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You're listening to business that Asri the audio advice column for your online business. I'm Kirsty Denton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred. tell it like it is kind of approach. Welcome. We have a guest today and we are super excited to welcome Katie Griffin. She is a Google Ads expert trainer and systems geek. She's the founder of Sunday digital, which I think is a great name. I love your logo for that. A specialist Google Ads agency that's what to say out loud, and head trainer at Katie griffin.com, where she teaches digital marketers, agency teams and business owners how to cut through the tricky tech to create seriously profitable Google ads using advanced strategies. As a leader in the Google ad space. Katie specialty is taking advanced technical concepts and innovative techniques and breaking them down into simple ideas and practical applications that almost anyone can understand and use, which I know is no small feat. So Kirsty I am going to throw this your way to kick us off. Awesome. All right. Well, Hi, Katie, thank you so much for being here.

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I'm so excited. I'm such a fan girl of your podcast. So I jumped at the chance to weasel my way. And

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there was no wiggling involved. Let me confirm we were like, yes, Katie's gonna come. Let's throw the doors open. Katie, I have we have known each other since 2020. I think we actually met in America in March that COVID was sort of unfurling across the globe. And both you and I sort of had to rush home to try and get back into Australia before borders shot. But over that time, can I just say it has been absolutely phenomenal to watch your business grow and grow and grow. I feel like you have just been amazing in the way that you have grown a team and consistently grown your revenue year on year, while also adding a third baby or a third child to your family. I would love to sort of talk a little bit about that growth trajectory with you today. And also if Amy and I could pick your brains too. Because we know that as part of that process of growing the business and building out a team around you you

also hire experts. And because a lot of our listeners are copywriters, we think it would be really cool to pick your brain on the experience of working as a client with a copywriter and maybe been able to share some insights on what makes that process really helpful for you, and also what's appealing for you when you're looking for that kind of expertise. So that's sort of where we're headed. But to set the scene, could you tell us a little bit about how your business has grown, both in terms of revenue and in terms of the team around you? Over the last two or three years?

03:01

Yeah, of course. So I, between my, when I went on maternity leave with my second child that was in 2018, I've kind of an earring whether I want to go back to work at the agency I was at I was a Google Ads Manager at a really great agency in Melbourne. And that dilemma comes where you're like, I don't want to be doing the commute. I don't want to be away from my kids for so long and bloody bar. So I remember sitting down with my husband and saying like I have this like seed of an idea where I'd love to create a Google Ads course for people that either can't aren't in the position to outsource. So that hybrid between, they can't do it themselves yet, and they they don't have the money to outsource to a reputable agency and sort of fill that gap there. And I remember sitting down and telling him that idea and actually being really nervous about saying that because I mean, online courses were a thing that I went as massive as they are now. So it kind of felt a bit a bit silly to say that as an idea. And so I I basically scrolled away and, and started creating this course, and launched it at the it was probably at the end of 2019. I did my first like bait around, launch a pilot program and had maybe 10 students in it. And then over the next two and a half years, two years I relaunched over and over again, the same product, the same course that really, really sort of found out how to launch and optimize my launch process and managed to scale that I think the first launch I did about 5000 in revenue. And now in 2021 and 2022 We consistently do about 200 to under 30,000 per launch. And regularly get about 100 250 students in each cohort with the same product that was in 2019 Obviously refined a lot and upgraded a lot but the same concept and I've really put down the growth of the business it really is down InterSystems and down to testing and experimenting, I sort of take the same approach, as I do with Google ads in that everything's a test, everything's an optimization on what you did last time. Let's tweak a few things each each launch and up until probably the seventh or eighth launch. I was doing it all myself with copywriting and everything else. And then became in the position where I didn't have to do all that myself and started to outsource to really great copywriters, like Anna Rogan, who I know you've had on the podcast, and you're familiar with, and a lot of your audience will be familiar with as well. But that's sort of the trajectory of the growth of the course it was, it still kind of is a pinch me moment to me that I am able to go into a course launch, knowing based on past data and statistics that I will pull in a certain amount of students and that will lead into a certain amount of revenue, that level of certainty with cost launching is such a blessing to have. But it really is down to creating a strategic systemized approach to launching and one that you can repeat again and again.

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Can you say more about that? I mean, I'm sure that like the systemized approach is something that you've developed over time, and it's probably fairly complex. But I get the sense too, and I don't know this, but tell me, correct me if I'm wrong, I get you sound like you're like you do it fairly calmly. And like systematically, because lunches can often be crazy, right and not in chaotic.

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Yeah, I don't tend to find their chaotic energy, I get it, I definitely get the heightened, you know, cut open period can be quite heightened, because you're getting sales in it's really hard to switch off during that period. But I find the launch process actually quite a calm experience. Because I have, when I say systemize, I basically mean, I've got everything documented. So from the beginning, even when it was just me, I have in Asana, my launch Project Board, which basically has every single job that needs to be done for each launch. So I just duplicate that board each time updated with the new, you know, instructions. But everything is is has got basically an SOP inside it. And that became the key to being then growing a team is that then I could easily delegate those tasks off. But my one yeah, my one bit of advice would be to have everything documented each time. And that doesn't mean like, I've sat down and I've written these elaborate instructions, it could just be a task that says, update this app, or change, thank you page, Facebook links so that I'm sending people to the right page. And inevitably, something will go haywire each launch, it always will. But I know that 95% of things are covered. And I don't have to think about it. I guess with me, I'm someone that I don't want that living in my brain space. I want it down and I want a task assigned to myself. So I don't have to even think about how have I got that done? I know it's on the roadmap. Like I don't have to have that living in my brain and swirling around. Because that's where I find the anxiety and the heightened. You know, chaos comes from.

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It's so smart. So

08:15

Oh, I love that. So smart. And it's so impressive, too. Can I say I also think such a good thing for people to hear that you have scaled the launch of the same program, as you say with obviously some tweaks and some upgrades from what you say a 5k launch a few years ago to now. Yeah, 250,000 on

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average. Yeah. Yeah. Amazing. Thank you. That is

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huge. So congratulations on that. And I was also chuckling to myself when you're talking about your spreadsheets and stuff to all your processes in your asana boards. So I was like, oh, who'd know, like a Google Ads expert that loves? Loves tracking data? Like what a surprise.

08:55

Yes. And you know what, that's what I think I, I always said at my, when I was at my own agency, I was a really efficient account manager. I'm still like, but I was never the best. The best at I wasn't the most technical with Google ads, I was never the best. I'm not the best person in the world at Google ads. But I'm really great at being able to create a system. That's essentially what my course is, is just

teaching people the same thing, but removing all the guesswork out of it. So I'm not the most qualified Google Ads person in the world. I just know how to do it in a way that doesn't have to reinvent the wheel each time. It's still a system so it's, I guess, I'm someone that I don't want to have to like I look at people like you guys who are copywriting who have to start from scratch basically every time and I think oh my god, I could never do that. Like at least every time I'm going into an ad account or I'm going into a launch I've got like a blueprint to work from. I find the starting from scratch I just think that's so admirable. So I'm I feel almost like I'm lazy like I just want to I want gonna be able to take a common concept and then be able to repeat it across a number of different areas with layering across strategy and layering across customizations and optimizations and all that sort of stuff. But I'm not saying I'm never starting from scratch.

10:14

I mean, I love that though, because I feel like obviously, there's lots of processes that, you know, I'm sure most copywriters have that do make the starting from scratch feel a bit more like it still fits in a container. But I also feel like that's a difference between maybe a brain that's perhaps more creative on the copywriting side, and one that's perhaps more analytical like your brain. Yes.

10:32

Yeah, I'm way more analytical like I honestly, I cannot see style or vision or like, I can't see aesthetics or like, interior design. I'm like, that does not compute in my brain. I don't know how to, like, put an outfit together. It just doesn't make sense to me. Like, I don't understand. Whereas something like, analytical I'm like, Oh, that makes sense to me. How can How is this not the easiest thing in the world?

11:00

Oh, I love that so much.

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Yeah, I have a theory about that, you know, the stuff that comes easy to you. It's like, you know, you just sort of like, how hard is that? You know, it's for you not at all everyone else. And that's, you know, the real value lies, right? It's just so easy to dismiss that. And I'm wondering, I have to ask you this, because I'm so impressed that like how you've stayed the course, do you get tempted by I don't know, creating other products, or I don't know if like opportunity must come your way all the time, since you're doing this. And I really admire that you've stayed done one thing, and I love for people to hear that too. Because so often, people flit around and they don't, you know, do what you're doing, which is like, you walk the path and you improve it, and you improve it, and you make it better. And, you know, it's still relevant, and it's still meaningful, and it's more meaningful. And that just seems to make so much sense to me as a business model. But I don't see a lot of people doing it. So

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I think like I look at my I only work part time out. So I've got about 18 working hours a week. And

I think like, I look at my I only work part time out. So I've got about 18 working hours a week. And, you know, sometimes I can push that up to 20. But it's pretty limited in terms of my capacity. And I don't want to I don't plan on increasing that any further over the next few years. So we have the eight we have the two parts of the business. One is the agency side, which is the client side, and then once the core side. And I mean, at the start, I definitely got tempted to think you know, because students would be like, we love your style of teaching can can you do like a Facebook ads course I'd be like, okay, and I'd think about it. And I would sometimes experiment with other ideas. But I just feel like there's so much potential still left in the existing product that I have that it would actually be from an ROI perspective, it wouldn't be as profitable to spend my time trying to develop something else. I will say a caveat to that is that I am developing, I do develop like, I guess companion products. So we have the students that want to continue learning past the 12 weeks with us, we have like a membership model in the same format as the course. And then we also have I'm developing sort of like a systems style approach teaching for like client managers. So the systems behind running an agency sort of style, but they're all products that are still for the same customer that's buying the course. And also with the knowledge that the the course I have now, which is on Google ads is like literally, I have to basically renew the content every year because Google Ads changes so fast. And there's so many interface updates. And so a lot of the value in the course is the lifetime curriculum updates, that it's always there. And I don't want to have to develop another course that has that level of regeneration so that I'm sort of beholden to updating that content, like I would be with this. So I don't, I don't plan. Yeah, in essence, I'm sort of maxed out with what I want to do. And I've designed my workweek around what I love to do, and I don't really want to add anything that I don't love to do to it. Because I'm selfish.

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I think you're smart. I mean, that's, that's the thing about running a business if you can, you know, it's one thing if you can be profitable, it's another thing if you can be profitable and bend it to what you need it to do for your life. That's I think that's the the goal.

14:26

I don't know if Cassie found the same thing but it was actually a real real blessing in disguise I was really worried about so I went on that leave in May 2021 To have my son Max and I was actually really worried because I sort of was on this really go go go upwards trajectory for the past two years and was like, Oh God, it's gonna I'm gonna kind of everything's going to fall to the ground but it was actually a blessing to have that I was offline for about eight or nine months and it was really nice to be able to come back and then redesign my week because it can you can fall into you know, job that you don't necessarily want to be doing or you you are doing that you probably shouldn't be doing. And I really having that time offline, came back, and was really set in my priorities and was able to come back with a lot of clarity around. No, you know what, I actually don't want to say this on my calendar anymore, personally. So I'm gonna, I'm gonna offload that to someone else. But that gave me a lot of clarity around what I didn't didn't want on my calendar each week, essentially,

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I feel like I didn't have that experience, to be honest. But I also feel like it's because so much of my brain was like, caught up in that transition of becoming a mom. Like, I feel like, you know,

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it's baby. Honestly, it's like a whole it's like you honestly regenerating yourself as a person, to be honest.

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Oh, 100% you're building yourself up. You're like, Oh my God, who am I? What do I want? Yeah, how does this all fit together? So yes, yeah, but it's so good to hear that that was your experience after baby number three, so maybe it gets easier every time. But I definitely definitely resonate with like the renewed like laser focus and just the ability to like be like not That's not important because you have such a limited time and energy to devote to your work. But, you know, I feel like the bucket of like shits you have to give about things that you know, you someone else could do or whatever, like I feel like that's just you know, the clarity around that is definitely a lot better honed. And I'm wondering too, because I know that we want to pick your brain to on your experience of working with other business owners and service providers and specifically around copywriters given that a lot of the people listening to this podcast are fellow copywriters. So I'm wondering, did this like it? How did you get to the point in your business where you were like, cool, I am ready to outsource this huge piece of copywriting work, and I want to hire someone to do that. How did you get to that point? And then how did that selection process work for you in terms of working out who to actually hire to take on that job?

17:00

Yeah, I think, and it's probably important for people that work with people that have personal brands, because my brand is like, on the core side of things. It's me and I was always an I actually really love writing copying, I'm definitely not as skilled as a copywriter. But I genuinely get a kick out of writing, copy and do a lot of my own copies still, but I was always so nervous about outsourcing that aspect because what if it didn't sound like me? And also, I have this real impostor syndrome of like, What if someone sees a post on social media that's written by someone else? And then I it's not actually what I believe in or not, not something that I would say myself. So I think it took me a while to get to the point where I was comfortable to find someone that could really be me bit better. That's what I was looking for, like, be my voice bit better. So that's a tagline if anyone wants to steal that, but I actually met Anna Rogen, who I've been working with now probably for, I want to say maybe the best part of two years. Probably we started working together in early 2021. And now it's late 2022. So yeah, the best part of two years and I met her through you, Kirsty. So thank you, Pat, on the back to you. I think it was in one of your programs, ideas club, probably. And I admired her work from afar, because she worked with my branding photographer, Sophie, Timothy, who, and she'd written a really great page for her and I loved it. And basically just hired her first for a day to help me out with a few things. And now I booked her for a week in advance, like a book a full working week in advance for each launch. So I write all my sales copy is in, sorry, email copy, but she will go through, she'll edit it all, she'll tweak it, she'll make it better. She'll then help me with list segmentation. She'll also reject my sales page. And I basically have that time booked out for her to optimize things with me. But the benefit of having that collaborative approach is she knows my business. So well. Now my product, my customer, and we evolve each time together. So I feel like it's a real partnership. And she knows she, she is me, but better. Essentially, she brings everything to life in a better way. And finding someone that isn't going to be I'm someone that I'm very understated in my like I would never, you know, I was really

worried about hiring a copywriter that would be like this program will make you rich. And then I'm like it's but I would be like disclaimer, it's not like you have to do hard work and like I was really nervous about that fact. So when I was started working with an arch, I knew that that just wasn't going to be an issue should we really, we have the same values and we're very aligned in our approach. But having honestly having someone that now we buy I basically don't have to brief her on anything because she knows my customer and my she done my voice of customer analysis. And she's also created like a brand message guide. So I can go out and pitch myself to podcasts or to do guest speaking and I've got everything that is in my business I feel comfortable having written by her because she knows me so well. Now,

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I love when you said that you evolve together each time you work together. I think that's so true. And it just speaks so well to the benefit of those ongoing client relationships. Yeah, but Amy, I'm hogging the mic. So what like, what else do you want to pick Katie's wonderful brain on here? Particularly, I guess, thinking about what it's like to work with a copywriter.

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So one of the things that you were that you mentioned, you know, working with that is, is, you know, developing this partnership and having someone I mean, you've actually said, well, she's me only better, which is, I don't think it gets any better than that. But to sort of unpack that a little bit, and you know, what that looks like, for you? On the client side? Because I what I tell people is, you know, clients want a team player, they want someone who will partner and someone who will, you know, give them creative ideas. I mean, you know, in a integrates integrations way, of course, I mean, you have to like, you know, be careful, because, you know, you're your business is your baby, right? But I just, I wonder, can you speak to that a little bit? Or like, what it's like for you like even like an initial call when you're when you're talking to somebody like what are you looking for? Or what, you know, in terms of somebody who could it turn into that person potentially, because, of course, you never know, but what do you think I think you know, what I'm saying, What are the signs for you?

21:39

Yeah, definitely, I'm someone that I'm so open to ideas. And so testing, and the strategy piece is a huge factor, someone that is actually really interested in, like Anna will get a kick, if I text her and be like, Oh, my God, our cart, open rate, our sales page, like, I'll text her stats about our sales page conversion rate increase from, you know, five to 6%. And that might not make any sense to anyone else, but to her is validation that her words are working, and that the whole piece is coming together as well. So someone that is really interested in not just the isolated copy project that they're working on, and not to say like, I want them to literally be invested in all the business. That's not what I'm saying. It's more about understanding as a service provider, that because I'm a service provider on the Google Ads side of things, it's about just having those soft skills. And though the EQ is such an undervalued point, you could be the best copywriter. But if you don't know how to communicate that in a way that makes sense, to what the client meets the client, where they're at, then it's not going to land as well. So back to what I was saying about on the Google Ads side, when it comes time for me to look at a client. Yes, I'm the one responsible for executing the strategy on the Google Ads side. But I'll also help to build in pieces about maybe linking them up with someone that I know that's really

great at copywriting, for e commerce or for conversion rate optimization, or being able to point out other things that I can't necessarily implement, but that they can explore his ideas that will no doubt, improve conversions, improve sales that will make my job easier, and also my results better. So from a copywriting perspective, it's also about what other areas can you highlight to your clients? That one that is really that they might not have thought about? So it could be? Have you thought about engaging with a designer so that it makes your words pop a little bit better? Or is that something that you could provide insight on? Or is it something that lists segmentation? Are there other areas that you might not necessarily be able to implement, but you can plant seeds in your clients mind that will improve your words and the results that your words will have? I think the strategy piece is such a big one. Especially if you're looking to engage with a copywriter on a long term basis, because it does make a world of difference when you can have someone to bounce ideas off. And they might not be the ones that are responsible to execute it. But at least you can have someone that's having those conversations with you.

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Yes, you are the ideal client. But how do we clone you?

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That also I was gonna say as well, it's also about like, I want someone that I can say as well, like, oh, actually that doesn't that doesn't resonate with me, can we? Can you come to me with another suggestion or, and being open to that sort of feedback? Because especially like I said before, when you're working with someone that's a personal brand, the most important thing is that it's it lands well and, and sits well with them. Like I see emails coming from big corpse, corpse names in the industry. And I'm like, I know they didn't write that and it sounds nothing like they sound on their podcasts or it sounds nothing like what they sound like in real life. And it's just this huge disconnect. So it's really important to have Yeah, that it just, I don't know. It aligns With across a number of different it's your voice and I don't care. So you teach so much of that in brain camp, that voice of customer analysis. But also being able to put that into your, the voice of the client as well as really important.

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Yeah, absolutely. Because you're right. I think if the copy doesn't sound like you, there's a disconnect there already automatically, right first line in between your prospect and and the business behind it.

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Yeah. And it makes it harder to sell. Yes. So much harder to sell when it's like that stuff. And even you like I can't even whereas I love that people don't know whether it's my words or Anna's words, or, you know, it's it's kind of this mesh.

25:38

Yes, yes, yes, yes, yes, yes. And I feel like everything you're saying. Here is such a good testament to

res, yes, yes, yes, yes, yes, yes. And I feel like everything you're saying, here is such a good testament to, you know, what Amy and I are often talking about on this podcast, where you know, there is so much value for the right client in you being able to show up as a partner, and as a sounding board, and you can solve problems together. Because you know, as the client, you obviously have knowledge and skills and expertise and insight into your business. But in this case, you know, Anna, as the copywriter also has, you know, knowledge and insights and skills that you don't from the world of copywriting, and it's finding out where you can come together and create that magic, that really helps your business Rich's big picture goals, and not just, you know, in isolation, having, you know, some tactic at play that, you know, might work well, generally, but perhaps not in the context of your business and your launch. So yes, I love everything you're sharing here.

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And I'll just share one more thing, because I know I've rambled on for so long. But there's just one example that made such a big difference to me during my last launch, sales were really slow during the initial during the initial couple of days, and so, and I was in contact with me, she was like, how's the launch going? And I was like, oh, no, it's okay, I'm gonna enter, I'm going to add a longer payment plan. And so I whipped up an email, and I was like, I'm gonna send out an email today. And she just said, shoot it over to me, I'll edit it, I'll review it, and you can send it. And she was like, you know, complimentary, whatever. And which I didn't expect at all, and would have happily paid for that. But the idea that she spent probably five minutes just reviewing this email that gave me peace of mind to be able to send that out, we got a whole bunch of new sales, and that I knew she just really cared about the launch. And not just the fact that she had done her job and she was gone. And I don't even think she changed anything apart from maybe the way I'd structured a couple of sentences. But it was just that she's got my back, and she's going to be an I'm, I want that level of service for my next launch, too. So it's just those little extra things that allow you to have that as a client, are they actually really genuinely care? Oh,

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thank you. Because I have to ask you, are you happy to like, pay well, for that? Right? And for somebody God, right?

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Yes. Like, I don't care what and I just need to be honest, like, I shouldn't say that her Anna, I care what you charge me. But no, I like is honestly that value to me. And the value ongoing of? I've been able to, like I said, I booked her for I booked her for two weeks, in the lead up to my two launches next year. And I yeah, I know, I'll get that I look at everything in an ROI perspective. And if her working week is X amount, I get three more sales, it covers her week, you know, my course is \$2,000. So I get four more sales, and I've made a profit. So I don't. And I look at everything like that. Like if I I'm I'm recently I'm getting a new website designed and it's costing, let's say, \$10,000. If I get five sales, it's covered its cost. So when you're selling a premium product, like I am premium price wise, I don't have to, it doesn't have to improve things that much for me to see an ROI benefit.

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See, and this is and this is what smart business owners know. And this is what you do. And this is how you make those decisions. And I just thank you so much for sharing that because I want people who are listening to hear how important that is to you. Because I think that's you know, it's the thing I always enjoyed and I know, Kirsty you do to having these long term relationships where you like, the longer the longer you work together, the more value you can contribute right from our side, because we know you more we've got the history, we've seen what happens we know what the audience responds to what they don't respond to. Plus you get the advantage that you know and is working with other clients. Like when you said that Christy, she's seeing other things and bringing them to you. I just this is what people are looking for. And I think I think a lot of providers are afraid to to bring that forth. And I don't know if either of you have a sense of why that is. I don't know if they're intimidated or I didn't know what it is but

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also on that not only all those things you mentioned, but the efficiency and the output is also greater than monkey work with someone because she doesn't have to go through that. You know, the first time I booked a half the day was probably spent doing the OSI analysis. Whereas now she doesn't have to do any of that she just puts pen, she puts pen to paper, hopefully not. She typed starts typing, and it's start and it's like output starts, the minute that the clock starts essentially. So my app, the output in the lip, the things we can get through each each time we work together is also higher. Because yeah, and I think illustrating that the big key to for clients, because not all clients understand numbers and data, like that's my jam, like, I love that sort of stuff. So it doesn't have to, I don't need convincing in that spot. But clients that are in more creative industries probably do need convincing. So it's, it's worth illustrating the fact that suddenly building that into your messaging into your comms with your clients, maybe saying like, you know, if you're charging a day rate, not not as being as direct, but they could maybe only make one more sale, and it would cover the cost of that. So it's about illustrating, if we get X amount more sales, then this project has paid for itself kind of thing. But in a way that makes sense to the client. I do that with my Google Ad clients by I do an I have a spreadsheet? It's I call it my Google ads calculator, of course, I think. And, and I basically put in the results that I could get with my monthly management fee, or the results that they're currently getting, and the monthly management fee pays for itself by the increase results. So it's about how can you illustrate if we get X amount more conversion rate that leads to X amount more sales? While and you could input your say, your day rate or whatever it is into it, and it suddenly becomes negligible?

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Yes, oh, I love this.

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Yes, I love this. And I love I also just want to point out that you as the client, are saying, as she gets better at this, you know, you get more, you get more output, but you've been willing to let that develop, because you understand the benefit that for you. And I want people to hear that it's not like you expected that day one, you said, you know, took her this long to, you know, just get familiar with the VOC. And that's what it takes. But you understand that and made room for it. And that's what you

know, that's, that's what allows this to, to develop and there must be you know, that's you know, from that comes all the trust, then that YouTube built, obviously, and it's just it's such a, it's such a great way to work.

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And each time she tweaks her own copy as well. So she'll tweak her sales page, she's written it, but now that she, we know more about the what's happened last launch or messaging has changed a little bit. She'll be tweaking her own words, as well. So we're improving things all the time as a as we go along.

32:36

I love the clients that I've worked with like this to over and over and over again, because I feel like, as you say, Katie, like as soon as do you then start on that next day, right, or that next project with them? Like, straightaway, you're in the zone. Right? So you there. And I also want to call out because I suspect you'll agree with this, Katie, but I know for a lot of copywriters in particular, I think one of the things that people often feel a bit nervous about when working with clients again, and again, you know, over and over in this sort of repeat, repeat, booking kind of way is that are but you know, then how do I tackle the you know, the notion of me raising my rates between projects? Because isn't that a bit awkward for them? But I feel like what's coming through, say clearly, and what you're saying is that every time you work with Anna, you know, it's more valuable, because that depth of knowledge about the project and your business and your voice is deeper. You know, you also have that built upon knowledge about what happened last time, what worked, what didn't. So the optimization stuff is already there. And also the I guess, speed of implementation for Anna with her copying her work and jumping into that also gets better each time. Is that a fair? A fair thing to say from bitter reading between the lines,

33:44

completely fair. And also, there's an easy way to get around it you email your clients and say, Hey, booking by this date, my prices are going up to this and Anna did that. And I booked in I think two weeks at the original rate, knowing full well that the next time I booked in I would be getting an extra an additional rate. And I think every everyone's as long as Yeah, I just think it's a no brainer to raise your rates is not an issue because I'm getting more value each time anyway. And I think

34:13

it also speaks to mutual respect. I think it speaks to what good good business people you both are.

34:19

Well, thank you. I honestly it's when you find the right when you find people that you can trust to outsource to it's such a game changer. Because as you guys would know, running a business can be really isolating when you're at the top and you're the one in charge of everything. So it's really nice to

be able to say, I don't want that. Can you please do this for me. And you know, it's going to come back with a level of quality and just be amazing.

34:42

100% and, Katie, I feel like Amy and I could keep you here for two more hours just getting you to illustrate all the points that we both evenly try to make all the time to people. But we should wrap things up and let you get back into your day. But thank you so so so So much for this conversation. I feel like everything you've shared here is so valuable. And I feel like it is going to be so motivating for people listening in terms of just realizing that those dream clients like you are out there. And that there is so much value in working with people and this

35:18

guy, I love your podcasts. So I really appreciate you guys having me on.

35:25

Oh, it's been it's been wonderful. And thank you for just being so willing and so transparent and so open. Just appreciate you so so much. So thank you again.

35:35

Thanks, guys.

35:36

If you have got something out of this episode, like we are sure that you would have please don't hesitate to leave us a review that would mean a lot for us. And Katie, before you go, where can people find you if they want to continue this conversation with you or just have the snoop around and see what you have on offer? Yes,

35:54

you can visit me on Instagram. I'm there sporadically at Katie Griffin underscore or my website is [Katie griffin.com](http://Katiegriffin.com) currently undergoing a facelift. So with Anna's words, obviously. So you can find me those two places. Amazing. Thanks so much, Katie.

36:11

Thanks, bye for now.

