

Defining Success

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00:06

You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.



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. We have a question here that I will read to you right now. And it is this, I just discovered your podcast and listened to a very old episode called How do you define success? I'm like, still wait, we have very old episodes. And we do. I love what you had to say about defining your own success. And I think my personal definition is freedom and flexibility. I don't want to work 40 hours a week, even if that means I never make six figures. I am curious, however, to hear your thoughts about how that definition of success may or may not appear to my current and potential clients. If I share revenue figures, it might add to my authority shownotes and show proof that others are paying for my services, etc. But if I share how few hours I work, while other copywriters might find that impressive, I worry, my clients will think it is lazy, entitled, et cetera. When I tell them, I can't start a new project until a month from now. And they see me sharing that I only work 15 hours a week, I wonder they I worry, they will feel resentful or like they aren't a priority to me. I want to give my clients a five star experience. But I also have a following of copywriters and want to share my success by my own definition with them. Oh, it's a very interesting question.



01:31

It is Oh, and I just like I love so much this person's definition of success. I think it is amazing that you've worked out exactly what success means for you in this business. And I think it is so wonderful that you're willing to define it in a way that goes against the grain like, you know, in terms of I think there's so much messaging out there still about all six figures and like, whatever that might be, but this is perfect. So I just wanted to start there and say yes to your success.



02:02

Yes. And I it's funny, because I you know, I'm working on my complete breakthrough Freelancer course. And this is what I was talking about this, this is a video I was writing today, about like, what is it really to own a business? You know, like, why, why do you do it? And what's it? What's it really about? Because I don't want to go I won't go too far down that path. But it's interesting, because, you know, over the years, when I have told people that I own a business and you know, people give you this sort of wistful look like, oh, yeah, that's amazing. You know, I wish I could do that. Or that, you know, whatever it is, but most people don't write, nevermind, nevermind, like defining how you're going to run your life and what your days are going to look like. It's like, like what? Like, that's, it's a really unusual thing to be able to do. And we don't mean, we don't we don't credit that very much. But it's really, like either somebody else owns your time, or you do if you own a business, you own your time.



02:51

Yes, I totally agree. And I think it's such a shame that so many business owners, particularly early on, I think fall into the trap of leaving one rat race in exchange for another fleck. Because it's such an opportunity to really get deliberate with how you spend your time, and how much time and all those sorts of things. So yeah, just echoing everything you said there, Amy 100%



03:14

Yeah. And I think, you know, it's interesting, too, because I think overall here, like, you know, what, what this person is talking about is it like, almost like they have two audiences, like the one audience is, like, you know, get goes, Wow, you're able to make a living here. And then maybe the other audience is like, what, you know, you're watching Netflix, you could be doing a project for me, I guess they could be thinking that but I actually think I think it's really impressive to have somebody who has carved out what they do, and they're very clear about it. And you know, they've got 15 hours a week and if you're lucky enough to get some of them you've got them and the other time you know, you've got to be that person's friend if you want to be on their whitewater raft or whatever it is that you're doing when you're I don't know why no idea why that popped into my head reading a book but that's yours and that's admirable, and if somebody doesn't think so then you know, maybe they're not the right fit for you.



04:00

Yep. And I want to say to like I feel like there's an interesting feeling coming through and I may be way off base with this. But I feel like there's an assumption here that that some of these things that you're after, mutually exclusive so for example, in this last bit this person's written I want to give my clients a five star experience but I also have a following of copywriters, I'm gonna share my success with them. So then your version of success and giving your clients a five star experience are not mutually exclusive. You can absolutely do both. And I actually think there's such an angle in there for saying, you know, because imagine like, if you're if your prospect is choosing between you and someone else who is maybe working 40 hour weeks and who is you know, quite rundown who's burning the candle at both ends, like the fact that you have such good boundaries around the hours and the amount of work you do means that you're likely someone who's able to show up to that work. Really fresh, really energized. You know, Not at all stretched thin. So mean that slightly up from that five star experience, but I'm

just saying like it you can of course you can offer that experience and still only work 15 hours a week for me, there's absolutely no question mark about that. So I think maybe a good place to start is to try and challenge some of these assumptions that you're making. And just because you want to do business differently to how a lot of others in your space are doing it, that doesn't mean you're doing it



05:25

less than Absolutely. And like even though I don't want to work 40 hours a week, and you're talking about incongruencies. And I was like, even if that means I never make six figures, you can you can make six figures working 15 hours a week, I'm depending on who you are and what you do, but like whose goals are those? You know, I didn't know what I don't know what this? I guess the six figures things started a long time ago, when six figures was considered a whole lot of money. I don't think it is anymore. In the current economy. I mean, I'm not knocking it. I'm not pretending. Like, if you have six figures, you don't have a good income. But I don't know, I guess what I'm saying is I don't know how that became the, you know, the goal or some kind of sign of making it? Because I think making it is like, are you happy with what you're doing? You know, are you are you are you comfortable? In your, in your days? Are you feeling you feel relaxed and you're enjoying what you're doing? Are you stressed and miserable and feel beholden to some client you don't want to work with? I mean, I think, you know, the the beauty of working fewer hours is you're serving fewer clients. So you know, you can give them very VIP kind of service. Because you have you have the energy. And I'm thinking to like think of like any high end market or high end consulting market or even the luxury market. Right. And in those markets, it's like, you know, you're considered sort of what's what is it? It's like the you know, the less available you are, the more in demand you are. And I'm not like saying, you know, you should put on airs or be a snob. I'm just saying it's like, there there's positioning on this too. I'm just with you, Kersey. I'm just challenging a different a different part of the of the thinking. And I think you know, more power to you. Totally. I say shout it out, baby.



06:58

Yeah, mate. So and I think let's talk a little bit more about because it seems like the main concern here is like, how do I own my version of success and not repel potential clients. So I think there's like Amy just said, like, basic economics, when demand outstrips supply, that's when you know, that resource becomes more appealing, or, you know, you can charge a higher rate for that thing, right, because scarcity drives demand, assuming some other conditions are in place. So, you know, it's not a bad thing to let people know that you're only available 15 hours a week. And that's it. I think, if people know enough about you to know that you're the person they want to work with, then it's not off putting it all, you're just letting people know how you work when you're available. And if people know that, you know, they want to work with you, then they know that they're the rules that they have to play by, in terms of sharing revenue figures might add to your authority and show social proof that others are paying for my services, etc. I actually think revenue, as itself isn't the best indicator of a good service provider. I think it's the results and the shifts that you create for your clients. So, of course, you know, and the experience as well. So if you're thinking about this, like, even if you only serve, you know, six clients a year, let's say, what, what is their experience of working with you? What kind of outcomes are they getting, as a result of the deliverables that you provide? Because if

you can share information about that, I think that's far more powerful than saying, Hey, I owe 200 grand this year, because that doesn't necessarily indicate your quality, that could just indicate that you're someone who works 50 hours a week.

 08:43

I'm so glad you said that, because I am so tired of that, you know, that flaunting the amounts of money? And I don't know, it's just like, it's like, I mean, that's not what we're here for. Right? I mean, that's not what clients care about. I don't think I think they I think you're right, and I care about results. So, and I'm not suggesting that this person wants to be flaunt D. That's not what I say. I didn't mean to sound that way. I was just saying I think I think we all get, you know, get caught up in that. Or some, you know, some standard, like the 40 hours, like the six figures like says who? You know, plus, I think you know, it changes over time, you know, maybe you want to do this maybe next year, you only want to work 10 hours a week, or maybe you want to work 20 Who you know, that maybe your needs will change or your you'll find you know, you'll find something you love doing and you do more of it or less of it. I just think I don't know, I think the more you can own that this allows you to do the thing that you want to do, the more powerful you are, you know, the more you're doing what's what's yours to do. And then you're then then you're the role model that you want to be. Yes, I guess that's what it really comes down to. It's like be true to you and like build it and they will go

 09:48

Yes, totally. And I think to to add one more challenge since we're going through this. This person said when I tell them I can't start a new project until a month from now and they see me showing that I only work 15 hours a week. I worry that I will feel resentful or like they aren't a priority to me. So that's a question for you. Like, what happens if you go to booking like a hair appointment? And your hairdresser has booked out, you know, the week you want to go in? Do you get resentful and assume that they should open up a slot for you at 8pm on a Tuesday? Or do you think, Oh, you're good for them, this is on me, I need to actually get my act together and inquire about an appointment earlier next time around, because clearly, they're really popular. And, you know, I need to sort of get in there with a bit more notice. I feel like for most people, it's the latter, right. So just trying to find a way to challenge that assumption with a really every day kind of example. So the right kind of clients aren't going to get pissy about that, because they're going to just understand that that's how you work, they'll know the benefit of what's in that for them, right. Because if you're, you know, working at a rate that is really sustainable for you, that allows your best work to come out of you allows really good creativity, whatever that might be really exceptional service because of, you know, the amount of clients you work with, etc. That's worth waiting for, for the right person. So I think just asking yourself, what is in it for your clients, in this way you like to work because I guarantee there's absolutely a positioning element there that you can draw out.

 11:15

I think so too. And I think in the fact that you want to give your clients a five star experience, clients want to have a five star experience, particularly certain clients. And so there are people for whom you will be the exact right fit. And they'll completely respect that you're someone

who's got boundaries and knows what you want to do with your life. And they'll be grateful that they get some of that time. And they're, you know, applied to their business some of that time and some of that brain. So there you go.



11:42

Yes. I feel like I'm at a full if there's anything else you want to add, Amy?



11:46

No, it's funny, I feel like we have the shortest answer for the longest question. Let me just say, I really just eyeball real quick and make sure that to do to do that we covered everything, I think, I think that we did. And I think the bottom line here is, you know, defining success for yourself. And this is not easy. I noticed that sounds very glib, but I think like really thinking about that and defining what it is for you. And then standing true to that. I mean, Christy, we have, I guess, a friend, a client who's been really struggling with this for a couple of years, this, this idea of wanting to have her own life and her own frame for what it is, but really feeling a lot of outside pressure. But like, you know, deep down, she's doing what she really wants to do. But she's feeling all of this, you know, Well, should I do that? Or how are people seeing me and like, truthfully, how I see her I I have, like the greatest respect and admiration for her because I feel like she really, she knows what she wants. And I, you know, my my theory is, it's easier to get what you want sometimes than it is to know what you want. So that's something I'm a big admirer of,



12:50

yes, I agree. This person obviously knows exactly what they want. And I think now it's just about challenging some of these assumptions that your version of success is less than any other or is less appealing to an ideal client than someone who's always available. So thinking through how you can talk about this, and also really frame up the benefits of your ways of working for those people that you're working with. So yeah, I would love to know who this person is, I would love to see you start sharing more about your version of success and what that means for you and how that really gives your work and your business meaning and how it supports your life. Because I think all of those things are wonderful. And I actually think they're far more important than being able to boast about a certain dollar number at the end of the year. So more power to you.



13:39

I agree. Just my final thought because I'm looking at this one line here. I worried my clients will think it is lazy, entitled, etc. I think more they'll think, how on earth did she work it out? It's like, wow, she's been like, you know, really like doing what she wants to be doing with life like Good for her. So that's, that's my that's gonna be my take. I'm gonna reframe it that way for you. And I guess on that note, that's rapid. That is a



14:05

wrap. This is actually our last episode for the season. If you missed the episode a few months ago, where we spoke about moving to 12 Episode seasons. That's what we're trailing for now. So this is episode 12 of that season. So we are going to take a break for about three months, and we will be back in your ears with some responses to any conundrums you have. So head on over to businessbadass.co/podcast And submit anything there that you'd like us to tackle next season.



14:35

Thanks for listening. Bye for now.