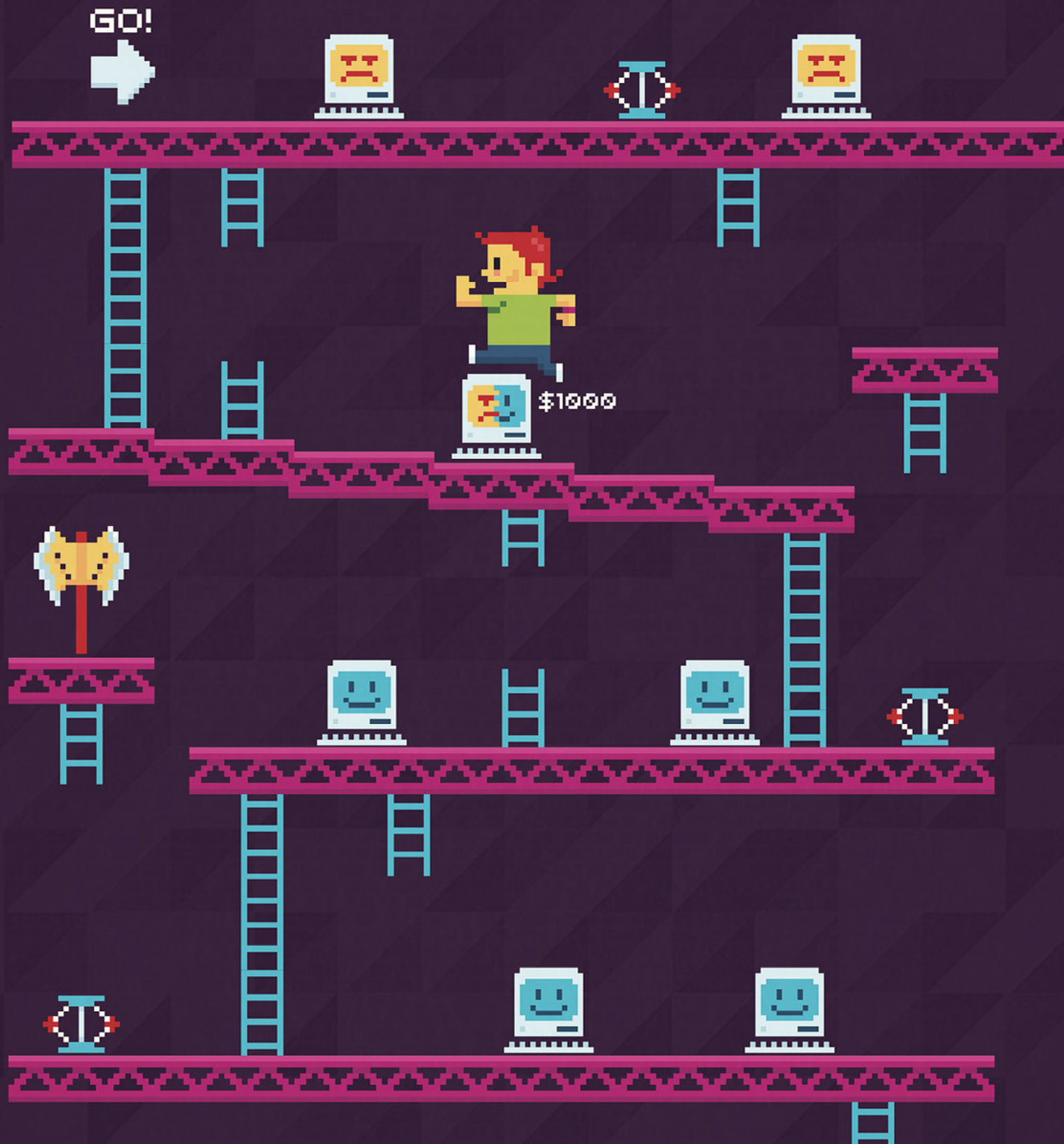


# HOW TO GO FROM 0-10 SITES IN 30 DAYS





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*In order to break out of the catch 22 of balancing a day job plus side business and move toward designing full time, you can jump-start your business by adding 10 client sites in 30 days. Is it really possible to do it in 30 days? Yes! Dive right in to learn how.*

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Every designer, freelancer, and agency starts out with the same number of sites: zero. What separates those who are struggling to get their agency off the ground from those who are able to make a profit? The answer is simple: Critical mass. It takes a certain number of sites generating revenue to give the designer freedom to make choices about how they scale their business. In the beginning, it's all about booking those clients, building those sites, and reaching that point where you begin to have a stable income!

In a few short chapters, we'll help walk you through what it takes to create a sustainable revenue stream as quickly as possible. At 10 sites, you can create a minimum of \$400

in recurring revenue (meaning every month!) just from reselling hosting, with the potential for much, much more. From this critical mass point, you have a functioning business that you can scale!

*“Every designer, freelancer, & agency starts out with the same number of sites: zero.”*

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# 01 Tools of the trade

Let's be clear about what we're not talking about doing in 30 days. You will not be coding 10 unique sites from scratch, setting up complicated server environments, or creating loads of content and shooting your own photos. Instead, you will need to utilize some great services and tools to maximize your output, allowing you to scale quickly and efficiently.

## THEMES AND PLUGINS

First, we recommend having a standard set of themes and plugins that you like to use to get each new site up and running quickly. While there are a vast array of options in that space, the main key is to (at least initially) rely on quick options to successfully get your main functions and designs active. This is not to say it's the only way or that you will never hardcode another website again. We're simply focused on one goal: building 10 sites in 30 days.





Some popular theme choices include:

- [Divi from Elegant Themes](#)
- [Genesis Framework from StudioPress](#)
- [Avada from ThemeFusion](#)

## DNS

Your sites will also require DNS registration and possibly email hosting. Sometimes clients have these things already, which is totally cool! If they don't, however, [Hover](#) is great for DNS, and both [Gmail](#) and [Zoho](#) work well for domain specific email hosting.

## HOSTING

Last, you'll want to partner with a single hosting company, preferably a managed WordPress host. The price you pay for managed hosting is 100 percent worth it compared to bottom-of-the-barrel shared hosting solutions. From taking nightly backups of your site to having a team of WordPress experts on your side, a managed WordPress host like Flywheel can save you tons of time and helps you focus on building your sites (instead of struggling with servers).



# What is Flywheel?

Flywheel is a delightful platform that empowers creatives to do their best work. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

[LEARN MORE ABOUT HOW FLYWHEEL CAN HELP YOU SCALE YOUR BUSINESS](#)

# 02 Where to find more clients

Now that you have your tools in place, you're ready to build your first 10 sites! Just one challenge left: you need to find 10 clients who need a site built in the next 30 days. This may initially seem like a daunting task, but a couple key points here will keep you from despair.

First, you need to be crystal clear about the type of site you can build in this phase. 10 sites in 30 days does not work if you take on an extensive, detailed project right now! These large clients can really pay off, but they must be treated with extra care and usually move slower than you want in this phase.

*“Your business won't go far if you're building sites for people that don't pay.”*

Second, your goal is to find 10 clients who need relatively simple sites, and also have the budget to pay you! Your business won't go very far if you build 10 sites for your grandma's knitting group. (Love you, Grandma!) You need small businesses and individuals with budgets that will pay for your services. So where do you find these clients? Allow me to alliterate: you find them in your network, your neighborhood, and your niché.

## NETWORK

Start where you are: Who do you already interact with every day? Does your child play sports? The other parents sitting at practice might need a website. Is your cousin a business owner? They might need a website.

This is where you need to put your sales hat on in the networks you already have. You don't have to go door to door (that's coming next!), but while you're trying to grow your business, the most natural topic of conversation needs to be your occupation. Rather than talking about the water cooler gossip at your day job, bring up your side hustle. It may feel unnatural at first, but hopefully you'll find that friends and family are happy to support you and will bring clients your way that you may not have found on your own! Comb your network for some potential sites owners, and you may just find 10 clients faster than you think.



## NEIGHBORHOOD

Expanding one ring out from who you already know, let's look at your neighborhood. Is there a small business owner that just moved into the area, but you can't find their website? Maybe they need one! Does the local florist in your neighborhood have a website that looks outdated? Maybe they need a new one!

You never know if you never ask. Make some new friends in your neighborhood by starting conversations with local business owners. Often, small businesses are well connected, so you may just find yourself entering into a new network.

**Sidenote: It is super helpful in this phase to have your own website up to date, and perhaps even some business cards to hand out. While not critical, this can be a very helpful step.**

## NICHÉ

Do you have a connection with a specific industry? Perhaps you used to be a dentist and have expertise in the specific needs of dentists' websites. Perhaps your sister-in-law is a life coach and knows a dozen other coaches who all need websites. Ask yourself: could you make one site that gets you in the door to make several more similar sites? This is a perfect way to get multiple sites built quickly.

In this phase, choosing the size and scope of sites you're trying to build could be the most important decision you make toward getting to 10 sites in 30 days. Focusing on sites with low budgets, large ambitions, or long decision processes will make it impossible to follow the steps coming next. But for now, let's assume you're ready to get started with just the right sites. What's the next step?

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# 03 Go from 0-1 site

The first step to having hundreds of clients is, surprise, to have one! And in fact, that first client is so important that they get their own section of this ebook. You are about to lay a foundation that will make 10 sites in 30 days possible, so without further ado:

There are three important things to keep in mind to set yourself up for success with this first site: profitability, environment, and workflow.



## PROFITABILITY

While many businesses require an investment to get started, you can skip that step to start your design business. When you take on your first client, their financial commitment to you needs to cover two things: the cost to build and the cost to maintain. Remember: you're working with small businesses here (so don't get too crazy with your prices), but to build a super simple website, a business should easily expect to pay \$500 to \$1,000. And if you're shaking your head thinking, "That's too low; I'm worth more than that!" Maybe you are, but right now you're looking at maximum swiftness over squeezing every dollar out of your first clients.

You may even consider giving them a value proposition to get started right away – maybe your costs will eventually be \$2,000 per site, but you're willing to give your first clients a deal in order to get the ball rolling today. At any rate, we recommend a 50/50 payment for the build-ing phase: 50 percent when you begin, and 50 percent when the site is complete. If you are charging \$500 for your first site, you will pocket \$250 today, which will help cover your initial costs right away with just one site commitment.

**Note: If 50/50 feels too steep, you could also ask for a setup fee of say, \$100. You could apply this to your first month of hosting, put it toward some premium themes or plugins, or find another way to help you get started without investing your own dollars up front.**

The second financial commitment you need from your first client is an ongoing maintenance plan. After all, the goal is to create recurring revenue from your sites after you've done the initial build. We recommend a ballpark of about \$50 per month for a basic hosting and maintenance plan – this is a great place to start, and allows you lots of flexibility (in both directions) as you discover the right value for both you and your clients.



By offering up services that your clients continue to pay for over time, you're creating an income stream that is stable, predictable, and super reliable. Making more money with your current clients will allow your agency to maintain a healthy cash flow and work in a more stress-free environment. In four chapters, we'll cover four different ways your agency can start earning recurring revenue and actionable steps to start implementing those strategies.

[DOWNLOAD THIS FREE EBOOK](#)

## ENVIRONMENT

Next, you need to get your hosting and development environment ready to actually have a site in your control. If you're actively modifying the site, are you planning to develop it locally or on a live server? We always recommend locally, that way there's no risk to live content. If you're looking for a super smooth local development app, try [Local by Flywheel](#). It's completely free to use, available for both Mac and Windows, and connects to Flywheel to make taking sites live easier than ever!

Then once you're ready to actually host the site, you'll need to buy a hosting plan. There are a couple ways you can go about this: The first is to buy a single-site plan, where you simply pay per every site that you host. There's nothing wrong with this method, but as someone who's looking to grow their business quickly, there's a better way you can go about paying for hosting: with bulk plans.

Here's an example. On Flywheel, the cheapest single-site plan is \$15/month. If you buy 10 individual plans for 10 individual sites, that's a minimum of \$150 in hosting costs every month. If you buy a bulk plan, however, those start at \$100/month for 10 sites – saving you (at least) \$50! That means instant savings on your hosting bill and the potential for better margins in your business.

How you pay for your plan is totally up to you, just keep in mind that there are always options as you start to scale your services and build up your business!

“*There are always options as you start to scale your services and build up your business!*”

## WORKFLOW

Now let's talk about your business workflow. With each new client you onboard, you'll want to have a few documents and agreements prepared. As you put these files together for your first client, be aware of your ability to reproduce the documents for the next client. You can find lots of agreement templates online, but you may want to consult with a lawyer to be sure your contracts are appropriately worded. A few documents you will want to have on hand are a basic service contract, ongoing maintenance agreement, pricing comparisons to the market, and any other helpful documents that you or your client find valuable.







Adding managed WordPress hosting to your client packages is one of the easiest ways you can add value to your services without a lot of extra work. If you're nervous about a massive up-front cost, managing servers, or late-night phone calls from your clients, then it's time to take a deep breath and RELAX! Setting up a reseller account doesn't have to be an expensive or exhausting process. In fact, it can be super straightforward, which is why we've handcrafted this complete guide.

[DOWNLOAD THIS FREE EBOOK](#)

## 04 Go from 1-2 sites

Now you have one client onboarded and their site is in development. Good work! As important as it is going from zero to one site, going from one to two sites is also a crucial step, because this is where you ensure the foundation laid with the first site is able to be reproduced. You will learn almost as much by adding your second site as you did by adding your first site.

### HERE ARE SOME MAIN POINTS TO THINK ABOUT:

- Is your blueprint lacking anything, or is there anything that can be eliminated?
- Do you have all the paperwork you need to onboard your second client readily available?
- Have you learned anything in your second site that you missed with your first site?
- How are these two sites' onboarding experiences the same or different?
- What 'aha' moment did you have when you tried to duplicate your steps?

These questions will help get you start thinking about the transition from working on each site as a new project toward a business model that allows you to scale quickly and easily.



# 05 Go from 2-10 sites

At this point, you should have the tools in place, clients waiting to sign up, your costs covered (and some extra!), your site environment and workflow created, and your client onboarding process in place. You've been busy!

Now you're becoming well established and ready to get to 10 sites in 30 days. Let's be honest, you may be working a day job that forces you to do this in your spare time, yet if you concentrate on the previous steps, many of them are not that time consuming, and once completed, they take no time at all to reproduce.

Let's do some math using the prices we recommended earlier and some example hosting costs based on Flywheel's plans. We mentioned \$500 for a new project, and \$50/month as a recommended price for your maintenance plan. You have two sites in agreement, so let's assume you've received \$250 upfront from each client, which has more than covered your costs to get started (so you're already profitable)! Going forward with just those two clients (not even thinking about all your future business), your monthly cost is \$100 to Flywheel for a 10 site bulk plan, and your monthly revenue is \$100 (\$50 per client per month), so you're already at a break even point. You will also get another \$250 per client when you complete their site buildout, setting you up for total success for all your future clients.

At this point, you have a business that is breaking even, and you have at least eight more available sites in your bulk plan at Flywheel without adding any additional costs of doing business. This is the time to put the pedal to the metal and go from two to 10 sites! Wash, rinse, and repeat the steps above with eight more clients, and you'll bring in a minimum of \$4,000 in up-front costs for the sites and a minimum of \$400 additional monthly recurring revenue on maintenance plans.

*“10 sites in 30 days is ambitious, but if you can achieve it, you'll build a great foundation.”*

We know that building 10 sites in 30 days is ambitious, but if you can achieve it, you'll bring in at least \$5,000 with an ongoing revenue of \$500/month. This is the foundation for a great and profitable business!



# 06 Reproducible workflow, scaleable management

The two most important takeaways from this ebook are that you need a reproducible workflow and scaleable management.

## WORKFLOW

Establishing a workflow for onboarding your clients and building your sites that can be reproduced quickly and easily will set you up to say yes to more clients moving forward. It will even set you up for success when you do take on a larger client down the road, because you won't have to worry about when the big check will come in the mail since your business is already profitable. Your ability to quickly onboard simple sites will also give you the freedom to take on a more custom project, because all your eggs aren't in the basket of that one project. Then you can work on it without feeling the pressure of wondering how you will pay for your next month of expenses.

## MANAGEMENT

Scaleable management is the key to having 10, 100, or 1,000 sites someday. Many designers who have custom solutions at one or 10 sites find their custom setup to be impossible to scale. What we've established in this ebook is a way to start with one site that is scaleable to 100 sites.

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Can you go from 0-10 sites in 30 days? We think you can! By following the advice in the ebook, you'll jumpstart your progress and build a stable business in no time. And if it takes longer than 30 days, don't fret. Remember our example from above? Even booking just two clients can be enough to break even and set you up for success going forward.

Good luck!



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# Scale your business with Flywheel

Flywheel's delightful platform offers you professional managed WordPress hosting packed with sleep workflow tools that are a total dream for creatives. The result is a completely unique, next-level platform that allows you to quickly and easily build, launch, manage, and scale your WordPress sites.

Flywheel is built on a foundation of rock-solid hosting handles all of the technical bits and bobs of running a site on WordPress so you can focus on growing your services from 0-10 sites, and then 10 to affinity and beyond.

[LEARN MORE](#)

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