# This 1 mistake cost me $3,000



[Smoul](https://notaprodigy.beehiiv.com/authors/b714c51d-eaa0-4a05-9f33-0c014aaa95e1)  
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I am learning.

It takes time and energy to build an audience of your own.

And while I am happy about it, I have made my mistakes too.

Expensive mistakes

So let me share them so that you don’t have to walk on fire and learn things the hard way.

### The Start

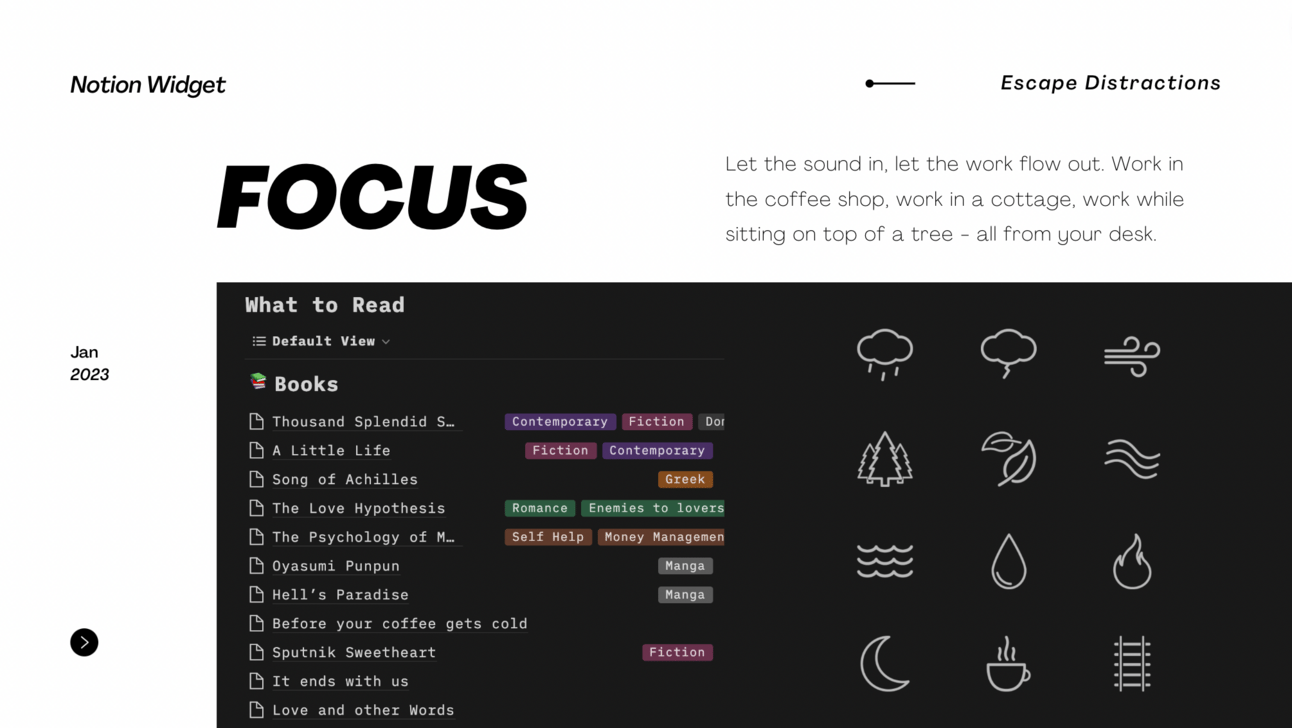
I had just started my journey as a notion creator and there were already established names like Pascio and Easlo. They were making (a lot) more than me.

Hell, I was just starting out. I even started contemplating if this is a good business. It made me mad, confused, and underconfident.

### The experiment

I decided to create something that was not already out there. It will give me some edge and make people aware that there is a new creator in town.

I created my [*Focus*](https://flight.beehiiv.net/v2/clicks/eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1cmwiOiJodHRwczovL21vdWxzaHJlZS5ndW1yb2FkLmNvbS9sL2ZvY3VzP3V0bV9zb3VyY2U9bm90YXByb2RpZ3kuYmVlaGlpdi5jb20mdXRtX21lZGl1bT1yZWZlcnJhbCZ1dG1fY2FtcGFpZ249dGhpcy0xLW1pc3Rha2UtY29zdC1tZS0zLTAwMCIsInBvc3RfaWQiOiJlNTkxYmFkZS02ODQyLTQ5MzUtODc5OC01ODgzZmM4MzI0NjkiLCJwdWJsaWNhdGlvbl9pZCI6IjhkMzAyN2JkLWRiMjQtNGQ2Zi04NjU3LWRkZmE5NzZlYjYwNyIsInZpc2l0X3Rva2VuIjoiNWJlZTg3MzctNGRjMy00OWRmLTg5ZGEtNWFkZGE0YWY0YzI3IiwiaWF0IjoxNzAzNDg5MDUwLCJpc3MiOiJvcmNoaWQifQ.I-zKnoWtH5-Lq3oZVRE1eCIqfNb5nAWSaI2bEZxmP2Y) and Tetris widgets then. It was a game-changer. I got 100+ followers in a week and was even invited to Notion networking groups

[](https://flight.beehiiv.net/v2/clicks/eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1cmwiOiJodHRwczovL21vdWxzaHJlZS5ndW1yb2FkLmNvbS9sL2ZvY3VzP3V0bV9zb3VyY2U9bm90YXByb2RpZ3kuYmVlaGlpdi5jb20mdXRtX21lZGl1bT1yZWZlcnJhbCZ1dG1fY2FtcGFpZ249dGhpcy0xLW1pc3Rha2UtY29zdC1tZS0zLTAwMCIsInBvc3RfaWQiOiJlNTkxYmFkZS02ODQyLTQ5MzUtODc5OC01ODgzZmM4MzI0NjkiLCJwdWJsaWNhdGlvbl9pZCI6IjhkMzAyN2JkLWRiMjQtNGQ2Zi04NjU3LWRkZmE5NzZlYjYwNyIsInZpc2l0X3Rva2VuIjoiNWJlZTg3MzctNGRjMy00OWRmLTg5ZGEtNWFkZGE0YWY0YzI3IiwiaWF0IjoxNzAzNDg5MDUwLCJpc3MiOiJvcmNoaWQifQ.I-zKnoWtH5-Lq3oZVRE1eCIqfNb5nAWSaI2bEZxmP2Y)

*Focus WIdget*

But you might think about where the mistake is. Well—-

### The self-doubt

Even though I come from an engineering background, I had not created a widget like that before. It took me more than 2 months to get everything right.

* I had to learn coding languages like JS
* Sit down to create the widget after coming from my 9-5
* Fail, but get back and try again

Being a new creator I thought only a few people would be interested in it.  
  
So I started giving it away for free.

Upon seeing a good number of people buying, I set a price of $2

$2 - that’s how much I thought my hard work was worth.

Most creators - be it for some template of some service - lose money because they undervalue their work

I was so afraid of what people would say that I didn’t even price the products based on their worth.

### The learning

You, yes you - start valuing yourself more.

I didn’t say value your product or your service, I said value **yourself** more.

Tell yourself you are capable of starting your business and you are worth the price you ask for.

As a new creator - it is okay to gain experience by doing free service but once you have attained that value, never shy away from asking your price.

Now, I have started pricing my products based on

* the time it took me to make
* the time it will save the customer

I do frequent discount sessions but that’s it.

This strategy has made me earn a minimum of $500 per month now.

How?

Because when you’re confident in your product, the other person is too.

Talking of discounts - I am offering a **50% discount** on all my products for the next 10 hrs.  
  
This is the best time to grab my Naval Ravikant and Kaizen templates at their best prices.

Use the code ‘**MISTAKE**’ and avail the offer

[Get Discount](https://flight.beehiiv.net/v2/clicks/eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1cmwiOiJodHRwczovL21vdWxzaHJlZS5ndW1yb2FkLmNvbS9sL2d3bnI_dXRtX3NvdXJjZT1ub3RhcHJvZGlneS5iZWVoaWl2LmNvbSZ1dG1fbWVkaXVtPXJlZmVycmFsJnV0bV9jYW1wYWlnbj10aGlzLTEtbWlzdGFrZS1jb3N0LW1lLTMtMDAwIiwicG9zdF9pZCI6ImU1OTFiYWRlLTY4NDItNDkzNS04Nzk4LTU4ODNmYzgzMjQ2OSIsInB1YmxpY2F0aW9uX2lkIjoiOGQzMDI3YmQtZGIyNC00ZDZmLTg2NTctZGRmYTk3NmViNjA3IiwidmlzaXRfdG9rZW4iOiI1YmVlODczNy00ZGMzLTQ5ZGYtODlkYS01YWRkYTRhZjRjMjciLCJpYXQiOjE3MDM0ODkwNTAsImlzcyI6Im9yY2hpZCJ9.0vTFqDdxxjZZIIy_HT6p-vthmfWJLwt7d-RpnxDZIws)

Just a reminder that I appreciate you reading till the end. If you find this useful - do share this externally and help me reach more people.

See you again!  
Smoul (the mistake kween)