

The truth about being busy



James Smith

To: Ryan

Dec 21, 2025 at 10:35 AM

The reality is this: for most of us, the amount of work we do will stay the same.

The bit that sucks isn't the work. It's not being able to raise prices.

If I said "Get in an ice bath for 4 minutes", you might say no.

If I said "Here's \$100k to do it", you're in there.

It's about value.

You might think, "Jesus, James is busy and proactive on social media."

Always posting, always out there, always commenting on stuff.

It's not an accident, it's strategic.

Because I am happy to work all day, but some days I can't be fuck*d, I think it's not the work, it's what I'm earning for it.

If I doubled the amount you earn, how would you feel about your work?

Exactly.

Social media is not about becoming famous.

IT'S ABOUT DRIVING DEMAND TO RAISE PRICES.

If you do not learn how to raise prices.

You will fall out of love with this.

[Link here.](#)

James

P.S. which brings me to the fact I'm raising prices very soon.

Why? I'm busy but also I wanna enjoy work a bit more. The extra cash does that. It's the truth.

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