Starting to Grow

@gavinballard

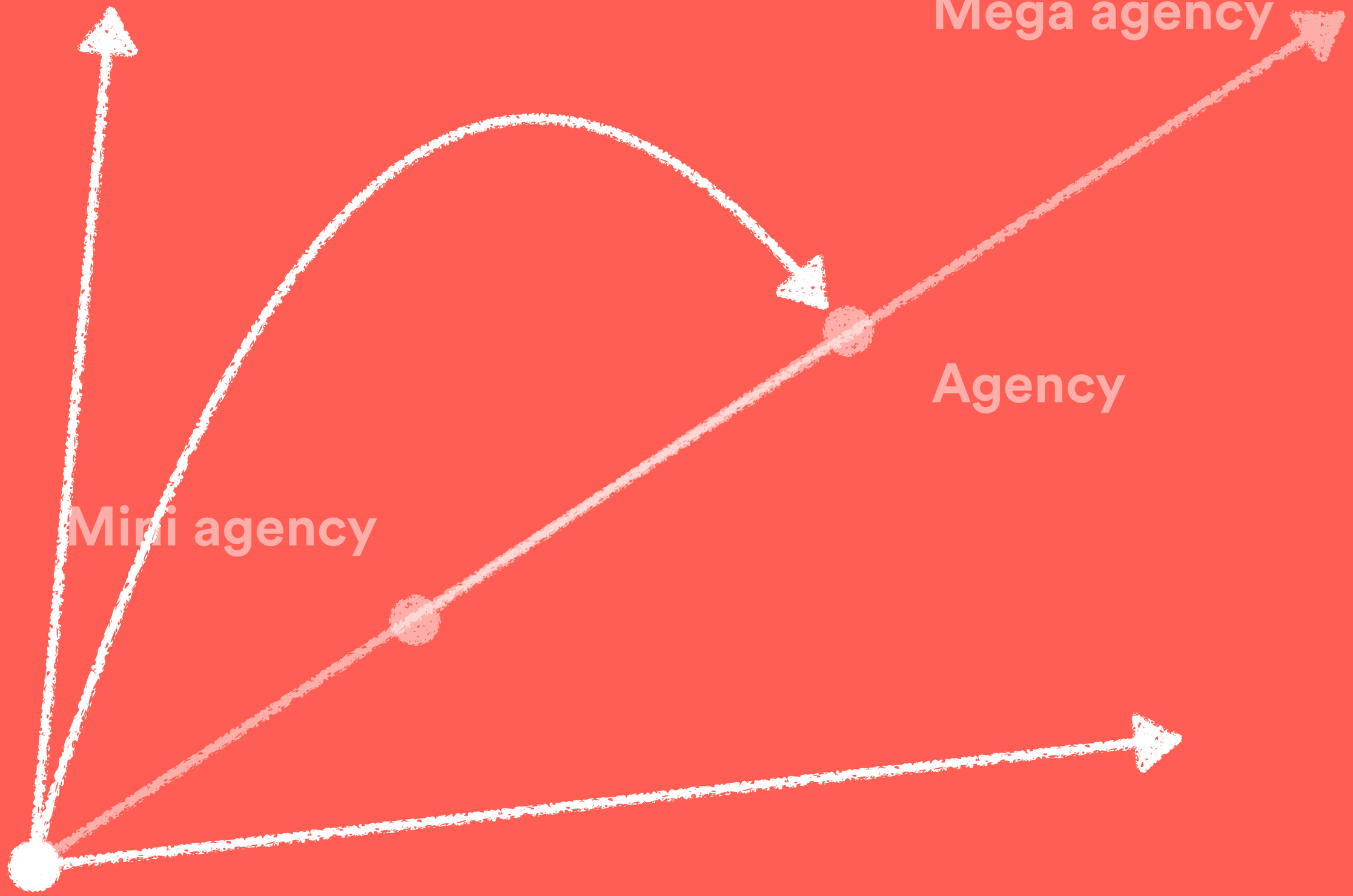
Disco

Mega agency

Agency

Mini agency

Solo freelancer


Mega agency
Agency
Mini agency
Solo freelancer

Mega agency

Agency

Mini agency

Solo freelancer

X

Agency...?

Solo freelancer

???

Why?

Paperwork Processes Niches Recurring Revenue Hire #1

Paperwork Processes

Niches

Recurring Revenue

Hire #1

Paperwork

Processes

Niches

Recurring Revenue

Hire #1

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Processes

Niches

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Hire #1

Paperwork Processes Niches Recurring Revenue

Hire #1

Paperwork

Get it done once.
Get it done right.
Forget about it.

Processes

Write it down.

Make time.

Be ruthless.

Niching Down

Ideal project?
Ideal customer?
Do that.

Recurring Revenue

Retainers.

“Info” Products.

Plugins.

SaaS.

Hire #1

Use networks.
Build a process.
Hire slow.
Fire fast.
Communication.

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