

WORDCAMP VALENCIA

How to build a sustainable business serving low budget customers?



AGENDA

- Introduction
- What I did
- Action steps
- Take aways
- Conclusion
- Questions?
- Drinks?



FIRST

Ask yourself:
Why am I here?



DISCLAIMER

This talk is not:

- about taking money from people that don't have any
- a get rich quick scheme
- the answer to everything related to your money issues



INTRODUCTION

WEBSITECLUB 



MY JOURNEY

- 2011 - started my company
- 2012 - work ~ work ~work ~ work ~ work
- 2013 - almost bankrupt
- 2015 - started working on bigger projects
- 2016 - deeply unhappy
- 2017 - change of course
- 2018 - doing what I believe in
- 2019 -



HELPING ≠ MAKING MONEY







We teach you how to improve your workflow and business practices.





Earn a living doing something that you care about

3 QUESTIONS

1. Why do I do what I do?
2. How much do I actually need/want?
3. How do I align these 2?



WHY?



2 QUESTIONS

Wouldn't it be cool if.....
Why is that important to me? 3x

Repeat



IMPORTANT TO ME

I want to:

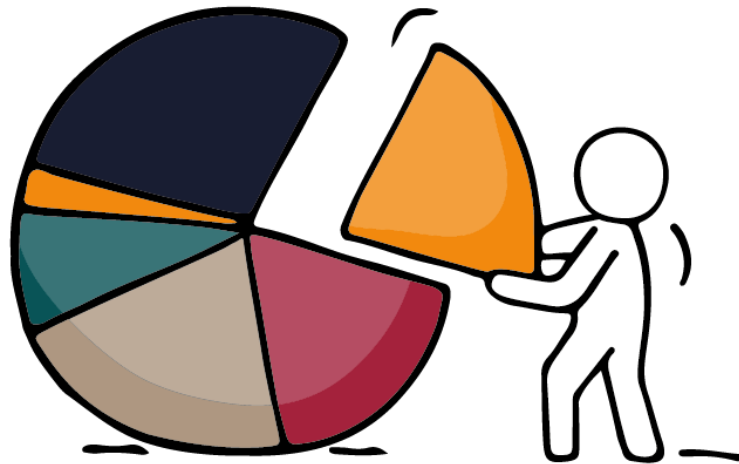
- take care of my family
- work with people that need my help and that I like
- have a healthy work-life balance
- live playfully



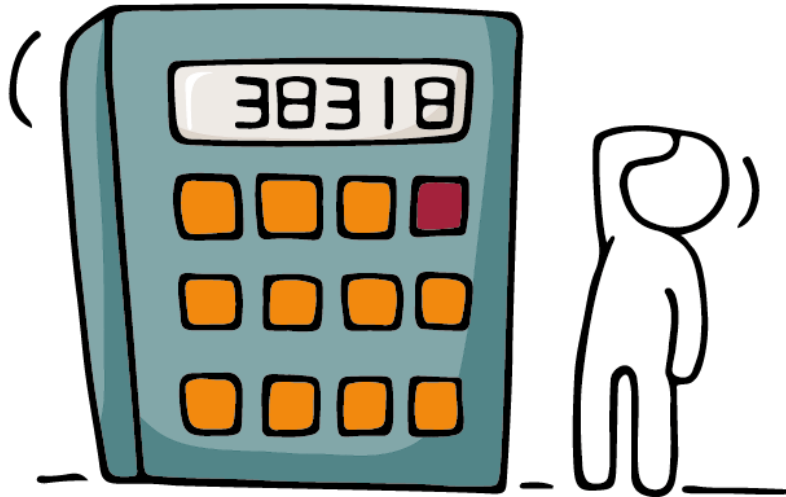
PLAY



WORK LIFE BALANCE



SUPPORT FAMILY



SUPPORT FAMILY

Minimal Viable Income:

The smallest amount of money you need to get through the month.

How much does my business need to make?

My personal MVI

- + Business expenses (internet, insurance, software, hires,)
- + Taxes

Total:

€ 3.000 per month



SUPPORT FAMILY

Break it down

160 working hours per month

50% billable hours per month

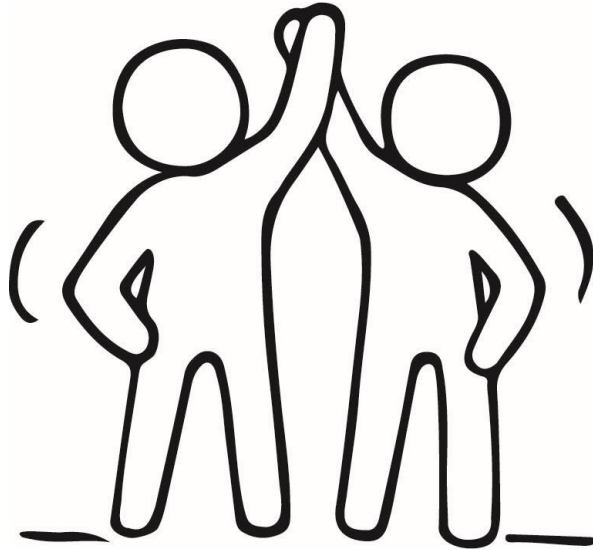
€ 3.000 / 80 (h/pm) = € 37,50 per hour

€ 3.000 / 10(d/pm) = € 300 per workday

€ 3.000 / 4(w/pm) = € 750 per week



LOVELY CUSTOMER



LOVELY CUSTOMER

They are:

- singlepreneurs
- hands on
- creative
- bla bla bla
- bla bla bladiebla



LOVELY CUSTOMER

People that I would welcome into my house if
they show up unannounced



50

What kind of help can I offer my lovely customer so they can contribute to my income of € 3.000,- per month?



4 QUESTIONS

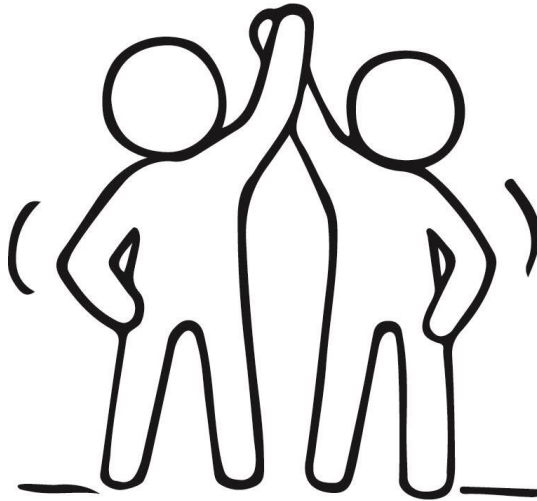
- What does my lovely customer thinks she needs?
- What does she actually need?
- How can I align these 2 in a way that is helpful and affordable for her and profitable for me?

- What do I already do that is working?



ACTION STEPS

What do I already do?



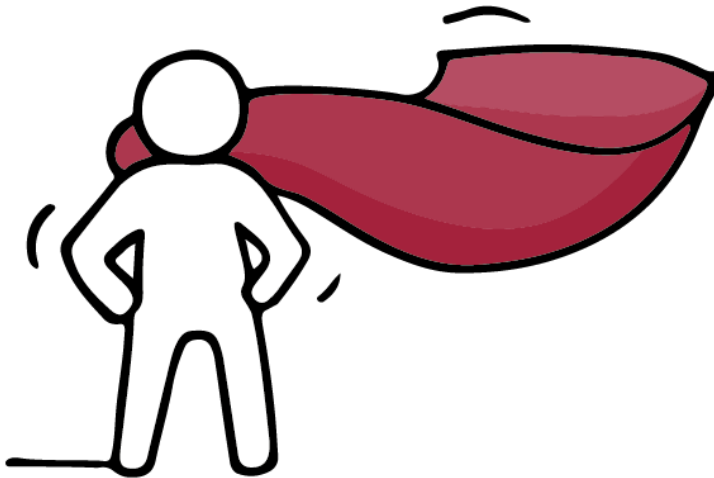
ACTION STEPS

What does my lovely customer think she needs?



ACTION STEPS

What does she actually need?



ACTION STEPS

Break it down



SERVICES

- Discovery
- Create content
- Design
- Educate
- Maintenance



ACTION STEPS

4 win area's:

- Standardize
- Automate
- Outsource
- Healthy boundaries



STANDARDIZE

WEBSITE PAGINA CHECKLIST

Algemeen

- Gebruik duidelijke woorden, je teksten zijn niet voor jezelf maar voor je (pot) klant, gebruik dus woorden die hij/zij zou gebruiken.
- Houd het zo kort mogelijk. Hoe meer tekst je nodig hebt hoe minder duidelijk.
- Vermijd containerbegrippen die niks zeggen over jouw specifieke aanbod (servicegericht, aandacht, persoonlijk)
- Wees consequent in je taalgebruik (gebruik de taalgids en houd die bij)
- **Homepage**
 - Samenvatting van al je bedrijf
 - Korte introductie van jouw bedrijf + lees verder knop naar
 - Opsomming van al je producten / diensten + lees verder
- **Individuele pagina's**
 - Korte omschrijving, waarom jouw product / dienst voor
 - 1 of 2 reviews
 - Direct contact mogelijkheid
- **Over ons / over mij pagina**, geeft antwoord op de volgende vragen:
 - Wie ben jij?
 - Waarom doe je dit?
 - Wat is er anders aan jou in vergelijking met andere bedrijven?
 - Wie is de persoon achter het aanbod?
 - Een stukje geschiedenis hoe het zo ver is gekomen

PRODUCT PAGINA

Doel van de pagina:

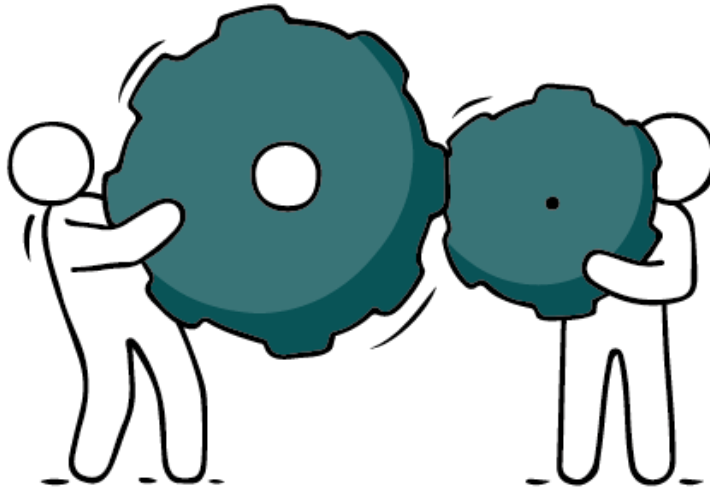
Verkopen van aan

Hij/zij is hiermee geholpen omdat

Opbouw van de pagina

- Korte inleidende product of probleem omschrijvende alinea:
 - 1-2 regels,
 - grote letters makkelijk te lezen
 - op basis hiervan bepaalt de bezoeker of hij verder leest of niet
- Benoem de pijnpunten
 - In bullets
 - Minimaal 5, max 8
- Omschrijf jouw oplossing
 - 1-2 alinea's
 - Max 100 woorden per alinea
 - Duidelijke kop boven elke alinea
- 2-5 specifieke referenties van gebruikers van dit product
- Stel je zelf voor
 - Waarom zou iemand naar jou luisteren?
 - 1-2 alinea's
 - Max 100 woorden per alinea
 - Duidelijke kop boven elke alinea
- 2 manieren om contact op te nemen of tot koop over te gaan
- Doorverwijzing naar een ander product
 - Als dit niks voor jou is dan is misschien passender
- Formulier

AUTOMATE



OUTSOURCE



HEALTHY BOUNDARIES



SERVICES

- Discovery Standardized & Automated
- Create content Standardized
- Design Outsourced
- Educate Automated & Boundaries
- Maintenance Standardized & Automated

- Bookkeeping Automated & Outsourced

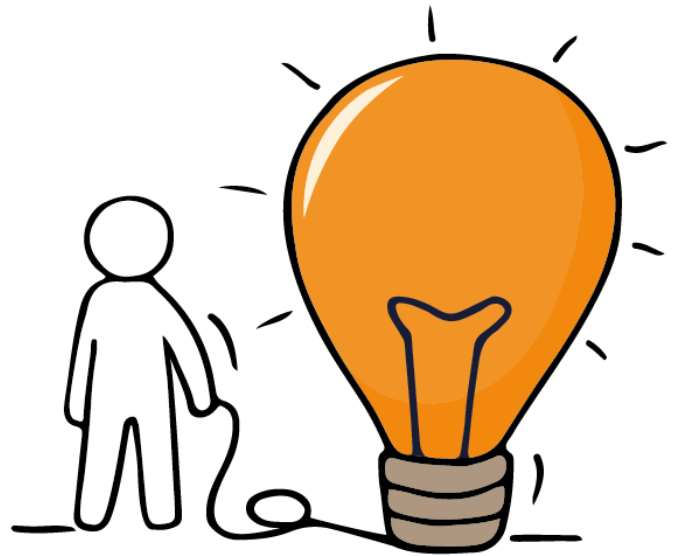


TEST - ADJUST - REPEAT



TAKE AWAYS

In random order (kind of):



TAKE AWAYS

Money isn't everything, but worries about it will take over your life if you don't have any.



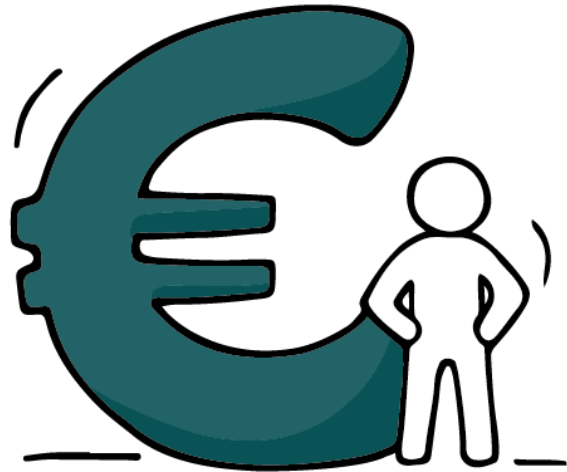
TAKE AWAYS

Take care of yourself FIRST!



TAKE AWAYS

Money is NEVER the problem



TAKE AWAYS

Learn from others, adjust to your needs



TAKE AWAYS

All systems work.

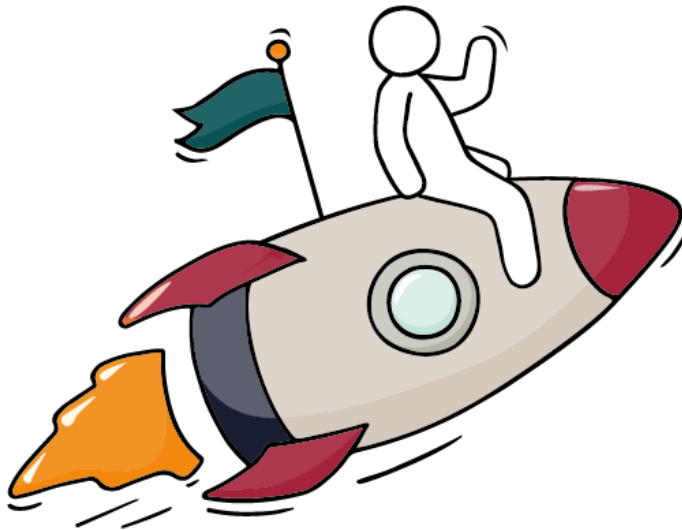


TAKE AWAYS

- Money isn't everything, but worries about it will take over your life if you don't have any.
- Take care of yourself first.
- Money is never the problem.
- Learn from others, adjust to your needs.
- All systems work



THANK YOU



QUESTIONS?

