

Out:think

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YOU KNOW NOTHING JON SNOW

10 THINGS I'VE LEARNED IN
RUNNING A BUSINESS THAT EVERY
FREELANCER SHOULD KNOW

BE BRAVE





Rodeo Austin

Rodeo Austin

AUSTIN TEXAS

2

R

RODEO

RODEO AUSTIN

Est. 1938

AUSTIN

Est. 1938

KUNSELL
RODEO
AUSTIN





You know nothing, Jon Snow.

KNOW YOUR VALUE

value

noun

the regard that something is held to deserve; the importance, worth, or usefulness of something.

“Your expertise is assumed. We’re getting on the phone so that I can make sure you’re not an asshole, and you can make sure I’m not an asshole.”

– GREAT CLIENT

“Don’t sell websites.

Squarespace sells websites, and
they’re cheaper than you.”

"You want to be your client's first choice in all cases except one: **when you are the lowest price.**"



**SHUT UP AND TAKE MY
MONEY**

SYSTEMS REMOVE
STRESSORS

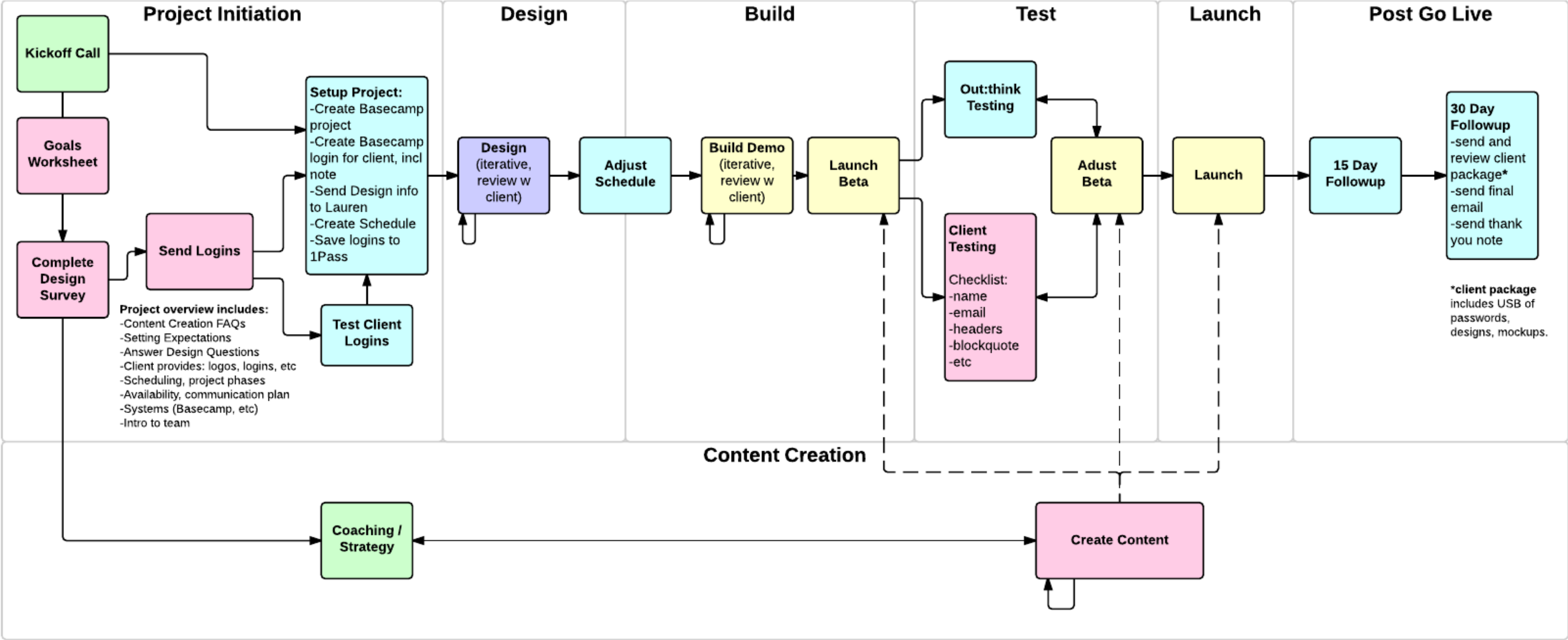
Anxiety is a wet blanket over
creativity.

- Uncertainty causes stress
- Stress causes anxiety
- Anxiety kills creativity
- Repeat.

SOLUTION: SYSTEMS

an organized or established procedure

Out:think Project Flow



Person Responsible
Developer
Jael
Joseph
Designer
Client

MANAGE CLIENT
EXPECTATIONS



Question:

What is your client expecting in this relationship?

Usual Suspects

How you communicate

Timeline

Content

Delays

Budget / Scope

Conditions for Victory:

“What will make this project a success?”

Clients will tolerate mistakes and delays, but they won't tolerate a lack of communication.

They didn't sign up for that.

FIRE BAD CLIENTS

A few things...

Checking in...

URGENT!

PLEASE REPLY!

Call me.



“Send your bad clients to your competitors. And now you’ve won twice. You’ve freed up time to delight the right clients and gotten your competitors stuck with losses due to unprofitable clients.”

—LIOR ARUSSY, EXCEPTIONALIZE IT

DON'T BE WEIRD ABOUT
MONEY

- Send invoices immediately after completing a project
- Let clients know when something is going to be out of scope and cost more.
- Spend money on software if it will make your job easier.

Hi [Client],

I was in the invoicing software and noticed this was overdue. I just wanted to bring it to your attention.

Thanks,
Joseph

MAKE IT EASY FOR PEOPLE
TO DO BUSINESS WITH YOU

“Convenience fees” are rarely convenient.
Accept credit cards.

Use an invoicing software.

Offer to break payments up

A close-up portrait of Hillary Clinton, a woman with short blonde hair, smiling and looking slightly down. She is wearing a dark blue jacket, a pearl necklace, and pearl earrings. The background is a solid red color. The word "No." is written in large, white, sans-serif font in the bottom left corner. A small portion of a logo is visible in the bottom right corner.

No.

ALWAYS BE PITCHING

“For clients, switching vendors is a very painful experience. **Use that to your advantage. How can you continue to help them?”**

RECURRING REVENUE
WINS THE DAY

TIER 1	10	\$2,000 / MO	\$240,000.00
TIER 2	10	\$500 / MO	\$60,000.00
TIER 3	20	\$100 / MO	\$24,000.00
YEARLY REVENUE -			\$324,000.00

CREATE A MASTERMIND
GROUP

Out:think

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