

Double Your Freelancing Conference – Key Lessons

There was a ton of value in every talk. Here is the one actionable item I learned from each of them.

- **James Clear.** Design your life for success. Increase the number of steps between you and bad habits while decreasing the number of steps between you and good ones.
- **Sarah Bray.** Share your work in public. Build a habit of sharing your work with others, working together with other people, and creating victory moments on the platform your voice shines on.
- **Kurt Elster.** Follow up forever, and use marketing automation to nurture future leads with educational content. You can build a lot of this from existing content and client communication.
- **Mojca Mars.** Make using social media and habit and focus on engaging with people, answering questions related to your expertise and showing your personality. Be a dinosaur, not a robot.

- **Jonathan Stark.** Focus your conversations on outcomes, not inputs. Don't let your clients self-diagnose. You can start making the shift to value based pricing by estimating a small part of a project, creating a productized service, or giving clients an hourly vs. value based option.
- **Allan Branch.** Don't hire people until you are ready to fire people. Also hire deliberately to get you closer to success. Define that success and don't grow just for growth's sake.
- **Nathan Barry.** Experts don't teach because they are experts. Experts are experts because they teach. Teach everything you know and write every day.
- **Ed Gandia.** Write a schedule every morning and stick to it. Get more focused time by using the 50/20/50 system: 50 minutes of work, 20 minute break, 50 minutes of work.
- **Julie Elster.** The best way to get your clients to pay you is to pick up the phone and talk to them.
- **Amy Hoy.** You can grow your consulting business by making products focused on making people better clients, and teaching people your process and philosophy.

- **Brian Casel.** Productized services can be used as a transition from services to product. Solve one problem with one solution for one kind of cover, and remove yourself from delivery once you've figured out the process.
- **Kai Davis.** Build a list of dream placements, and email one of them every day. Follow up until you get a clear answer.
- **Brennan Dunn.** Define your goals for your business and intentionally build towards those goals. Track progress, hold yourself accountable, and don't be afraid to change direction when things are working out.

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