

# How To Find Better Projects for your WordPress Business in 2018

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# Sideways8

Websites  
Marketing  
Automation

<http://sideways8.com>



**SIDEWAYS**  
EIGHT  
**interactive**

Get CLEAR on What you do

## Get CLEAR on What you do



You should be able to tell someone that has never met you What You Do in one sentence.

Explain the details later.

# Get CLEAR on What you do



Digital Marketing Strategy and Implementation by way of building Websites, Driving Traffic, and Process Automation

White Label WordPress Development for Agencies

Website Consultation and Project Management

Talk about this on your website, leave out the 'extras'.

# Your Website



You don't have to stop working with everyone.  
Just stop saying you do things you don't like doing.



# Understand your Unique Value Proposition

# Your UVP



Explains how your product/service solves or helps their problem

Delivers specific benefits/values, not features

Tells why they should choose you vs. anyone else doing the same thing

<https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

# Your UVP



Example:

We build websites and marketing strategies for nonprofits that help them engage with their members and increase donations.

We've helped facilitate over 350 websites and manage over \$40,000 of pay per click ad spend each month for them.

Identify a target market...just one

# Identify a Target Market



Focus on one market at a time, add more later

Find out where those people congregate

Get in front of them, ideally groups of them at once

Qualify Your Leads

# Qualify Your Leads



Automate your Intake Process, don't stray.

*"People that follow simple rules are likely to be easier to work." - Bret Phillips*

Getting Started Worksheet - form on website

Scheduled call to review - Calendly link

Score the Lead - CRM

Charge more...



Charge more...



Are you charging what you are worth?

OR

Are you are charging what they said they can spend?

# Recurring Revenue

# Recurring Revenue



Without recurring revenue you are constantly hunting.

# Recurring Revenue



Package recurring tasks and charge monthly.

Over deliver with automation to increase value.

Find and recommend billable tasks.

Buddy up!

# Buddy up!



Finding and working with other people of varying skill sets gives more opportunities for you and them to do what you like and are good at.

Meetups

Facebook Groups

Coworking Spaces

Fire your worst client

# Fire your worst client



Seriously, fire your worst client.

It'll be empowering.

You'll feel a huge weight lifted off your shoulders.

You'll stop waking up in sweats.

The clouds will part and the sun will shine again!



Say no more often



## Say no more often



By saying NO to low paying, high maintenance projects you are opening up time to say YES to a better projects and relationships.

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