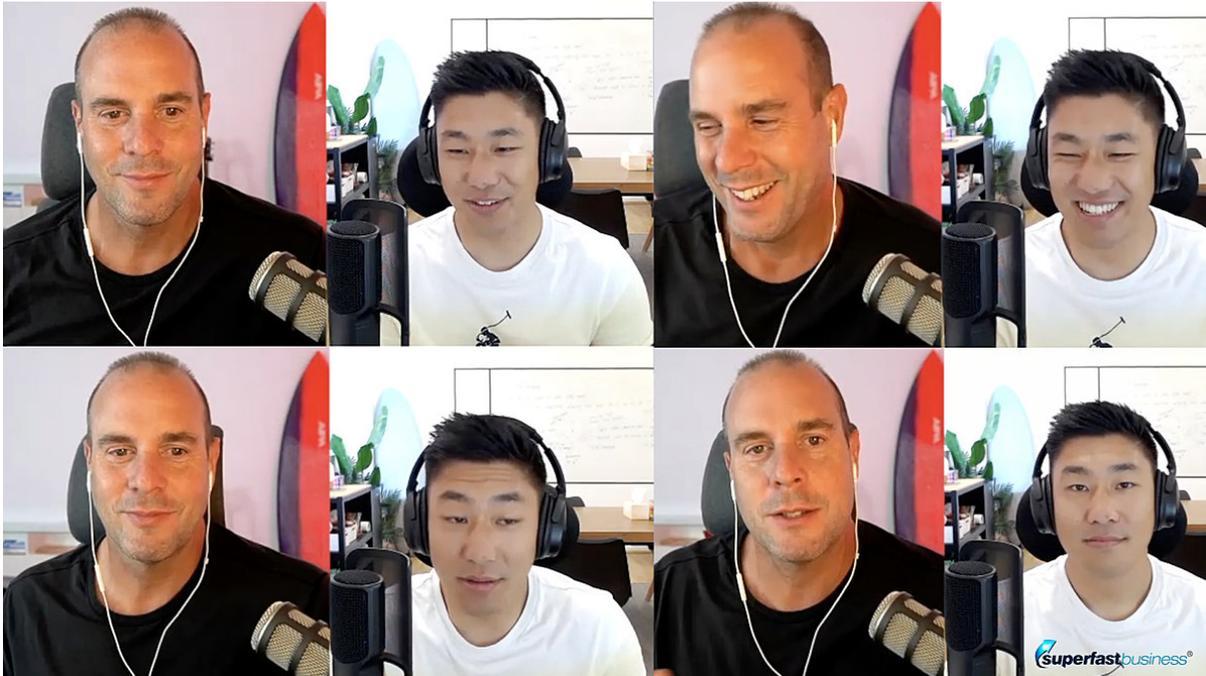




Becoming a Seven-Figure Freelancer

Freelance copywriter Will Wang makes seven figures. What is freelancing, the kind of freelancing that makes him that much? Tune in and hear about it.





James Schramko and Will Wang

James: James Schramko here. Welcome back to SuperFastBusiness. This is episode 893. Today, we're talking about freelancing and how you can improve, if that's your thing. I've brought along my special guest, [Will Wang](#), who's really been focused on this lately. Good day, Will.

Will: Hey, James, thanks for having me back on.

James: Always a pleasure. You've been so informative, we've got our [Get Clients Series](#). Of course, being a freelancer, you're always hunting for new clients. I'd like to sort of kick off. In the past, we've done lots and lots of episodes on everything from [email](#), [copywriting](#), to [what's current for marketing agencies](#).

Now as an agency yourself and how we've interacted and met over the years, we've had lots of discussions about the growth of your agency, which is [GrowthLabz.com](#). And I've seen you have stratospheric success, which of course, we're both very excited about. You do great work, which is really the core essence of being a great freelancer.

But then over time, you get all the invariable challenges that I see time and time again. I do coach agencies, and I coach info marketers. But with agencies in particular, because they're quite human skill-biased, you have to grow team at some point, unless you want to do all the work.

And then you still have to deal with clients. And that can be also quite challenging, because clients, when they're paying for services, they can have pretty high expectations, and generally have a really direct relationship in the beginning. So over time, it's actually some of the challenges that we've seen with freelance agencies is the clients want that direct communication.

It's hard to hire talented people to do things that you're good at, because you're invariably quite good at it, often at a world elite level. And then of course, you want to grow the business and turn it into a scalable asset.

So there's lots and lots of challenges as a freelancer, we're going to unpack a few of these today. We might talk about the structure of a freelance business, how we generate leads, and then how we manage those clients. We'll sort of wrap all of that up.

Freelancing defined - is this you?

Why don't we just kick off with, what would you call a freelancer, so we could recognize if we even are one?

Will: Yeah. So for me, a freelancer, and this kind of comes back to the journey that you've really helped me on and how we've grown, what we were doing. But I start by looking at a freelancer saying that essentially, they provide a service to a paying customer, wherever that service is. In copywriting, for instance, what we do, or it's as a graphic designer or a web developer. It's really taking a skill set that you're really good at, and selling it, whether it's project-based or time-based, to a paying client.

James: Right. And so let's say you're good at something - you're a graphic designer, or you're a copywriter, or you run paid traffic campaigns for people, like you're a freelancer. One thing that we hear about a lot, is people always chasing customers. That's just like, feast or famine comes to mind, actually. It's an area where, when people are really good at something in the beginning, they just need to get the word out, they want people to know about them, so they can hire them. That's like, usually stage one - need some money, gotta get a customer.

Will: Yep. And you know what? For a lot of people that is stage one, but having from worked with you over the past more than three years now, actually, so time's kind of flown. But looking back on the journey, when I first started, that was my initial thinking too, right? I just need more leads, I need more business coming in.

But one of the things that you really helped me with was to see the actual picture. So for me, looking back on the journey of where we were, so when we started, we were probably doing about \$20,000 a month or something like that, we've kind of doubled year on year. But when we first started, leads was number one, it's top of mind for me. Everything I did was about, let's get more leads. But it's actually not the right place to start.

A very important consideration

So, you know, when I go and help other freelancers now, there's a few things I look at, and I ask them before we start working together. And the number one thing is, like, why do you need to grow? And for me, that was a big question that you asked me and, you know, I paused for a second. I said, well, Why do I?

And there's a whole different, a lot of factors behind it around, you know, time, being able to step away from the business. But a lot of the time, we get caught in this cycle of, you know, we have to grow, we have to grow. And we don't step back and say, why or how do we want to grow? And I think that's the most important thing before we even think about, how do we get leads, you know, how do we grow the business? How do we get more income? It's like, do I actually need more? Or is it actually the opposite, where I want more time and I'm actually making okay money, so how do we structure it so I get more freedom?

So I think understanding why was something that you really wrapped my head around when we first started working together. And so it really got me thinking, well, actually I do want to grow, because I do want a bit more income and revenue, but here's the reason why I want to grow. So I've had to grow in a very specific way.

So that was, you know, a major thing for me. And that led to understanding structure in terms of who we work with and what we do. And that was the second big aha moment, when we first started working together. It's just understanding that maybe it's not more leads to make, but it's maybe bigger clients or bigger projects, or better projects, where you have more revenue, and you can get more income coming in with less clients and less work, but just doing better work.

James: There's got to be a book in that somewhere.

Will: I think I know someone who wrote a really good book.

James: [Work Less Make More](#) is really all about that. You're right. When I'm speaking to people, often they have goals that are put there, maybe from very young, and maybe from society or peer groups, but they're not their goals, they just assume those goals, and never really took the controls. They didn't get in the driver's seat. They're like, Oh, I want to grow this big baller company, I want lots of fast cars and flashy things, and I'm going to get...

But that, I can tell you, that never satiates the hunger. You'll never get to the point where you're happy, unless you work on other areas of the goal. And then the second thing, of course, we're doing all of that with the way that we think about the business at the start, which is really not the way that it's going to work as it grows. Because as it grows, you have to have different skills.

For example, if you're great at making logos, then you're going to get people like, I want a logo, and then you make their logo and they pay you. That's great. But it doesn't really scale. At some point, you have to become a great leader. Making great logos doesn't teach you how to become a great leader.

And at some point, you're going to have to have a way to serve these customers without having to be on the phone or messaging them all day, every day. Because yeah, at some point, great, you get the money. But then you also think, gee, it'd be nice if I could go fishing today. Or if I could do some sports. Or, gosh, it's my kid's birthday, and I'd really like to spend the day with them.

Those sorts of things become a thing, especially as people grow a family. And that's not everybody, but it's certainly a lot of people. So as you change, it's, the way you do things is going to change. Your business model is going to change.

And that's where it's been really helpful, I think, for you to have someone like me help you in the beginning. But now that you've become so good at it, you've grown from where you started, you mentioned \$20,000 a month, I know you're a seven-figure business now.

And you are in a unique position to have just been through that over the last three or four years, and to identify for other freelancers, you know, this up and coming crew of people, where they're going down the wrong path, and where they can quickly adjust and tune and you know where they're going to go. And they don't, often, and I think that's where the huge value comes in.

Because it is not as scalable, and it's not a passive model. So it's not an easy business, agencies and freelancers, it's not an easy business to get off the ground, when you have all these burdens and pressures and unknowns. So let's just talk about some of the things that we can do to make that a bit of an easier journey.

Are you working with the right clients?

Will: Yeah, and I'm going to borrow and leverage a lot of what you helped me with.

So I think the most important thing that we've looked at, when we decided, hey, we're going to work together, and I reached out and said, Can you help me? was the idea of, how do you want to grow the business? So at that point in time, doing, you know, around \$20,000 a month, but I think we were working with about 15 clients or a little bit more at that time. So our pricing was about \$1500 a month to two and a half thousand a month, with, you know, one or two premium clients paying about \$5,000 a month.

But one and a half thousand dollars a month, it's a lot of work to be sustaining a \$20,000 per month revenue. And we looked at it, and one of the first things you said was, what value do your clients get from you? And it immediately made me realize that, well, you know, for us to go in and help a business grow by 30 percent, it's something that we were doing day in, day out.

And you know, 30 percent for businesses, for traditional businesses, brick and mortar, it's actually really good growth, right? If it's 30 percent. But we were doing it regularly. The problem was that the clients we were working with, they might have only been doing 100 grand a year. So when you improve it by 30 percent, yeah, the percentage looks good, but it's only another 30 grand going into the business or the bottom line at the end of the year.

So one of the things you really got me to realize quickly was, hey, why don't we work for these businesses doing \$1 million, \$2 million, \$3 million a year. And if we do a 30 percent growth for them, it's like \$300,000, \$600,000, \$1 million. And very, very quickly, we can start charging what we're actually worth.

Because at that point in time, we had proven that we knew how to grow businesses really quickly, but it's just like we were working with the wrong audience. So the lever that we could pull wasn't a really good big lever. So one of the first things we started doing was, okay, so who are the clients who, if we took the results we got for our smaller clients and plunked into their business, that will generate million dollar results?

And so from that point on, it got really easy to charge the prices we needed to charge, because they were making millions of dollars. So to pay us six figures was just an absolute no brainer. So that was a massive shift. And to go that shift, it was also the thinking around, what do we do really, really well? And positioning our business around that.

What do you do better than anyone?

So when I first spoke to you, I actually said, Hey, I'm a Facebook marketer. And I think you kind of had a chuckle, had a bit of a laugh, and said, Okay, one of about five million out there. And we really quickly realized that, well, the Facebook marketing platform, you know, yeah, you can be good at it. But it's someone else's platform. And it's nothing special, right? There's a million people out there doing Facebook marketing.

The stuff that really helped us to stand out was the copywriting, and the storytelling. So we really packaged our services to be a premium copywriting agency or freelancing business that did Facebook ads to get eyeballs onto the copy. And so the combination of high-ticket, high-value, high results plus a specialization really allowed us to jump our prices up fairly quickly.

James: Well, you're a growth lab, and you do it by getting clients for people, because ultimately, that's what they want. The only reason most people are running ads on Facebook is because they want to make sales, they want clients. And good copy and great stories are going to turn that advertising into clients.

Because the challenge a lot of people have when they have a Facebook agency, if that's all they do, is there's often, you know, the ball doesn't carry all the way down to the conversions. So you hear this story a lot, people spending quite a lot on ads, but they're not able to make it back, and then they stop. Or they're spending money on ads, and they're making it back for a while. And then it stops working. And they don't have a plan B.

That's why having an agency that is high value, who can understand what the client's actually trying to do, which is to spend a dollar to make more than a dollar back, and to get more clients and to increase their growth, then that's where you hit the crosshairs.

But I'd say for most freelancers, it's helpful to have someone else sit down and try and figure out what it is that you're actually doing here. Because some people don't know. They get so technical, they get under the hood. They get in love with their software, or the training they've done or the certification course they've paid for, to do it that way. But they never really thinking about the customer. And the customer is the one who really is the whole purpose we're here for.

This is how you get the customers

Why don't we talk about getting customers? Because that's one, you know, obviously, we have [a whole series on this, getting clients](#), it's a big part of what you do. And I think you're probably the best in the world at getting customers in a combo of paid to conversion, especially for these clients who are seeing tremendous value from the campaigns you're doing. And now of course, you're doing it for yourself, which is great to see. What can we speak about here in terms of trying to get customers as a freelancer, especially in the early phases?

Will: Thanks, James. And by the way, that's really high praise coming from you. So thank you so much for that.

One of the things I see, well, actually, I'll break it down. Because when I think about getting customers as a freelancer, the biggest problem I see that a lot of freelancers have, and certainly I had this issue, before we started working together, was really talking about what we do.

So for example, if I'm a graphics designer, and I have a lead approach me or a potential client approach me, say, Hey, can you design a logo for me? A lot of the times, they might turn around, go, Sure, I'm a graphic designer, I can design this logo. But the way they talk about themselves puts them in a category of a thousand, right? They're competing with a thousand other graphics designers.

The client's probably going to Upwork, or Fiverr. And they're getting quotes coming through. And they're going to look at the range of quotes and probably settle on something. Unless there's an overwhelmingly compelling reason, they're going to settle on something around the middle. So you're starting to compete on price, you're starting to compete on a bunch of other things that you don't want to compete with, right? Offering more for less, which is kind of the exact opposite of what you teach, like, make more by doing less. These people are making less by doing more, which is the complete opposite.



So really, really quickly, before you even think about lead generation, the first thing you've got to think about is, where is my value and how do I differentiate myself from everyone else in my market?

So if I was a graphic designer, for example, I might turn around and go, Well, I only design a certain type of logos for ecommerce companies, because I know that having a logo can increase your conversion by 10 percent because it conveys trust.

That's a bit of an example, and obviously it's not always like that. But I'll really narrow it down into the thing that you're world class at, right? The thing that you can hang your hat on and go, I'll compete with anyone else in the world on this, and I'll back myself in this.

So for me, that was story-based copy, conversion plus story. For graphic designers, that might be on a specific part of, you know, whether it's like, a landing page designer. For a web developer, for example, it might be headless CMS, which would be technical. But you know, that's an area that can drive a lot of value for software companies, but not a lot of people talk about it, because they just call themselves, hey, I'm a web designer.



One market, one offer, one channel

So that's the first and most important thing, differentiating yourself from everyone else in the market. And once you do that, I always say, focus on one market, focus on one offer, and focus on one channel. So what that means is, people always get scattered, they go, I do graphic design for everyone. No. Focus on a market that you really, really get into, you really get immersed in and you understand their language, right?

For me, that was tech. So I got really immersed in the tech industry. And I can actually speak the language. I know who's been funded by what VC, I know, you know what the VC's goals are, I know what style the VC works in. So I know how aggressive they're going to chase growth, and I know the numbers and metrics the VC will ask from their investment companies. So I can easily go into a company and talk the right numbers and talk the right language.

Now, the reason why so many of these tech companies come to us is because I speak that language to them. So there's a level of trust built in. So go really deep into one market and really focus on it. From experience, you can get to seven figures really, really quickly with just one specialized market.

And the next part of that is the offer, right? MOC - market, offer, and finally, we're going to talk about channel.

But the offer is, what do you offer to your clients that's so compelling, that gets them to pay you even if you're premium and more expensive than anyone else? So for us, that's guarantees; for us, that's case studies that we build, examples we give them, showing them quick results first. All of that comes and gets wrapped into an offer. And our offer is so much better than our competitors, that even though we sometimes double or triple the pricing, we still win over all of our competition.

And it's only after you get that offer piece and the market piece done, then we start looking at channel.

So for the longest time, you know, to get to \$20,000 a month, I used [cold emails](#). And that was working really, really well. My first two elements weren't quite there, so we struggled. But to get to seven figures, I only have about two channels in my business where leads come from. One is podcasting and speaking. So obviously, this kind of stuff has been amazing for driving potential clients through. You know, being on your podcast has always generated results for us. Being on other people's podcasts, being on stages, speaking is my main channel.

And then we've just recently started doing cold emails for ourselves, just because we want to grow and double again. So two channels is all we needed to use to hit seven figures. So whether it's ads, whether it's cold emails, just focus on one channel, and really get that right, and that's going to be more than enough to really grow your freelancing agency business.

James: Right. So you're choosing who you're going to serve, you're choosing how you're going to reach them, you've got an offer that's really compelling. You can see how that's starting to shape up. I've found one helpful tool as a starting point is to sort of work out what I don't want to do, who I don't want to serve, what channels I'm not that interested in. And that will guide you, like, what's left? And what do you lean towards naturally? And then that can be a good starting point.

So for example, it's pretty well known, I don't generally deal with startups, not generally. And I'm not that into the VC world or whatever. I don't really go deep into ecommerce, for example. I'm mostly centered around agencies and information product owners, I'm all online. And these days, I'm more interested in partnerships with yourself and a few others in growing their business. Because that's the most satisfying work for me, and it's the best suited to my skill set as a specialist generalist. You know, like, that's my strength.

Why are you not earning more?

And now people who are in the earlier phases, or they're starting up, or they want to learn more about it, I'll refer them to partners. And that's why we're chatting, because if someone's in that freelancer stage, but not quite seven figures yet or not even mid sixes and they're trying to figure out why, then we should review this episode.

There's things like, maybe you don't know who you're serving or you're trying to serve everybody, which means you're serving nobody. Maybe you're not charging a premium, you've allowed yourself to become commoditized because your offer is weak, or your messaging is not good enough.

Or your own, this is a big one, Will, we haven't really talked about this, but your own personal value of what your skill set is is probably lower than what the client might think it is. And that's a really big one, especially. I think freelancing, and correct me if you think differently, but I think freelancing is a really big mental game, especially in the beginning. You've got this confidence factor has to play into it.

Because you are essentially the product in the beginning. And you have to sell yourself well. And I think that's going to have a huge outcome in terms of what you can charge and who you can charge. For some people, they would be quite intimidated. When you just roll out numbers, you know, like a client for five grand a month, or 10 grand a month, it flows off the tongue pretty easy. But for some people, you know, they haven't made 10 grand in a year as a freelancer. So they're going to be intimidated by that sort of number. What would you say to that point?

Will: I'm going to draw my experience on this, because you're completely right. And that was where I was stuck for the longest time. And it actually, it wasn't me who helped myself get out of the situation, it was actually you. Because I remember I had this conversation come through for a potential client. You helped me to shape the conversation itself.

And when I showed you the proposal, the copyright proposal back to this client, I think I was going in at about \$3,000. And you just said, Whoa, whoa, whoa, hang on, hang on, if you do what you say you can do or even half of what you say you can do, you're going to make this client probably anywhere in the region of 150 to \$500,000. Why are you charging three grand?

You actually told me, You're going to undervalue yourself, and they're not going to go with you and go with someone who's worse than what you can do. Because they just think that, you know, the cheapest quote is always the lowest quality.

It's funny, because you kind of forced me to, right? You said, you have to go in at five figures at least. And I was so nervous to do that. But, you know, that one client actually changed the entire business. Changed my life, actually.

Because the confidence you got from putting a five-figure proposal in front of a client - and I was sweating in that meeting, I thought, no way they'd take it. Three and a half thousand was the highest I'd ever charged for producing copy. And so when they turned around and had a look, and it took them about 10 seconds to say, Yeah, this makes sense. Let's do it. That was just a mind blowing-moment.

So I think sometimes it's hard for us to dig ourselves out of that situation. Certainly some of the freelancers I've helped and coached and given them advice to get to that stage, I've gone back and said, Don't talk to me again, if you don't raise your pricing on this to this level.

And it's always been a lot of resistance, there's always been a lot of nervousness and fear. But every time they've done it, they've come back and said, Oh, wow, like, holy, like, wow, we've done it, they accepted it. And now I'm going to go and charge every single other client this price, and that's my new pricing.

But sometimes it can take an outsider or an external factor to go, Look, you're undervaluing yourself, here's how much you should be charging from now. Just try it, even if you don't get the sale, even if you lose a client, just go and try it. And I think doing it once and, you know, getting someone to say yes to you at that level, is going to give you that self belief that's going to help you do it again and again. But sometimes it can be an external force that helps you do that.

James: Yeah. If you have a coach, or you're going through a training program, and that's the outcome, then it's huge. I remember, I went to a course, many years ago now. And it was sort of teaching this idea of having some time off.

At the time that I did the course, I used to do work every day of the week. And I started taking Sundays off, just like, not even open a computer. And then I sort of, I liked that. So I made it Saturdays and Sundays, and then I rolled it into Friday, Saturday, Sunday, Monday. And I've been on that for probably three years, up until now, where I'm just making some slight adjustments just around childcare arrangements.

But it's like, this room where I record here, I generally don't go into it for like, four days of the week, and having that space. But it took an outside intervention to confront that. And that's where you get the big returns. When you get coaching or you get an external intervention, even if you pay for it, and you get the outcome, it can have a profound effect. So that's a good thing.

Managing team and handling clients

Let's just talk briefly about the delivery experience. Because this is, again, there's two things that make freelancing hard in particular. I mean, we've talked about, not one of the two, like confidence and the fact that you have to be pretty good at what you do. That's sort of a given.

The hard parts are that at some point, you need a team. And most people who are working as a solo business are not skilled at leadership yet, generally. It's not their fault. It's just they haven't had experience.

And the other thing, the really hard part, which is always there from day one, is the actual client. The client, you're going to have to deal with clients in the beginning, and they're going to have expectations. But at some point, we want to probably migrate a layer away from the client if we want any chance of sanity.

And I deal with agencies, freelancers who've built real businesses, one of them is selling at the moment for more than \$10 million. And that's a substantial size agency.

So I've known that guy, I work with him. He's in SilverCircle for about eight years, and it was just him in the beginning. Him and a partner. And then the partnership dissolved, and then it was just him. And then he built it up into this thing that he's selling for a substantial sum. And even though it's private at the moment, I think one day I might be able to talk about it.

But the point is, over time, you know, the reason there was that sort of longevity in the agency was just because you can get a few layers back from the client. Otherwise, I think it will eat you up, if you're not careful. You want to speak about this?

Will: Absolutely. And that's a big struggle that I had at the very beginning. It goes back to the principle you talk about, [effective hourly rate](#), or how much you're actually making per hour. So in the very beginning, as a freelancer, unfortunately, you're going to have to do everything yourself. It's just part of the game, it's, you know, what you do.

So at the very beginning for me, even though I really loved copy, copy was where the value came to, for my clients, I still needed to build the funnels, I still need to run the ads, I still needed to do the tech and hook up the integrations or the funnels and all that kind of stuff. But very, very quickly, that erodes your effective hourly rate. And it also means that you're not focusing on the stuff that's bringing the most value through.

So that being said, there's a massive skill gap. And again, speaking from personal experience, the massive skill gap from being an employee to becoming a freelancer and knowing how to manage or build a team and to get yourself out of having to deal with clients every single day, and all that kind of stuff. And I think, for me, the one thing that I did right to get to that \$20,000 mark was to understand that I can't try and do everything, I should get people who are better than me in the areas to do what they're good at.

Now, the really cool thing about this agency business and this freelancing business, is that there's so much help available outside. So James, you're involved with [a business that helps find virtual assistants from the Philippines](#), to put into people's businesses. My very first hire was actually a virtual assistant who is still with me to this day. And we're a team of 20 now, and she runs my Philippine operation. So she's been with me for up to four years now. But she took so much off my plate at the very beginning.

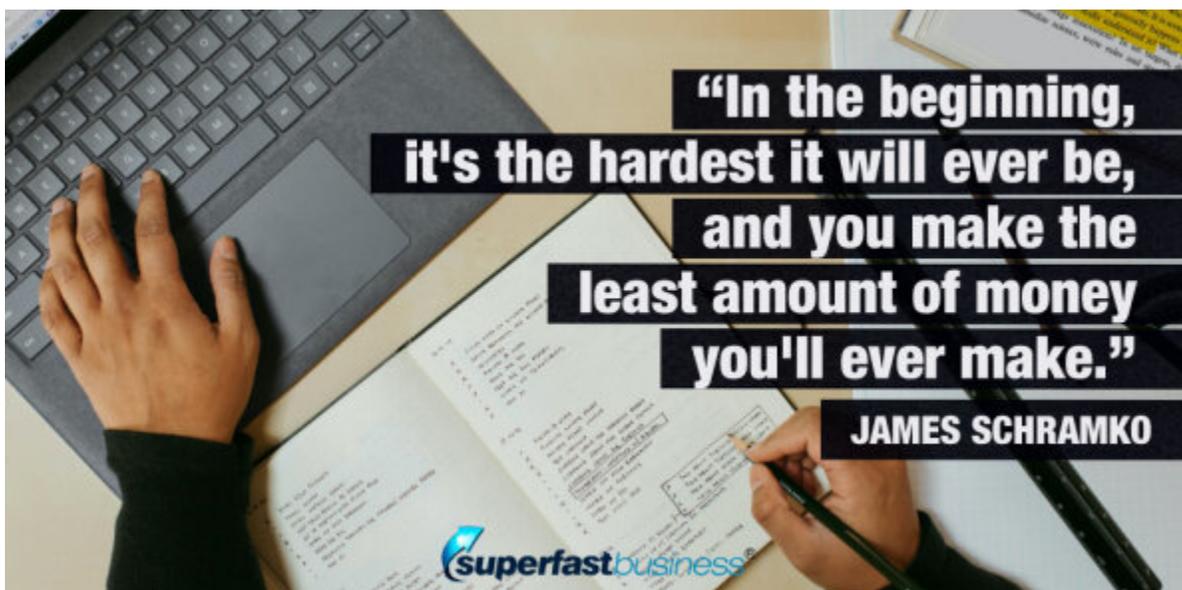
So as we started doing copy and cold outreach for our clients, she started doing the list-building for ourselves, for our clients. As we started to do more graphics work and to build more funnels, she actually helped me hire a graphic designer, who could take all the graphic stuff off my plate, just because I was so terrible at the graphics side of things. And then from that, we hired an IT person. And now we've actually got teams built up.

But you don't have to end up here, just go and hire someone to take all the stuff you don't need to be doing off your hands, whether it's, like, admin, whether it's, you know, it doesn't really matter what it is. But it gives you a taste, or at least it helps you start building your experience in hiring, managing, setting expectations, communications, all that kind of important stuff that you're really going to need if you do want to hit that seven-figure mark.



And now, you know, the biggest struggle that we've got, the biggest challenge, I should say, it's not lead gen, it's not sales. It's literally delivery and team and culture and operation. So it really kind of reverses what you think about it when you're at a smaller level. The problems you're going to have now are going to look very different to the challenges you're going to have when you grow bigger.

But start now, start wrapping your head around management, start wrapping your head around investing into the business, because it's a mind game. Agency and freelancing, you know, as you said before, so much of it is coming through to mindset and mentality and resilience and just how you think about business is way more important than going back and just fighting in the trenches every single day to do what you do.



James: Yeah, and you know, the irony is, it's just so much easier when you've got the momentum than it was in the beginning. In the beginning, it's the hardest it will ever be, and you make the least amount of money you'll ever make. And you're doing the most amount of work. It's absolutely mind-bending to really wrap that sort of concept into the understanding of how it's going to work.

Because when I started, I was doing everything. I was shaking the forums, back then there were forums, online forums for getting customers; I was serving the customers. I did absolutely all the support, built the website, wrote the copy, did the hosting, everything. Had no help. Eventually, I hired someone to help me do support, and then I hired someone to help me write articles. And then, you know, I just kept going.

And now I do the least in my business. I don't edit these podcasts, I don't send the emails, I don't put them on the blog. I don't share the socials. In fact, the list of things I don't do.... I don't do bookkeeping. I remember I used to sit down with all my files on a big kitchen table and do my tax, you know, like, once every three months or something, myself. And I hated it. It was, like, two days of absolute pain. So I don't do any of that stuff now.

But some people get this much faster. The business you mentioned before, we'll give a plug for, [VisionFind.com](https://www.visionfind.com), that is, that was when I decided, Okay, enough of my clients just keep getting stuck with this thing. And then they go and ask me, Well, how can I get a team like you've got? I'm like, Okay, well.... So my wife and I started this business to help my clients get their team members.

But something I observed that was very interesting. Well, firstly, we didn't go and get business cards, T-shirts, or logos, or even a website in the beginning. It was just a Google form and Skype, and then a PayPal button. So there was absolutely zero of all the excuses and obstacles that the average freelancer's going to put in the way of them making sales.

And the second thing is, my wife almost immediately hired one of the team members to take over doing running the day-to-day stuff. Like, she did that almost instantly. It was, like, step two after formulating the offer, and I was so impressed with that, because that's where people get stuck. And it got that leverage ever since.

So be earlier to hire than what you think, is really one of the lessons. And know that it's not going to be as bad as it is in the beginning down the track, but only if you do the things that are uncomfortable, which is when you've got a small amount coming in. And I think you gave away the hint, that the big hint to where I helped you and where you're helping others now is, stop selling small things to difficult customers. Because if you sell bigger things to better customers, you're going to end up with more income to be able to reinvest back into growing a decent-sized team.

And that's where I think it's been great. I've loved helping you in the journey. I love partnering with you and the series is [Get Clients](#). I love how we've seen [GrowthLabz.com](#) grow. I mean, you do what you say, you've been helping my clients.

Using the experience to help others

So just for clarity, you're now helping some freelancers to boost their journey based on what you've learned, Will. Why don't we talk about that for a second?

Will: Yeah, so this is kind of my passion project. Because having gone through the hard times, knowing how difficult it was, barely making ends meet, having the pressure, the agency's working really, really well. I'm still heavily involved in it, writing a lot of the copy, but exactly what I'm preaching, I've got a team that takes care of everything else, and just lets me do the copy now for clients and ourselves, which is awesome.

But I love this other side of it, where I get to help freelancers, guide them through the journey, see the transformation in their lives as well. And give them, you know, real practical experience and tips based on my experience and not theory, not guru stuff, and actually tell them for their businesses, This is what you need to do as the next step, and just seeing them transform and grow.

So it's something that I haven't really been talking about for a little while. But you know, I've been doing one-to-one coaching with freelancer agencies. But now I think I'm ready to take this out to the world and grow it and help even more people. So Freelancing Life is the name of this new business. It's a business that we're going to be running concurrently with Growth Labz. Growth Labz is still going to be a big focus for me as well. But it's awesome to have to help these other freelancers and agency owners grow in the right way.

James: Right. So it's called....

Will: It's called Freelancing Life. So [FreelancingLife.com](#) is the website.

James: Love it. Will, thanks for coming along and sharing. Good luck with this new project. I'm thrilled to be able to help. It's close to my heart. It's good to see the people who I've helped helping others. I mean, you get more leverage that way. It's a huge market. There's lots of people.

I think, post-pandemic, in the resignation era that we're in now, everyone's discovering what we already knew. You know, what I already saw a long time ago. There is a whole world outside of corporate. If you're sitting in an office listening to this podcast, and you're good at the thing that you're doing as an employee, just know that with the right guidance and training, you could have your own business, and there's a world of opportunity out there for you.

I mean, I kind of explained what it's like, but Will and I, we're often surfing during the day, or spending a lot of time with family. You can really have a great life outside of a corporate environment if that's your thing, and I think Will's in a great position to help you with that. So I look forward to talking more about this project.

Will: Thanks, James. And you know, thanks for all your help over the years. I was just reflecting back on it this week. We literally sat down, my wife and I sat down on Friday where, I take Fridays off now. So we're sitting on a Friday, we put out a calendar and said, Where are we going next month? We've got to come up and see you, where you are, James. So we're like, alright, that's one trip we can take while we're on the road.

And then I said, Well, since we're going to see James, why don't we do another week at Byron Bay? Cool, we're off to Byron Bay. On the way back, we're going to stop in another surf spot. So the freedom that you get from having a really well-run business with a good team, it's just like, there's nothing like it. And never in my wildest dreams would I have thought five years ago, when I decided to quit, that this would be where we are. But you know, it just speaks to having good people and like, getting your help, getting your insights. And I think it's kind of living the dream life, and obviously, you know, we want more people in the club to go surfing with every day.

James: Love it. Alright, well this is episode 893. We're going to put the transcript up at SuperFastBusiness.com. Of course, go and check out Will. We have an entire [Get Clients Series](#) as well. If you want to see what Will's all about, go and check our back catalog, and you'll hear some interesting discussions with us, and learn about how to market your business really well and get lots of clients through the door. Love it.



Discover your ideal business
model with James's help

[CLICK HERE](#)