

# Is it Time to Quit\_

Mon, Mar 27, 2023 11:58AM 14:27

## SUMMARY KEYWORDS

person, client, business, work, feel, financial goals, projects, goal, learning, question, investing, gaps, programs, amy, overwhelm, eager, courses, copywriting, pay, leads

---

00:06

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

00:12

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. Okay, the question we have today is, it's been almost two years in my business and I haven't reached any financial goals have only served four clients last year in Perkins for copywriting projects. I know I'm trying to do too much, which leads to overwhelm and being inconsistent in the process. I also get caught up in the next thing, usually a course or program to help propel me. And then I get disappointed because I don't keep up because of overwhelm, or I don't resonate with the teaching style. I want to stop course hopping and trust myself, instead of relying on validation from others in my field slash my audience. How do I get out of this spiral? Is it time to quit? That is a complex and good question,

01:04

isn't it? And is it worth? So there's a little bit more context here? That isn't sort of the key question, but I wonder if it's worth is just adding it in, just so you listening can sort of get a slightly fuller picture. So this person also says I can't afford to outsource yet, but I know I want to focus on email, it's just a matter of driving traffic to my email through Pinterest, social, etc. I'm still working part time and going to school and trying to have a social life. And maybe I'm being too stubborn and try to focus more on the business and give everything else up until I just see success, which this person has defined success as booked out slash waitlist. So just a bit of bigger picture context to I think, to how much is on this person's plate? And I guess, like insane, this question, I feel so much for this person. And I just feel like, it sounds like the amount of time they have for their business is quite limited, and it is becoming more limited, because they're feeling that compulsion to keep investing in the next course. And I see, so many business owners do this where they don't yet trust themselves to deliver the work. So it almost feels in a way safer to invest in a course and then another one because if you're busy doing the course, then you're you know, you have less time to actually get out there and do the work and do the uncomfortable thing of actually learning on the go. So I just wanted to offer

that as sort of what I see in here as perhaps I don't want to say the crux of the issue, but I would say as perhaps a really key part of this person's challenge. Any any thoughts, any immediate thoughts for you, me?

02:44

Yeah, I'm interested in the the point you just made about learning on the go. Because I think people think that that's not valid, and I think it's so valid, and it's probably actually the best thing to do. The best way to learn and you can be, you can be really transparent about that you don't have to, you know, act like you have more experience than you do. I think that's what what trips people up sometimes like, well, no one's gonna hire me, that is just not true. And especially if you've done a bunch of courses and programs, like lean on those, you know, talk about all the studying you've done, and all the things that you know, and use that time to get yourself out in the marketplace, which I think is what you said, and you know, at the end of the day, like you have to do that. And so even if you're doing it in parallel with learning, which you may or may not need to do, that's a side point, I think it's just really important to put together. I'm just gonna say marketing system that will overwhelm this person, I don't know that you have time or inclination to put together a system but that you're actually out, you're out doing doing it instead of waiting for it to happen for you.

03:48

Yeah, 100%. And I think that is just an inherent gap between theory and practice. And there is so much about copyrighting and you know, whatever skill set you use in your business that you will only ever learn by doing the thing. And I know that that's really scary, because the thought of, you know, learning as you go and, you know, finding the gaps in your knowledge and finding the gaps in your skill with a real live paying client is really nerve racking. But as you said, Amy at the same time, you know, if you haven't sold a client on your services under false pretenses of like, Oh, yes, I can get you very excellent results, I'm very experienced, etc, etc. I think that that can alleviate some of that worry, because I think the fear then comes very much at the first part of that interaction, which is pitching people or, you know, asking for referrals from people inside some of these programs that you have and just being open and willing to say, you know, hey, I've only done four copywriting projects. So you know, I'm still pretty new to this, but I am so committed to learning. You know, I am so committed to working this out as I go. And you know, it probably is you're going to have to price accordingly. They seem to you get to a place where you feel a lot more confident in your ability to actually deliver and to see a project through.

05:09

Yeah, there are clients for whom that situation is a perfect fit, too. Right? I mean, they may be newer or have a lower budget, and you know, they're, they're keen to get some experience, you know, and get somebody in who, who knows a whole lot more than they do, even if you know, less than, you know, or perceived, you know, less than your peers. And there's really, there's, there's no substitute for, for experience. And it's funny, because on the one hand, it's like, I've only done four projects, but you know, what, Hey, I've done, I've done four projects. And I've studied here, and I've studied there, and I'm like, I'm really keen to take this on. And from a client's point of view, you know, you'd almost rather have the, the novice who's really excited about helping you get results, and is really keen to

sort of get in there and like, really roll up their sleeves and do what they do what they know, or prove what they've learned. That can be a lot more interesting than the blahs a person who you know, for whom you are just another gig, just saying,

06:01

yeah, 100%, because I feel like you can't pay someone to be eager, you can't pay someone to be invested. You know, those qualities come very much from the person like often think it is when you are green, when you're fresh, that you are most eager, because it's such an opportunity for you. And you know, you have a lot of skin in the game. Because for you, you know, this is a chance to work out what you don't know, work out how to fill those gaps. And also just get more confidence with every single project that you do. So I think it's safe to say that, Amy, you and I agree on that. Please stop investing in courses, if that is getting in the way of you actually doing client work. Do not be afraid to reach out to people inside the groups who are part of to say, Hey, I'm looking for work. Does anyone have any leads? Here's what I've done before, or here's what I am specializing in at the moment. I think the clearer you are on that, the easier it is for people to refer work to you. So I think that hopefully addresses the question in here, which is how do I get out of this spiral? I think it's just by stopping investing in the learning and starting investing in doing the thing. So making that leap there. Anything else to add to that part of the question? I mean, tons of how do I get out of this spiral?

07:20

No, I think I think you're spot on. But I mean, following that is, you know, is it time to quit. And I think it's actually time to start. I think just start with a with a little bit of a different attitude. And this is funny, because I was gonna say a little bit of attitude and like an I'm ready attitude. And I know if you don't feel that you don't feel that, and I'm not suggesting fake it till you make it because I think that's BS, but I feel like, you know, you've had four projects, like, you know, you've taken a lot of courses, you know, a lot and you know, more than all you need to know is more than your client. And like Kirstie said, be eager and willing. And there are plenty of people who are willing to hire that. So I say no, it's not time to quit, it's time to start pleasure. You know, like me, maybe being a little tough on yourself, you do have a ton on your plate. And so I'll just throw one more thing out to you to consider is do your, your financial goals match your time available? Because, you know, that's where you started saying, I haven't reached my financial goals, but it doesn't sound like you have a lot of time either. So if those are incongruent, you know, you can you could think that there was something wrong. And it may just be that that's, that's what you can make in the time allotted. So consider that because I think that people don't always,

08:31

yes, I love that you said that. I mean, because it's so true. I feel like often, especially when you're starting out, you're sort of fed a lot of goals that you feel like you should aim for. And I think often initially, it's that six fears, right? I feel like that's, you know, everyone should aim for this goal, which is definitely not true. It shouldn't, you should only aim for that if it's meaningful for you if it's viable for you, if it allows you to do the kind of work you want to do in the kind of time you are willing and able to devote to your business. Because in this little addendum, this person was added about still working part time and going to school and trying to have a social life. And maybe I'm just being stubborn, and I should try and focus more on the business and give everything else up. Please don't do that. I am a

firm believer that a good business will support the life you want to be leading. So while it may be that there are times when your business does require more time or more energy from you than at others, I absolutely don't believe that should be at the cost of everything else in your life. Because even if that means you do reach some arbitrary financial goal, I don't think it makes you a success because you're probably going to be a burnt out shell of a human. And I think to given the other context in here about you know, this person saying that, you know, they get caught up in the next thing which is usually a course or a program. I do wonder what happens if you remove that time and energy expenditure from the equation for the next live a while, so that the time you do have available for the business actually going to be devoted to finding and working with clients?

10:07

Yes, I think that's I think that's really true. And you know, just another point there is, you know, maybe in the early days, especially if this is the business doesn't need to support you. And I'm presuming, from what you're saying here. It doesn't. Maybe you want to experiential goals rather than financial goals. I mean, sure, you want to make money? Of course, I'm not suggesting work for free or work on the cheap. I don't think that's, that's good for anybody. But you know, what if it's like, I want to take on, I want to experience this kind of project, I want to see if I could work with this kind of client or this kind of a business, then you might actually end up feeling more satisfied and getting more to the end goal you're, you're after anyway. But take the focus off of a, I don't know, it's hard to have a specific financial goal. If you don't have really dedicated time, I think so. Bear that in mind, and be kind to yourself.

10:57

Yes. And I love that experiential goals. Yes, we need to be talking more about this, because I think that's so important. And in my experience, it's quite incredible. How often, you know, pursuing those kinds of goals will naturally lead you to a place where you are making the kind of money that feels really exciting.

11:17

Yeah, it's true. I remember, like, you know, when I first started copywriting full time, and I was like, Oh, it was like, gusano pay me to do this. I just started didn't care what they would pay me, I heard that they would pay me, you know, it's like, Oh, that's pretty cool. This is fun. Now, how can I like, you know, I'm like pushing the walls, like, how can I stretch out of this and make this bigger and that larger and this different? And it's I think, I think that sort of happens in the beginning. And I

11:42

want to piggyback on the on the back of that, because I also suspect that like early on, if you are spending a lot of your time in group programs, where you are working in a space filled with people who are perhaps further along in their business than you are, I feel like your expectations, particularly around money can get a bit warped. I think on one hand, it can be really exciting to understand what's actually possible. On the other hand, I think you can take away the joy you might feel from you know, the rate you learned your last project up. So like, for example, when I first started and when I

was really just a freelance, I'm not a business owner. I remember my second ever client, I landed a \$500 a day day rate for two days a week for like three months. And I was absolutely ecstatic. To me, it was crazy to be able to make the amount of money just like writing, like writing blogs, and writing EDMS like. And I think it may have taken the shine off quite a bit if I had, like, you know, been feeling so elated about that, and then had seen it in comparison to what some people were charging, who were maybe, you know, 1218 months ahead of me, I feel like perhaps that would have warped my perspective. So just I don't know if it's relevant for this person, or for anyone who's listening, but just a reminder that it is okay to be excited about and happy with and just deeply contented with, you know, milestones with words that match where you're at at the moment. So just wanted to throw that out there in case that strikes a chord for anyone.

13:19

Yeah, and I think I think it's a good point to to remember, it's okay to be a beginner, right? It's okay to be new. It's not something you have to hide or hide under piles of,

13:27

you know, courses or, or anything else. You just, yeah, just don't and I know that's hard to believe. But it's better if you would believe it now, then figure it out on your own later and go damn if I had only believe that then. So, on that note,

13:42

hopefully we have answered this question. And yes, if you're listening, you know, like Amy said, it's not time to quit, it's time to start. You know, give it a red hot crack. See how you go if you have any other questions that pop up as you make some moves, and as you hopefully land some more clients and spend more time actually doing the thing? Please let us know. And likewise, if you're listening and it isn't us ask the question, but you have something you would like us to tackle on a future episode, head to [businessbadass.co/podcast](https://businessbadass.co/podcast) and submit your question there.

14:14

Thanks for listening and catch you next time.