

# Homeschool CEO Podcast Episode 44 – How She Retired Her Husband While Homeschooling and Running 2 Business with Tavia Redburn

29:12

## **SPEAKERS**

Tavia Redburn, Jen Myers

### **Tavia Redburn 00:04**

You know, my husband had been grinding away in his corporate job that he was, you know, quote, supposed to get like this idea that a lot of us have in our minds of like, "go to school, go to college, get a job." So, you've been doing this for a decade now. And he was miserable. And I knew he didn't love his job. And he had had a couple different, you know, just business jobs, climbing the corporate ladder, kind of a thing. But we so quickly started having kids and I had my business and it was just kind of like, "Okay, you go to work. That's what you do."

### **Jen Myers 00:36**

Welcome to the Homeschool CEO podcast, the podcast dedicated to entrepreneurs who want to successfully homeschool their kids while writing a profitable business. In this podcast, we'll reveal the truth of what it really looks like behind the scenes of an entrepreneur who homeschools and how to make it all work. If you are an entrepreneur who currently homeschools or you want to start, you are in the right place, my friend. With 16 years experience combining entrepreneurship with homeschooling. I'm your host, Jen Myers, and this is the Homeschool CEO podcast.

### **Jen Myers 01:18**

Have you ever dreamed of retiring your husband? Or maybe just wondered what that could possibly look like between running your business and homeschooling your kids? If retiring your husband has ever crossed your mind, today's episode is for you. Today's guest, Tavia Redburn, teaches photographers how to fill their calendars with ideal clients through her online courses. She owns a busy photography studio in Yukon, Oklahoma, and she photographs births and motherhood.

### **Jen Myers 01:50**

Tavia retired her husband back in 2018, while homeschooling her three kids, and now she teaches other photographers how to use strategic marketing systems to build their photography empire while being present with their kids. She is on a mission to show families that they too can break out of that traditional "graduate, go to college, get a job" mold that we've all been conditioned to believe is the American dream. And her saying that you're gonna hear her say over and over, "If you have a passion and there is a reason." She was excited to come on and just share her journey to let you know that whatever your desire is, it's possible.

### **Jen Myers 02:38**

But before you meet Tavia, I want to share a quick listener love note. Melissa Corkum, who is a parenting coach said the following about our podcast. She said, "Found my people. It's so great to connect to a community who understands the unique life of balancing, entrepreneurship, and homeschooling." Melissa, I am so thankful that you are part of our community because, really, Homeschool CEO is all about the community. All right. Without further ado, I'm excited for you to meet Tavia and be inspired to dream bigger. Let's get started.

**Jen Myers 03:17**

Tavia, welcome to the Homeschool CEO podcast today. I'm so excited to have you.

**Tavia Redburn 03:21**

Thank you. I'm excited to be here.

**Jen Myers 03:23**

All right. I already told our audience a little bit about you. But why don't you share a little bit more about yourself? Tell us who you are.

**Tavia Redburn 03:30**

Okay, a little bit or a lot because it's about you're about to hear the TV rundown? Well, you know, Jen, I don't know if you know this. But my husband and I were both actually homeschooled. And we met in a homeschool co-op. Because people are always like, "Wait, you were homeschooled? How did you meet each other?" You know, people always kind of give you that like side eye. It's like, we're not related. There were co-ops back then. And we met in a homeschool co-op. And so we dated in high school, got married really young at 19 and 20. And he went to college like you're supposed to. Got a quote, good job. And we started our family, went on our merry way.

**Tavia Redburn 04:12**

And I actually - so I'm a photographer. I'm a birth a newborn photographer here in Oklahoma City. And I also train birth photographers through my online courses, how to grow their businesses and get certified in birth photography. And I first picked up a camera in 2009 and started my photography business soon after that. And so, in that time, we had three kids and decided to homeschool them as well. Like we had been homeschooled, so it was kind of already on our minds to start homeschooling. And so when our oldest was school age, we decided to give it a shot with homeschooling. 2015 I opened up my photography studio here in Oklahoma City, and things are going really well in business and life. Like things are really good. And if it's okay, I'm going to get a little extra personal.

**Jen Myers 05:01**

Absolutely.

**Tavia Redburn 05:01**

But it's an important part of the story. And I've shared this story on my podcast and also with my husband's permission. But if you fast forward to 2017, you know, my husband had been grinding away in his corporate job that he was, you know, quote, supposed to get, like this idea that a lot of us have in our minds of like, "Go to school, go to college, get a job." So, you've been doing this for a decade now.

And he was miserable. And I knew he didn't love his job. And he had had a couple different, you know, just business jobs, climbing the corporate ladder, kind of a thing. But we so quickly started having kids and I had my business and it was just kind of like, "Okay, you go to work, that's what you do." So, I was loving what I was doing. Like, I had a thriving business, I was super, super busy. So, I tried to encourage him to follow his passions. And I was like, you know, "What are you excited about? Like, I want you to be excited about work, like, I'm excited about work, what are you excited about?"

**Tavia Redburn 05:57**

And he told me his passion was acting and filmmaking, to which I selfishly said, "Okay, cool, but like, I need you to do something that makes money, like, we live in Oklahoma. I need your passion to be something that makes money." So, I would quickly divert the conversation and be like, "What about this? What about this?" And he would be like, "Yeah, but what I'm really passionate about is acting and filmmaking." And so, this was probably 2016, 2017, my business was doing the best it had been doing ever, like it was growing crazy fast. That time, we had a dream to retire him someday, like it was on my radar to retire him from his nine to five, but it was like a five to ten-year plan, because my studio was doing well. But after expenses, I was only about half of what we needed to live as a family of five, to live comfortably.

**Tavia Redburn 06:50**

So, early 2018, my husband was completely miserable in life, in business. And he decided that we needed to spend some time - I shouldn't say he's decided - we decided to spend some time apart. And so, we've gone to counseling here and there over the years, but he was so, he was just so much more miserable than I even realized, like in his career and what he had been dealing with. And he is such a good man, he is such a hard worker, but he just, I just didn't understand what he was going through. So, like I said, it had been a really long time of him, of him doing this work that he hated. And so - and like literally dreading to go to work each day. And that's why I'm super passionate about what I do now. And helping women and families break free of that, because I know how miserable he was, during that time of just like, dreading Sunday nights, because he knew he meant it meant he had to go to work on Monday. And I know that there are a lot of families, husbands and wives alike who who deal with that. And so, it doesn't have to be that way. Like that's what the message is, like, it doesn't have to be that way.

**Tavia Redburn 08:04**

So thankfully, through perseverance from both of us, and God clearly intervening, we were only separated for a little bit of time, like literally a few days, but it felt like forever. It felt like my world was completely shattered. All I wanted to do was get my family back together. Like that's all that I cared about. That's all that I saw on. And today our marriage is better than ever, like better than the day we got married. We are partners in life. And our relationship just has done a complete 180 since early 2018. And so, we're just so thankful for everything that we've been through to get to this point. So, in the summer of 2018, so just a few months after - and I'll never forget this - we're sitting in the driveway - Jen, you can just shut me up at any point.

**Jen Myers 08:53**

No, no, no. Good. Keep going, Tavia. Keep going. Okay, you're sitting in the driveway.

**Tavia Redburn 09:00**

So yeah, I just remember it so clearly, we were sitting in the driveway. And my husband was like, "Hey, my boss at work said that things aren't really going well with me here. And he's given me the opportunity to step down. And he'll keep paying me for another couple of weeks. But basically, it sounds like they want to fire me." And like, our marriage was amazing at this point. Like, it had only been a few months. But I mean, it was just both of us were like, "This is what we want. Like we want to figure this out. Like, we want our family to be together. We want to be with each other." I mean, we've been together literally half of our lives at this point, because we started dating when I was 15.

**Tavia Redburn 09:04**

And so we're like, "This is what we want." So, things are great on that front, but on the career front, he's like, "You know, I might be getting fired soon." And so, this was completely out of character for me, because I really like to be in control. I like for things to be predictable. And I just said, "What do you quit? like, what if you just quit, and we just fast forward our plan a little bit, and see how it goes, just living on my income." And it felt like even as the words are coming on my mouth, I was like, "This is so not like me." But after everything we had just been through, I didn't even care. Like, I just wanted him to be doing something he loved. I wanted to keep our family together. And so it was terrifying. But I just thought, "Why not? Like, why not?" We might as well give it a shot. That's what kept com... , like, "What do we have to lose?", is what kept coming up in my head.

**Tavia Redburn 10:34**

And so, you know, once we realized, for us at that point, nothing else mattered. Like we could sell our cars. We could go never go on a vacation again. We could live out of our cars. I didn't even care. I was just like, "I want us to be together, I want our family to be happy. Let's just go for it." And it was so so so so out of character for me to mention that. Like normally I was like, "We have to have this much money and savings. My business has to be producing this and that." Like that was my five to ten-year plan and God was like, "Actually, we're gonna do this way earlier than you thought. And I'm actually just gonna lay it out and throw it in your face, and you're gonna do it." And I was like, "Okay, let's do it." And so, we just decided to go for it. And that was two and a half years ago.

**Tavia Redburn 11:17**

So today, my businesses make multiple, six figures a year, we still homeschool our three kids. Now my husband primarily does the homeschooling. He gets to act and do films here in Oklahoma City. Now he's learning how to invest and learning about the stock market this last year, like, we just live freely, like we can just do whatever we want owning our own business and homeschooling. And there was one time real in particular, I remember just realizing, like, "Oh my gosh, we're doing what we always said we wanted to do." I was walking around the neighborhood stressed out about something that had just happened in the business. And I was like, "We can just leave. I just want to go to the beach. I just need to see the water, like we're in landlocked Oklahoma. I want to go to the beach." And it was a Wednesday and we left on Monday. Like literally, we're just able to go, "Okay, like, this is the kind of life we want. We want the kind of life where we can just pick up and go." And so, with a couple days' notice, we just went to the beach and like, that's the kind of life that we get to have now, and I'm super, super thankful it doesn't even feel real sometimes. So, that's my story.

**Jen Myers 12:25**

Wow, so many wow moments. So, I honestly thought you were gonna say something like, you know, we planned we had this much in the bank, because that's the way that like, my mind would process that as the analytical left-brain mind, you know, that I would want it all planned out. But it's so funny because one of my one on one business coaching clients right now, she is so excited. Lauren, if you're, when you're listening to this, she is so excited for this episode to come out because she's in a similar situation where, you know, without going into details, the spouse husband doesn't particularly love the job. And so she's going, how can I make this work? And so, she wants to have it all planned out in same thing, but it's, you know, may be able to fast forward this.

**Jen Myers 13:05**

So, I have some questions because I know this is what our audience is asking. A lot of our women, it's their dream to be able to retire their husbands. I mean, this is something that it might be a five or 10 year off dream. It may not be like tomorrow. So, I have some questions about just like the tactical thing. One, at what point do you - so you said you were making, you're making multiple six figures. Now you are. But what were you making when you retired him?

**Tavia Redburn 13:31**

I think that I was making maybe around 100? Probably.

**Jen Myers 13:35**

Okay, was that take home? Or was that gross in the business?

**Tavia Redburn 13:38**

No, that was gross into the business.

**Jen Myers 13:40**

Wow. So, you were bringing home like 50 or 60,000? Probably after all of the expenses?

**Tavia Redburn 13:45**

Probably less.

**Jen Myers 13:46**

Wow. I mean, obviously, this plan wouldn't work in like California, but in Oklahoma City. You know, kind of like I'm in Iowa. So, I always want to process some of the things I say like I'm in Iowa so the cost of living is a little bit different. So, you said that you had intended to - like you guys, were talking about retiring him, but then it just kind of came out. So, I find that really fascinating. Has there ever been a point over the last couple of years when you're like, "Man, I wish I hadn't retired him?"

**Tavia Redburn 14:13**

Absolutely not. Every single day. I'm so thankful. Like I journal it all the time. I look around and I tell him I'm like can you believe this is our life? Like, even, yeah, no.

**Jen Myers 14:25**

Love it. So, what kind of pushback did you get from other people around you? Because growing up in a, you know, homeschooling environment, it's very often taught that the man is the breadwinner. I mean, it's not that the women can't work, but you all know it's almost unheard of that the woman would be the sole breadwinner. So, what was that like telling your family and friends? Yeah, my husband quit his job. I retired and he's, he's not going back anywhere.

**Tavia Redburn 14:50**

You know, it's funny because I living in Oklahoma, I grew up very conservatively. Like I was homeschooled growing up. I was a rule follower. And I probably still am to some degree like, I am not a rebel. I am a firstborn type A rule follower. And so, it was - like it literally was just a desire that we had that we pursued. It wasn't necessarily - I didn't I guess I didn't really care, which is strange for me. I didn't really care what other people had to say or what they thought, because I knew that this is what was right for our family. The only person I cared about what they thought was my husband, because I didn't want him to feel, you know, less than or like, I don't, I'm trying to think of the right word. I didn't want him to feel like lower than me, or I didn't want him to feel like I was like robbing his masculinity.

**Jen Myers 15:47**

His manhood. Yeah, yeah. Yeah, absolutely.

**Tavia Redburn 15:50**

That was my only concern. Because I just - we just didn't really care what other people had to say. So, in the community, like we were involved in a co-op that he started to come to, which was great. We would both go together. And he was the only husband there, ever. But you know, it was interesting. After that, more and more dads started showing up, like, it was almost like he, like, made it okay. Like the fact that he was there made it okay, and other dads that like, worked for themselves, or had the ability or whatever would start coming to co-op, which was really cool. So, to answer your question, I would say, people were excited for us, mostly, like, we really didn't get a lot of pushback, people were motivated and excited for us, the only person who I cared what he thought was my husband, and he was fine with all of it.

**Jen Myers 16:39**

So how did you not? Or like, how did you balance that still honoring him and helping him feel like masculine? Maybe the head of the house if, you know, without while still being able to provide all of the income? How did you because you said that you didn't want you didn't want to rob him of that? How did you balance that?

**Tavia Redburn 16:57**

We just look at our relationship as a couple as well as, as a family, like we're a team. And we just really don't assign traditional gender roles to things. So, you know, he does most of the cooking, he, he doesn't care. Like, he's not one of these guys, that's like, "I've gotta provide." He does provide, just not in the traditional way that people might think, you know, financially. But it's in the same way that a woman, you know, in this traditional model would provide for her family, he provides for me because he has freed up so much of my time, like he does provide for the family in that he has freed me up to have

more time to grow the businesses and focus on what needs focus on by taking over homeschooling and all of that. So, he does provide just not in a financial way.

**Jen Myers 17:51**

I love that perspective. Okay, what was the most impactful thing you did for your business to scale it to the point where you could retire your husband?

**Tavia Redburn 17:59**

Great question. I think consistency is what I preach to my, to my community all the time and consistency in just what you're doing and who you're showing up for. I think that I was able to grow quickly in my business because I chose a specialty. Because I niche down. Photography is a really wide net, like there's a lot of ways that you can be a photographer. And so, I chose to niche down to what I loved, which was birth photography, and nobody was doing birth photography. This is you know, 2012 when I started, it was when I shot my first birth. And nobody was doing birth photography. So, I really carved out a niche for myself that was unheard of and I really think that that helps me stand out. Once people understood what it was and why they needed it, I then became the go-to girl for that. So it would have been easy for me to niche down to that and then expand really quickly and start doing a bunch of other things. But instead, I really doubled down on consistently, not only showing up with my marketing and in my community and on social media and email and all the things that we know we quote should be doing, but also consistently delivering the same product, like the same thing, the same offering over and over and over so that in my community people began to know me as the birth photographer. So, consistency in all those ways as well as niching down I think especially in the earlier years of my business really helps me grow quickly.

**Jen Myers 19:31**

That is so good. That's something I talk to my clients about too, is niching down is - it's probably the number one thing you can do if you really want to scale because the simpler it is, like the more narrowed the focus is, the faster you're going to be able to get systems and template things and get known for it because you know, it's kind of like when I was doing Facebook ads, I only did health and wellness. So, that is what people came to me for. I didn't do any creatives or anybody like that. I only served health and wellness people. And now is the single, what I would tell people, niching all the way down makes such a difference.

**Jen Myers 20:06**

Alright, so from where you started to where you are now, what do you think - what are some of the biggest mindset shifts that you've had to have? Just to scale to the point where like, one of the things that we talked about, when I talked with a couple of my clients who their goals are to retire their husbands. They feel a lot of pressure, like, what if as self-employed, what if I have a bad month and I can't provide? What if the business goes under? What mindset shifts have you had to have to really take that on?

**Tavia Redburn 20:35**

That's a great question. And I don't know. I don't know how faith-based your listeners are. I am very - I follow Jesus, like I listen to God. And He constantly over and over has shown up whenever I get to the

end of the month, you know - of course, you have savings and like all the things that you know, you need to do, right? But yeah, so much happen. And it's not like we trail off into the sunset and never have a problem again, you know what I mean? And it's not that everything is always perfect in every launch goes perfectly. And every month, we're filled with clients. It's not that. You do the things that you know, work. And then faith for me kind of fills in the rest. Because I can't tell you how many times we've gotten to the end of the month, and I'll get a client pay in full, or I'll get a random affiliate commission or I'll get whatever that dumps in my lap. I'm like, "Oh, hey, God, I see you. Cool. Thanks." Like he's got me. So, I just, I don't even worry about it. Like if I start to worry about it, I pray about it. I talk to him about it and then I get back to work.

**Jen Myers 20:35**

Oh, I love that. I love that you're not even dwelling on it. You know, you're just praying and releasing it and going on and doing what needs to be done. Love it. All right, what advice would you give to other moms who have that desire to retire their husband? You know, maybe right now their husband is in that nine to five that they just hate, and they're at home, homeschooling these kids building their business, you know, and doing things kind of in those pockets of time, as you know, because you were at the beginning, building your business and homeschooling. What advice would you give that mom?

**Tavia Redburn 22:16**

Yeah, that's good. I always say, if you have a passion, there's a reason. And not everybody loves to do the thing that you love to do. And so, remembering that, you know, when you're in it, sometimes it feels like, "Oh, everybody does this." It can feel really overwhelming to feel like, "Oh, everybody's a photographer. Everybody is an online coach, or everybody does the thing that I want to do." But the truth is, that's not true. It just feels that way. It's like when you buy a new car, and you look around, and suddenly you're like, "Oh, my gosh, everybody has this car." No, you're just more aware of it, because now you have that car. And so, it's the same kind of thing. Like, if you have a passion, there's a reason that you want to retire your husband, because trust me, especially if you're a homeschool mom, not everybody wants to do that. Like, that's a pretty unique thing to want to do. And so, I believe that you have that passion for a reason. It's not random.

**Tavia Redburn 23:10**

And so, grounding myself in that before doing anything else has always been so helpful because I'm like, "This is what I'm supposed to be doing. This is what I made to do. This is why we've gone through everything we've gone through in our life is for this." And so then, it just comes down to, you know, the tactical things that I know your community, like you talk about all the time Jen of like time management and sticking to the things that matter in what you're doing in your work, understanding what's making you money, and what's not, not trying to do everything just because somebody told you to do it. Or because a guru said this is the new hot thing, you know, when it comes to social media or email or text communication or whatever. It's like, no, I have a limited amount of time and I need to focus on my niched down, singular product activity that I know is going to bring me revenue. And once I have that dialed in, I can move on to the next thing. But it's, it's dialing that piece in first before jumping around and moving on to new things. Because as entrepreneurs, we always have new ideas, we always have new things that we want to implement. So, my advice would be to ground yourself in what you know is

true, which is you have this desire, it's there for a reason. And then focus on those revenue generating activities, one niche, one thing and grow big.

**Jen Myers 24:28**

Love it. So good. And last question. What does your family routine look like now? On a, you know, on an average day with your husband home?

**Tavia Redburn 24:41**

It's so great.

**Jen Myers 24:45**

Well, I'm thinking, you know, I'm just I'm putting myself in the shoes. Sorry, y'all. I give my guests the list of questions usually. So, they kind of know what's coming and I didn't give this one because I just thought of it for Tavia. So, she has to take a second and think about it. Totally cool. I'm just thinking, I can just feel that mom, you know, listening to this going, "What would retiring my husband look like? Like what? I don't know. I want to do it. I have a desire, but I'm not quite sure what that would look like on a day-to-day, while homeschooling the kids like, what does that look like for you?"

**Tavia Redburn 25:20**

Yeah. And I said it's so great. Like, that was genuine. That wasn't like me trying to think honestly. It was me thinking like, they're outside playing right now. I know. It's January and it's probably cold in all the places. It happens to be a warmish day right now. Our days look like pretty normal in the sense of like, I wake up. I don't know how detailed you want me to get, like granular you want me to get but basically, I wake up super early. I do my morning routine. I work and my husband, Philip, handles all the kids' stuff. So, they get up, make breakfast, do their school. We're not super like strict and regimented on the homeschool front. We have things that they know they need to get done, but it's by no means is it 8am we do this, 830 we do this, nine we do this. They've got their things they have to get done. But they go over to grandparents sometimes. We have playdates sometimes. We meet friends at the park. And they have to get it kind of done in between.

**Tavia Redburn 26:16**

And so I am almost always closing my computer by four or five o'clock, so that we can spend family time together. Our kids are in sports, you know, all that, like parent stuff that we do in the evenings. But it's so, it's just everything that we wanted it to be. It's so like, perfect, because we're just spending all this time together as a family and doing school and doing life together. And I, and I feel like maybe I'm making it sound a little bit extra, like rainbow and butterfly-y. But it's not, like it's just, you know, it's not super structured. Like, I do my work and they do their thing. And we all get done what we need to get done. Our homeschool philosophy is teaching our kids to think critically and think for themselves and learn how to make those decisions and to love learning. Everything that we do in our schooling goes through that filter. We want them to love learning and we want them to think critically for themselves. Love Jesus. That's, that's our homeschool plan. So yeah, that's, that's what a typical day looks like Monday through Friday is me working, them doing their school, sports, family time.

**Jen Myers 27:26**

Love it. Love it. All right, Tavia. I know our women are gonna want to reach out to you. Where can they find you online?

**Tavia Redburn 27:33**

Yeah, you can find me on Instagram. I love Instagram. Somebody stole - not stole - somebody already had my, my @ on Instagram. So it's @\_thebeautyinbirth\_ on Instagram. I'm also on Clubhouse, @taviaredburn. I would love to connect with you guys on Clubhouse. But Instagram DMs is where I hang out.

**Jen Myers 27:58**

Awesome. And we'll be sure to put all of those links in the show notes as well. Well, thank you so much. This has been a blast.

**Jen Myers 28:07**

All right, I want to know, do you want to retire your husband? Is that something that you dream of in your family? Or have you already retired your husband? Either way, I want to know, reach out, DM me. Share your biggest takeaway from this episode. I would love to connect with you more off the podcast in our community. And as always, thank you so much for listening, and I'll see you next week.

**Jen Myers 28:37**

Hey, friend, I just want to say thank you so much for tuning in today. If you loved what you heard, please be sure to head over to Apple Podcasts and leave a review. I really appreciate it. And for more information on connecting with other homeschool CEOs just like you, be sure to check out our website at [www.homeschoolceo.com](http://www.homeschoolceo.com) and as always team Homeschool CEO, you ladies inspire me. Thank you for always showing others what is possible. You guys are awesome. See you next week.