important things for me during COVID meditation I've finally gotten into it's like, it's like I describe it is when I finally enjoyed the taste of wine. It just like clicked overnight. It's like, Oh my god, I enjoy wine now.

**Julia Chebotar** 13:27

I mean, I started meditating, like, right when I was figuring out what I wanted to do in life, like when I was like leaving the restaurant trying to start my own business, and I got the shingles is when I started to meditate. And I swear, like post figuring out meditation, and all of that is when like, the stars aligned and everything started happening and like, things fell into like fruition and a rhythm and everything kind of happened for me once I have the clarity and like started meditating. So I think it's huge. And I think that people need to experience it and need to give it a try. And I think it really does

14:02

make a difference. No,

**Diana Davis** 14:03

I think they're not good at meditating. And that's not really the idea. It's like yoga like it's a practice you don't you're not just like good at it. That's not the point. Some days are going to be better than others. And goal isn't to just like shut off your mind. It's just to be aware and like, give time to like sinking into your body. And really like the anxiety has gone way down. With meditation. What I will also say is I've taken I'm now like off coffee for a year, I realized how much anxiety it was giving me like a lot like attacks.

**Julia Chebotar** 14:41

I'm sure I'm sure I just can't get rid of it. But I definitely like I had two cups of coffee this morning and I still couldn't function and I went out and bought more coffee and croissants for my doorman just so I could go out and have excuse to buy a coffee. Yep, because I needed extra crack. But every literally a year like the fourth person I've interviewed that said that they've given up to anyone

**Diana Davis** 15:06

else but I will say and I'm not trying to, like convert anyone to non coffee religion, but I will say that if anyone's interested in that, because it did really helped me like I can't even explain how much it's taken away a lot of my anxiety. dandy blend is a really good replacement. Yes. And you just do it on Amazon. It's a dandelion tea that you can make as strong as you want. So you can make it taste like espresso or you can make it taste like tea. And I swear to God, I think because of its like, I'm not a health guru, but like it's liver slash kidney cleansing that doesn't dandelion does

**Julia Chebotar** 15:46

it it's basically a flush like it detoxes and helps like it's kind of like a almost taking like a water pill. It

**Diana Davis** 15:54

just you don't get the withdrawals. When you're getting off coffee, you're getting a replacement that tastes like coffee, but you're not getting headaches and stuff because you're being cleansed at the same time. So that's really handy. But I will say mine,

**Julia Chebotar** 16:12

I'll try,

**Diana Davis** 16:13

though it's not like I'm caffeine free. But matcha is like my damn.

**Julia Chebotar** 16:18

Yeah. Okay, so one one more thing. I've been asking everyone this on the podcast to last day on earth. What would be your deathbed meal? appetizer entree dessert? last last meal on Earth.

**Diana Davis** 16:33

Okay, I have always said nachos would be my deathbed meal. And I mean like homemade tortillas like the good kind of tortilla chips with like the lime salt on them. And like crumb fresh and cherries. Oh, and like pickled red onions. And all that like the gourmet jalapeno cheese jalapeno Olive like fancy nachos would be my deathbed meal. But that could technically for me, like count as a dessert appetizer and says, I will eat like you guys. I went to this Mexican market the other day and bought all of my nostalgic child. I'm not Hispanic, but I had like a lot of Hispanic friends growing up that would bring me candy from Mexico. And so super nostalgic Mexican candy. That'd be my dessert. like mango. If anyone knows this, you know, mango suckers like dipped in chili powder. It was a candy here. It's so good. It's Yeah,

**Julia Chebotar** 17:36

I want to try that. That's amazing.

**Diana Davis** 17:38

It's so so good. Mexican candy is the shit they have like these popery no little fruit love. They're things that are made of tamarind and chili powder. It's so good.

**Julia Chebotar** 17:48

I love them put me onto these new chips that are like flaming hot cheetos, but they're so salty and so spicy that you put one in your mouth or they like and then you want more. Yeah, soggy. They're

17:59

so good.

**Julia Chebotar** 18:01

So good. And like Where did you find these? He's like the bodega. Next Door is the only

**Diana Davis** 18:08

if you're in New York, this is a client of mine that I shoot for called dear Mama. It's a coffee shop up in Harlem. They have a cardi B burrito that has talkies in it with eggs and chorizo and sweet potato. Okay, I'm breaking good. Yes, so that would be the talkies are amazing. So it would be the nachos, the Mexican candy lollipop situation. And then I would say like a margarita as my app. Like I get to choose right so Margarita. Yeah, like a big old Margarita. Like I don't know. Oh, so much salt, like talking on the rim. But Cheers. Oh, yes. Yes.

**Julia Chebotar** 18:49

I agree. When people want like no salt on the rim and a frozen Margarita. I judged them. You want a margarita on the rocks? salt on the rim? Extra

**Diana Davis** 19:00

XPS all the time. Yep. So. So that long winded answer that would be my deathbed meal. And I'd be super happy.

19:08

I love it.

19:08

I love it.

**Julia Chebotar** 19:10

So thank you so much for being on the podcast today. I love you. I miss you when you're back in New York to hang out. And I'm gonna try and convince you to take some pictures with me. But can you please tell everyone where they can find you how they can find you how to reach out if they want to join camp clarity or if they want to all the things where can they find all the things they have to do? For sure. So

**Diana Davis** 19:36

everything's under Diana Davis creative. So my Insta handle is Diana Davis creative. I'm very active on there. It's me. No one's managing it like you can DM me I'm there I will answer you. I'm happy to connect. I'm happy to connect you with my network if you need something I am all about collaboration. So that's where like the best place you can find me You can obviously GO TO DIANA Davis creative dot Come and look at more of my work and stuff. But camp clarity, depending on when you're listening to this is always going to be launching hopefully. But the next launch is the doors are opening in November and the first like it actually starts middle of January. So that's kind of when things are moving and shaken. And I will say that part of the reason this is such an amazing program is the community. So yeah, can be a part of it. I would love for anyone listening to come be a part of it and definitely say that you reached out you know, via Julia, so,

**Julia Chebotar** 20:38

yeah, okay. Perfect. Thank you again. I love you. Thank you. That's all for today. Thank you for listening. Remember, you can follow me on Instagram at health chef Julia and subscribe to this podcast.