How to Stay Self Employed During the Apocalypse

With Elizabeth Pampalone
Elizabeth Pampalone

- Dog Lover
- Travelista
- Stage Hog
- Website Stalker
- Expert Marketer
- Business Guru
- ... Someone you should know ...
Leaving Politics at the Door:

Last 10 Years?
Next 10 Years?
Today You Will Learn:

- Diversification
- Pricing
- Cash Flow Management
- Contracts
- Perseverance
Diversification
This does NOT mean

1. Take on more than you can handle (Know thyself, Neo)

2. Add services you are only mediocre at performing
This does NOT mean

3 Add services because that is the only way to diversify

4 Add a second full time job masquerading as a fun part time addition to what you already do
This DOES mean

1. Add Services if they make sense. Consider Hiring these services out to Sub Contractors.

2. Look into Alternative income sources. Affiliate Marketing, Online Courses, Author a Book, Etc.

3. Hire someone to help you run the day to day. Free Up Time, Take on more clients, Reduce menial tasks.

⚠️ RESEARCH NOTE:
How have your competitors diversified?
Price is NOT about COST...

It IS about VALUE
This does NOT mean

1. You are the cheapest just to get the job
2. Overprice yourself out of the market
3. Undervalue Yourself
This does NOT mean

3. Overinflate your value
4. Work for Free because “They are poor”
5. Overcharge because “They can afford it”
In order to get the price you ask for three things have to be in place:

KNOW
LIKE
TRUST
What are you doing for someone?

- Building them a Website
- Taking something off their plate, Giving them back hours of their day
- Helping them with their marketing
- Being their own Mary Poppins of Marketing
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Cash Flow Management
BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET | BUDGET |
Some FREE Services I Use

1. calendly
2. ManageWP
3. mailerlite

⚠️ RESOURCE NOTE:
http://simplified.academy
Some PAID Services I Use

1. SOCIALPILOT
2. SiteGround
3. Square

⚠ RESOURCE NOTE:
http://simplified.academy
Contracts
YES, you need one.

1. K.I.S.S.  
   Really.  
   DON’T Speak Lawyer to me.

2. Know what you want.  
   Let BAD experiences influence Policy.  
   Don’t forget boundaries.

3. HIRE A LAWYER.  
   Trade with them or Pay up.  
   Always Be Signing.

⚠ RESEARCH NOTE:  
How have your competitors diversified?
Perseverance
This does NOT mean

1. Be Annoying
2. ONLY Sell on Follow ups
3. NEVER follow up because “they don’t need me if they don’t follow up”.
Have A Follow Up Process:

- USE A CRM
- USE EVERNOTE ALERTS
- USE GOOGLE CAL REMINDERS
RECAP
Today We Learned:

- Don’t put all your eggs in one basket
- Know your value
- Have a Budget
- Put it In Writing
- Have a Follow Up Process
Thank you.