

155 Krystal Lewis Transcript

[00:00:00] **Heidi:** Welcome to another episode of the successful fashion freelancer podcast and today's conversation. I am doing a strategy session with one of our freelance accelerator students. Uh, this is an opportunity that freelancing accelerator students have to get on a strategy session with me one-on-one to answer any and all the questions that they have about freelancing.

And I'm super excited to chat with crystal Lewis today, who is in a really lucky and unique position. So she kicked started her freelance career, and she's doing amazing in some ways and struggling a lot in others. So crystal has 15 clients, which sounds like a dream for a lot of people. The challenge is that crystal got all of those clients before she figured out what her niche was or what her niche should be.

And she's scattered. And she's like, I'm just on the struggle bus because I've got 15 clients in 15 different product categories. From golf to hunting and fishing, to active, to [00:01:00] all the different product categories. And so it's a really common mistake I see with freelancers is they're like, I'll take any and all work that I can get and you wind up creating a lot more work for yourself and you wind up doing your clients a disservice because you cannot be focused on 15 different product categories.

That's insane. Um, and so crystal and I talked through how she can focus down to get into her niche, which she has defined. We'll talk about that in the, in the conversation. And we talk about strategies that she can use to off-board some of the clients that she's currently working with, she needs to off-board some of them to free up space to make some edits to her portfolio, which is another thing we talk about her portfolio, um, is not quite in line with the niche that she wants to go after.

So we talk about some strategies that she can use to adjust her portfolio, to speak to the brands that she really is passionate about. And we also talk about how she can just get focused in her day [00:02:00] and her day-to-day stuff until she gets on a better track. The niche that she wants to work with. So many great takeaways in this conversation with crystal, whether you are trying to find your first client, or maybe you're also like trying to juggle a kajillion different clients.

And you're not really sure, you know, how this freelance thing is supposed to feel so great because it feels so scattered. I think you're going to love this conversation with crystal, and if you would like the opportunity to get on

one-on-one strategy, call sessions with me, as well as every thing else that you need to have a successful freelance career from all the templates to all the resources, to the step-by-step tips and advice on portfolios and finding clients and pricing and all the things that you may be struggling with my freelance accelerator program.

Just maybe for you, you can find more details by heading over to so heidi.com/freelance SEWHID.com/freelance. We will link to that. And the show notes. Um, and I'd love to send you all of my free resources [00:03:00] on freelancing, as well as tell you a little bit more about my friends accelerated program and how it might be able to help you kickstart and grow your freelance career.

All right. That being said, let's jump into the strategy session with crystal and we will talk through all the things, um, of juggling a freelance career and what that actually looks like. Here we go. Um, all right, crystal, let's dive into your feelings, accelerator strategy session. Um, I'm going to let you drive.

I mean, I know you sent a whole slew of things that you want to talk about from, um, you know, you've figured out your niche and you're like, kind of trying to figure out, like, do you, what project do you have in your portfolio that worked for that? You also have a lot of clients and you're juggling kids and like, why don't you just start talking to me and we'll get through everything.

[00:03:48] **Krystal:** Okay. Got it. Um, all right. So, uh, I've been listening to the show for a long time. That's when I say. Got the confidence to just give it a try. And I was dabbling in it [00:04:00] and let's see, 2018 when I just kinda put my toe in the water, got my first client like, yay. This is so exciting, but didn't really understand what it meant to like, you know, pick a niche and why that was so important.

Um, fast forward to probably, um, beginning of this year, I partnered with someone in Austin completely by accident. Um, I was trying to do some domestic sourcing and the phone conversation sort of reversed itself and turned into a job interview. And she's like, actually, we get so many requests for people that need to do overseas manufacturing.

And we just don't do that. Ah, And I was like, okay, well that could work because I was really just trying to figure out how to make my business work. And she was going to send me clients I'm going to let yeah. So, um, that's kind

of how it all got started. She started referring people to me. I sort of put together a presentation and I was [00:05:00] getting clients left and right.

Which was super exciting. Yeah. However, I didn't expect for things to move so quickly during the pandemic when I've got two kids under me all day long. Yeah. And on top of that, they're all completely different clients, completely different needs, completely different product categories. So I was taking them on left and right, because I thought, you know what, let me just get my business going.

You get established then I'll, you know, iron, iron things out, um, the dust settles, but like, what are concept, even thinking about that, you know, looking back. Um, so that's in a nutshell, I guess how I got started. Um, I guess you tell me, like, what else do you want me to go into detail

on?

[00:05:48] **Heidi:** Well, I mean, I want to start with some of your questions.

So you did explain that in your, um, in the form that you filled out for what you want to talk about today, you said, um, I already have a [00:06:00] thriving business. Thanks to SFF. Woo. Um, so I'm unindicted with email samples, manufacturing, all the things for 15 completely different clients that I took on before I decided to commit to one category.

So, um, it sounds like, you know, you're like if we go one step higher, as far as like big picture where you're at right now, I think what I read and what you submitted for your strategy session is that you're busy with those clients. You're busy, you've got two young children with, you know, we're in the middle of pandemics, like is like a hot mess.

Right. Um, and you're, and then you're also like, I want to go into this niche of, I'll have to read it here, Missy, and women's, high-end sustainable, super feminine lounge and lifestyle. It's like, so clear what you want. And I have a very clear vision. Right. But then you're like, Um, but, uh, but if I were Lulu's or mint, Julep, I wouldn't be particularly sold in hiring me based off the design projects I did for Peloton or Barry's [00:07:00] bootcamp.

You know what I mean? So like that everything that I read right there is that you've picked this new niche that you want to focus on your portfolio. Doesn't

reflect that, but you're struggling to find the time because you've got 15 clients and your mother of two young children. So like what the F do you do?

Yes. Okay. First of all, take a breath because I'm like, when I read this, I was literally like, girl, if you are like trying to get more done, you're already doing so much. Um, so first of all, like, I want you to give yourself massive kudos for juggling 15 clients and being a full-time mom to two children. I mean, that's insane.

I was a full-time mom for 14 months. And I CA and with one child, and I cannot imagine another child and juggling 15 clients like this a lot. So give yourself like a huge serving of grace on what you are already getting [00:08:00] done. Um, I'm going to, there's a podcast. I just listened to the other day about, I won't go too deep cause I'll bore people, but I think it's really specific for you about trying to compare ourselves to this future version that we want to be, instead of, which is a very, it can be a very unhealthy place to be instead of giving ourselves credit of what we're already doing and like where we have come from, like the progress we have made.

So that's what I want to say first. Yeah. Right. I mean, especially in these times when, like we don't have daycare, like, and it's not an option for everybody because they based on a variety of factors. Right. So, um, so that being said. You do still have a lot of ambition and it can read in your thing. And I can just feel like you're really like a GRA assertive about that ambition, which I applaud.

So I think we need to need to like focus on, on these couple of things. Okay. You want to go after a different market, your [00:09:00] portfolio, which I think you're right. Is not going to resonate with them. Um, and you're trying to juggle these 15 clients. So a couple things that I would just think about is like, well, in order to go after them, I think the first thing we need to do is like do some self-directed projects.

Okay. Right. Um, and so then I think it's just up to you to decide, like, where does that fit into your life right now, if that doesn't fit in, like with these 15 clients that maybe you're booked out for, I don't know how far out or like how ongoing they are or if it's maybe time and you also have to like, weigh, like, what is your financial situation look like?

Like could you afford to. Just wrap up with five of them and say, okay, I'm going to get down to 10. And then those five are going to like free up this much

space. Right? Like there's so many variables in, in what you can do next that I can't answer for you. It's going to depend on your priorities. It's going to depend on, um, like your mental load.

It's going to depend on like your financial load. [00:10:00] Like where are you at with these 15 clients? Could you alleviate yourself from some of them? Because my guess is that, I mean, your children aside, because obviously a lot of mental load goes to our children and that's amazing. They deserve it. Um, and we don't always have the option to offload some of that.

Right. So that is a side let's look like, let's look at your 15 clients, where are you at with them? Could you afford to offload some of that leg or, you know, you have to think like, or do you try to find five extra hours a week? If, if getting rid of someone's clients is not an option, which it might not be financially and that's totally fine.

Um, where do you try to find, let's say like three to five extra hours a week, if you feel like that's possible to do, to start pursuing this other stuff.

[00:10:55] **Krystal:** So you said something that I've been kind of teetering on and I really needed [00:11:00] feedback from someone with more experience like yourself. Um, and do I just keep these clients and try to get some help, um, until I'm able to offload them, or are these clients that just like get grandfathered in as I pick my niche?

Um, but like the fact of the matter is there's only so much time in the day. I really am. Totally on board with maybe shedding, um, clients a little at a time. And luckily for me, uh, I couldn't be in the position I'm in, if I didn't have a supportive husband whose, um, whose career was stable through the pandemic.

So, um, it's right now it's more of a working smart, um, mindset that I'm really trying to wrap my head around and less, um, like survival.

[00:11:55] **Heidi:** Okay. Okay. So that's a very lucky position to be in. Yeah. Oh

[00:11:59] **Krystal:** [00:12:00] 100%. I thank my lucky stars every day. Totally. Um, and where I, where I am with these clients is a little all over the place.

So three of them are in production, which, um, is, you know, how will you say the rest of them are like, we are either wrapping up the design portion of it,

about to start sampling or in the middle of sampling. So that's, I mean, very broad overview of where I am with everybody.

[00:12:29] **Heidi:** Okay. And, okay. So, I mean, here's what I'll say.

Sure. Like these 15 clients, like that is your mental and time capacity, I imagine for the current time. Right. Okay. Yes. And then the other thing too, you, you said, um, uh, your children or with your children, with your full-time, um, until, you know, they're Vaxxed, so you do have the option. I mean, you, you do have options here.

You could. [00:13:00] Okay. Also the three clients, once they're through production, you know, there are good breaking points inside of the design to development cycle where you could maybe. Connect with someone else inside of the private Facebook group, inside freelance accelerator that you could give them a referral to, you can kind of pass them off to somebody, right.

So you're not just like abandoning them. Right. That's what I was worried about. Yeah. And I know that we can get so emotionally connected to our clients, which I think is amazing. Right. We really care about them. We care about their brand. We care about their success. And so, you know, maybe, so this is something you'd have to weigh.

Is it worth, you know, and, and how much do you want to like go through the process of like doing the handoff and the transition and then, you know, would you feel comfortable just passing five clients off, like right off the bat? Or would you want to, and this is something that like you just in your heart of hearts need to do a gut check with and decide, but like, Do you want to, you know, maybe pass off one and [00:14:00] then see how that goes.

And then if you would feel comfortable passport off to that other person, or I don't know. Um, you know, or maybe like you've heard someone interviewed on the podcast too. You're like, I feel like I know that person a little bit and I could trust them or you've maybe seen them in the group a little bit.

And you would feel more comfortable or maybe just hop on a zoom call or like all these different things that you would have to personally make a decision on of how comfortable you feel. So I think there's, um, there's that option. And then the other option to think about too is like, I don't know what the timeline is for,

you know, your kids getting into daycare at this point, maybe you were looking at like four months now.

I don't know the exact timeline. Right. And so maybe you're like, okay, so then maybe you're like, you know what, I'm going to sit where I'm at for four months and then I can make the change. So you just, there's just all these different options that you have. And I think you have to decide, like, what feels the most exciting to you?

Like what feels the most feasible? [00:15:00] Like all the things, right. It's so personal. What do you think? Okay. I think,

[00:15:04] **Krystal:** okay. So I'm glad you said that because for some reason, um, I'm very data oriented, um, or I guess timeline oriented. I set a goal and I'm like, this day is when things will happen, but so I keep telling myself, okay, 2022.

I'm not taking on any new clients unless they're in my niche, but maybe realistically, it's not just January 1st of 20, 22. Maybe it's when my kids get vaccinated are back in school. And then I can really like, you know, channel that energy into planning my business. Yeah. And not just, you know, sort of playing catch up every day.

Totally. So I think that already helps a lot, just not having this hard and fast date of like, um, I need to know what I'm doing in the next 22 days.

[00:15:54] **Heidi:** Yeah. It's literally right around the corner. I mean, that's a lot of pressure put on yourself.

[00:15:59] **Krystal:** [00:16:00] Okay. So that's step one. But

[00:16:04] **Heidi:** go ahead. Go ahead. No,

[00:16:04] **Krystal:** go ahead. I was just going to say, I do feel comfortable with, I guess I have become buddies with some of the people in the successful fashion, freelance community, and there's already a couple that I know.

The, I would say would be, my clients would be in good hands. If I were to make the transition, there you go. I just hadn't even considered that. I was like,

what does that look like? What do I do with these clients when I'm done with them? I don't want to just send them back out into the world. Totally.

Because they came to me because I made them feel comfortable and every single one of them has echoed the same thing, like really helped demystify the process. You really make me feel less intimidated about the process and be like, all right, well, that was fun. Good luck. Yeah. I just didn't feel

[00:16:48] **Heidi:** right. So then, I mean, you didn't really ask a question, but you kind of were like, what does that really look like?

I mean, to me, I think there's, there's [00:17:00] parts of the process where it would like logically make sense to be like, okay, here's where we're going to have a little break and we're going to, you're going to veer off to this other person. Right. And so you said, um, A couple of clients, I forget the exact stages your various clients are at, and this may be a personal preference for you based on like how you're running the projects, but like where do you have maybe three or a few clients right now where you're like, okay, there's a comfortable breaking point coming up.

Yes. So let me think about the breaking point when that's going to be, is it going to be in three weeks or month or whatever? Let me talk to these other freelancers. I know through the community say, Hey, I possibly have this lead, blah, blah, blah. Here's the details. Would you be interested and then if the freelancer's interested, then you can have a conversation with your client, I would say sooner than later.

Right. So if the break point would be coming up in three weeks and I would have the conversation now, like as soon as possible. Right. And just explain where you're [00:18:00] at. Like, I would just be really honest and, um, just say like, I'm really trying to, you know, focus in on where my passion and my expertise lies, and I want to make sure that you're in really good hands.

Um, I have this other connection. If it's something you would be interested in, I can, I can put you in touch with this other person who could take great care of you. Um, and I will be, you know, maybe you offer to like, sort of be in the loop on emails for like two weeks. Right. And put a boundary on that.

Okay. But like, I'll be in the loop in emails and I can be copied on everything so that I can be there to answer questions. And of course, you know, if a question comes up in a month, I know you're still gonna be available, but like you would

still, I'd still want to put a little boundary on that. Um, and then assuming both parties, right?

The freelancer and the brand. Is like interested and then going and working together, or at least vetting each other. Right. Then you can do the introduction, um, kind of formalize that. And I shouldn't say formalized, I don't think there's really anything to formalize, but then just be like, okay, work towards that [00:19:00] transition.

And if the freelancer is not available, maybe they don't have time. You know, then you can go to the next part. You said you haven't got a couple, so I don't imagine they can take on the clients. Um, and then if the brand wants to introduction, great, then if not then great. It was great working with you. And like you just leave on really good terms.

And I don't know. I mean, I can't imagine why they wouldn't, but maybe they don't, who knows. And then you, you know, um, and so you, then you could, so you've got you guys and you said that was three clients in production. And so then I don't know when, when those are going to be ending. And then maybe if you can like, get three clients passed off, then you can get down to like nine or 10 clients.

And then that might free up a little bit of time. Too, even before your kids get into and back into school, um, yeah, right now may free up, I don't know, five hours a week or whatever the number is. Okay. So that would be huge, right? To get five hours [00:20:00] back. Yes.

[00:20:01] **Krystal:** Imagine when you could call, I quiet that when I took them on, I thought, what am I doing?

What am I doing? Am I just did it a new way?

[00:20:08] **Heidi:** Yeah. And then from like a more selfish perspective, I'll just say, cause I'll just be blind about this. This is kinda how I operate. Um, I would think about the clients that are just like. You're just not loving for whatever reason. Maybe you don't love the project.

Maybe you don't love the person. Maybe they're a total pain in the ass. They're like a super pita client. Then you might want to be mindful about passing them off to somebody, or if you pass them off, you might just want to give a really

big heads up. Like, Hey, here's where some of the challenges are. I just want to be upfront about what I might be introducing you to.

And some people are up for it. Um, especially if they want or need the work. Okay. But I think at the end of the day, it comes down to like, you also need to take into account yourself, right? You ha at the end of the day, like you [00:21:00] are the only person that can put you first and you need to be selfish and put you first in this scenario.

So like what clients would not only offload the five hours, but the mental space, that's going to give you back the energy to like tackle this other stuff that you want to. Good advice. Right. Putting

[00:21:21] **Krystal:** stars by

[00:21:24] **Heidi:** asterisk asterisk, let's do this, right? Yeah. So what do you think is like, work, like, based on all this stuff we talked about, like, what do you think could be workable and then next?

Um, I mean it's hard, Christmas and holidays are like all around the corner, so I know it could be hard time, but like, what do you think could be workable in the next, like, let's say three to six weeks based on all, all the stuff we just covered there. Well,

[00:21:49] **Krystal:** um, what I, so I'm kind of at a standstill in the, um, masterclass, because I really don't want to move forward until I've [00:22:00] completed the things that you told us to really work on.

And right now I am still on my portfolio. Um, I, I did go ahead and make my prospecting, um, sheet. Okay. But I. All I've done for my portfolio is like, make a Pinterest board with some inspiration that I, that I really want to use. And I've gone to Shutterstock and I've downloaded some bodies I can start from and just sort of tweak.

Okay. Um, so I think in the next three to six weeks, I could at least have those, like you said, just two simple pages, um, you know, PDF, which is two pages. I could definitely have that done in

[00:22:39] **Heidi:** three to six weeks with like very clear projects based on the target market that you've chosen, that would like absolutely speak to them.

Beautiful. Yes. Okay. But what about all the light passing off of clients' stuff that we talked about? Oh yeah. Like I was actually talking about like clearing up some space in your schedule. I mean, if you can jam the portfolio in while you're [00:23:00] juggling these 15 clients and I think that's great, but, um, no,

[00:23:04] **Krystal:** I should probably focus on that first.

Um, so okay. Next three to six weeks, realistically. So

I guess if I had to just pick one thing I know I could do, it's, there's a handful of clients that have gotten their samples and they are trying to strategize how they're going to go about placing the order. For instance, I have one client who I love as a person dearly, but the product itself is so far from where I'm trying to go.

It makes sense for me to keep going down this road. Yeah. So I got him a samples he's in love with them, but he said, I would really like you to help me get a set of salesmen samples so that I can do a whole marketing campaign and see about getting pre-orders like now would be a good time right now before I do anything else, [00:24:00] just see if I can find someone to take the

[00:24:02] **Heidi:** Baton.

It sounds like a perfect transition point.

[00:24:06] **Krystal:** Yeah. And that's one of two scenarios, uh, three scenarios for sure that I've gotten samples to people. And now they're trying to figure out, do I get a loan from the bank? Do I try to do some sort of Kickstarter? Um, do I try to do pre-sales like those are the people that I need to be serious about finding

[00:24:24] **Heidi:** new homes for, I mean, literally you could like, I, after we get off this call, I don't know where you're located, what time of day it is.

But like, after we get off this call, you could reach out to a few of the freelancers in the SFF community. And like, here's the clients, like, would you be interested or not? Okay. I mean, that could be done in 20 minutes. Yes. And then based on what they say, you reach out to your clients tomorrow, or at least sometime this week, and either by phone or zoom or email, depending on, you know, what you feel is the best [00:25:00] rapport for your relationship.

Um, and Hey, I have, I, you know, here's why I'm kind of transitioning, blah, blah, blah. I've got to their freelancer, blah, blah, blah. I mean, you could literally have those three clients offloaded this week. I feel like

[00:25:15] **Krystal:** I'm just in my head about like, how do I do it? Right. Like, what do I say to where it doesn't feel like I just pulled the rug from under these people.

[00:25:23] **Heidi:** Okay. So like I'll freeform the email to you right now. Okay. Okay. Here's what you say. Um, and if they were. Depending on your working relationship with them and depending on them, like, do they really, like, they don't want to get on a zoom call. They're busy that I would try to do this over zoom or phone.

At least I wouldn't, I wouldn't do email. So let me freeform the conversation, not free from the email. Um, Hey, blah, blah, blah. You know, it's been so amazing working with you and I'm really excited to where we've gotten the project so far. Um, I just want to be really, really transparent about some of my goals and where I'm trying to build my freelance business to, [00:26:00] you know, I've done a lot of soul searching and I've been thinking a lot about what makes the most sense for my future based on my passion and my desires as a freelance designer.

And. You know, there was a point where I was just taking on a lot of various clients in different categories, but I've really decided to focus on this specific category because I think if I'm focused, I can do a much better job for my client. Um, and I can bring myself a little bit more, you know, passion in and, uh, enjoyment into the project because this is like the category that I'm just absolutely loving, obsessed with.

So all of that being said, um, you know, I realized where we're at in the project, you've gotten your samples and you're kind of trying to figure out where you want to go next. I don't want to leave you abandoned. And I realized that, you know, I've gotten you here and you feel really comfortable with me.

Um, but I do feel like this could be a good breaking point in the project. Um, for me to give you the opportunity to work with another [00:27:00] freelancer, I realize it can be really hard to find freelancers. So I am part of a private community with freelancers it's, uh, For the answer is specific to the fashion industry.

And there's a couple people that I've built relationships with over the past few months, however long, um, who I know could do a really exceptional job for you. I've reached out to them. They do have availability in their schedule. And so I wanted to open up the dialogue and see how you would feel. Um, I mean, in a way, like I'm, I'm sick the way I'm saying it is, you're almost giving them an option, but like, I think they're going to get it.

So your client was like, I wanted to open up the conversation to see how you would feel about, you know, me introducing you to this other person who could take over the project. Um, I'd be happy to be on for a couple of weeks during the transition and be copied on all emails to make sure nothing gets lost in communication.

And you know, of course, even in a month or two or three, like if a question comes up like that, you don't have the [00:28:00] information because it was just stored in my head. Like I'm here to support you and make sure that this works. Um, but yeah, As a business owner, like I have to be really mindful about where my time and energy is going.

And as much as I've loved your project, you know, I've, I've spent some time over the past few weeks or months deciding like what I want the full future of my freelance business to look like. And it just looks a little bit different than your project. And, and so I wanted to just be really transparent, open up and have this conversation with you, um, because I really care about your success.

And so I'm, I want to do everything in my capacity to make sure that you are taken care of going forward. Um, but I also have to really be true to myself and I have to be true about where I can do the best job and having the most impact and your project. Like doesn't totally fall into that category that I've now decided I want to focus on going forward.

I think they're going to be really understand, like [00:29:00] I would be right. You just have to be honest at the end of the day. You know, and so cliché honesty's the best policy, but like, it really works. Yeah. Um, and I've, you know, I've done a lot of speaking over the years and I've done a lot of writing and I've really refined, like the nuances of the language that I use.

You're a good speaker that I can, but you're a good speaker too. I can tell just in our conversation, I can tell what you wrote in your application for the strategy session. Thank you. Yeah, you're welcome. But, um, so I think you would do

great. Um, and I just think you just have to be really true to yourself and it's okay to be like, I have to be honest about what makes sense for my future.

And guess what, they're a business owner too. They're going to get it. Yes. Yeah. They're going to get it. Absolutely. So that's what the conversation would look like. How does that feel?

[00:29:49] **Krystal:** That I literally just felt like calm, wash over me, listening to you say that I'm like, hold on, let me get my phone and just record this and then play it with my continents consultation.

[00:30:00] But no, that's exactly what I've been trying to figure out how to say and an email didn't feel right. I'm okay with getting on a zoom or a phone call. All my clients seem to be okay with that as well. I just didn't know the word. I just needed the word. So one step closer. Yeah, definitely.

[00:30:17] **Heidi:** Yeah. Okay. So I think like, I mean, I literally think you could make some huge progress this week.

It's only Monday. Okay. Ping the other freelancers. See if they'd be interested. I imagine, you know, if they're top notch freelancers, you should probably hear back from them pretty quickly. Right. And then you got a chance to hop on with your clients. And then the other thing I would really add. Like if I had to like put it down to, like, let's say a few bullets of like things that I would really specifically touch on in that conversation, it would be, um, I'm and maybe this is not in the exact order, but I want to be really [00:31:00] mindful of like the transition point and where we're at right now.

It feels like a really good time for transition so that like no balls get dropped, right? Like we're at this interesting, like you're kind of trying to figure out where you're going, blah, blah, blah. Right. So it's a good transition point. And I'm mindful of that. Um, I understand that it's hard to find freelancers, which is why I've reached out to a couple of people who I know and trust.

And I know I could pass you off to someone good. So that they feel comfortable, that they're getting put into someone that you have handpicked. They're not just getting some random person. They're also not getting into the position where they have to go find their freelancer. That feels really hard. So you're offering a huge value by giving them someone that you already know and trust.

Um, That you, and this is sort of like two pronged, but one is that you have to be really mindful about the work that you want to continue doing based on your passion and your interest, because that's where you can do the best job possible. So from a selfish perspective, you want to be able to put your energy towards the things that you're most [00:32:00] passionate about, but also for respect for their business, you want to be mindful that you're, if you can do the, the stuff you're most passionate about, that's where you're really going to shine.

And not that you're not doing a great job for them, but we're always going to be doing a little bit better job if it's like really aligned with where we're passionate. Right. And they're going to respect that.

[00:32:18] **Krystal:** Great. Um,

[00:32:25] **Heidi:** and then I guess last thing would just be. I'm here to like, make the transition seamless, right. I'm not just going to

[00:32:35] **Krystal:** disappear

[00:32:37] **Heidi:** after I make this intro. I think those would be like the four key points to touch on.

[00:32:43] **Krystal:** Okay. I've made notes of all four.

[00:32:48] **Heidi:** Okay. So, okay. So that, I mean, you just got a week planned out and that's nothing.

That's no time.

[00:32:58] **Krystal:** So now I am seriously. As soon [00:33:00] as we get off the boat, you're going to do this.

[00:33:01] **Heidi:** I love that. I love that. You're just going to take action so that hopefully fairly quickly would give you the time then to like really do a good job at getting your portfolio done. You're not jamming it into the crack at like midnight 30 after you've got your kids to bed and you've like, you know, done life and finished up with clients.

Yeah. Um, What else do you want to talk about I'm reading the rest of your thing? So I, yeah. Do a couple self-directed projects. Don't overthink the

portfolio. I think two to three projects are gonna be plenty. And if you show them exactly what they want, boom, you're in.

[00:33:38] **Krystal:** Gotcha. I'm just looking at my notes.

Um, so I think some of this too will, um, get better, you know, once, once the kids are back in school, but I'm finding, and it also might be alleviated too once I have less on my plate just in general, but I'm just finding that I've [00:34:00] been so scattered. Um, and, um, I don't know, like just, do you have any sort of, oops, did I

[00:34:10] **Heidi:** disappear?

Yeah. Your back. So

[00:34:13] **Krystal:** I guess, do you have any strategies for, I guess just how to keep yourself focused and organized. What's your

[00:34:20] **Heidi:** projects. Yeah. I mean, you know, there's a million different strategies out there and so I can only speak to like what I feel like works well for me. Sure. Um, and I, I'm not sure that I'm the best person, because I'm actually really good at, like, I can do this for 10 minutes and I can jump over here.

And I don't like lose my focus. And I, I S I've, I've learned over the years that like, that's just how my brain works. It's really ping pong. Um, but, but something that I have seen success for with, um, is just trying to be like efficient and, and [00:35:00] batching stuff. So, and I'll give an example actually, what we're doing right now.

So I used to, so the podcast has been around for three years. Maybe. I don't even know how long I should probably know that, but it's been years. Right. And I used to. Um, I would just like schedule interviews, like kind of on the fly, like ongoing all the time. And so what happened was it was like the podcast, which is a very big asset for our business.

Um, it's probably the biggest asset that we have outside of like our, our paid programs and stuff, but the biggest free assets are podcasts. And I, it, it felt it mentally felt like I was, the podcast was a constant thing, right. Because I was

like, okay, I'll do an interview here and I'll do an interview there and I'll do an interview here.

And I never like got behind. I was never scrambling to try to get one out. Um, and only in the last like year, year and a half, did we start batching the recordings? I record four times a [00:36:00] year and I fit it into a week. So like this week I'm recording six episodes and it's a lot for the week, but. I focused on the podcast for a week and I now have Tara.

And so she does all the scheduling and coordinating. So it's a lot less. And then I can forget about the podcast for like three months and Tara, and we just hired a third person or in the background, like making sure it gets published and all that stuff. So I realized that's like a little bit different, but even still for me, if like doing the recordings, instead of doing like two or three recordings a month, which just kind of feels like it's a constant, like what can be batched out.

And I realize you're probably not in a position to batch things out four times a year, but on a day to day basis, or maybe a week to week basis, or even like a morning to an afternoon basis, LinkedIn. And where can you do these chunks of similar like tasks so that you can get your head into that [00:37:00] space?

And then you can like cross it off for the rest of the week or the rest of the day, or like, whatever it might be.

[00:37:06] **Krystal:** Yeah. As soon as you said that, I thought, um, that from my corporate days we did some business with forever 21 and they only did fittings on Tuesdays and Thursdays. Totally. And now I get why at the time it was like, why, why are we wait for this approval?

The fact that like, they'll go, go, but, okay. But yeah, I could do stuff like that. Like only do FedEx on Mondays or Tuesdays or whatever batching love it. Okay.

[00:37:37] **Heidi:** And then, you know, since you've got like so many moving pieces and parts to your business, because you're juggling 15 clients, there's a lot of like little details for every client I imagine.

Right? Like what do you use to keep organized? Like, do you use any type of like, how do you know what your to do list is each day? Or like what deadlines are like, where do you keep. [00:38:00] Sure

[00:38:00] **Krystal:** I have. Uh, so I was using Trello. Okay. Um, which I didn't love for some reason the setup of it was just not great. I just switched to base camp maybe like last Monday.

And so base camp has all of my projects and my to-do lists. And then I have my planner that I write in my day to day, but actually tests. Right. There's successful fashion freelancer podcast app. So that is how I keep myself organized day to

[00:38:30] **Heidi:** day. Yeah. I mean, I'm

[00:38:34] **Krystal:** trying, but I feel like the list just grows and then there's all kinds of like things that like, sort of to thrive by in my day that take my focus, like, oh, I need to make a hang tag for this client.

There goes the one hour I had between, you know, while the kids were eating lunch, that I was going to try to bang out some emails or do a couple of sketches and I've got to do this hang tag. Yeah. So that's how I try to stay organized,
[00:39:00] but you know, all you can do is your best,

[00:39:04] **Heidi:** well you can do is your best.

And like, here's what I'll say. You're juggling 15 different clients in like 15 different categories. And I'm, I'm not sure there's a solution to the scatter that that creates, um, I hate to like, other than offloading, some of them and like trying to streamline some of the process. Um,

and I don't, I'm not sure I'm the best person to ask this question to. I, because I, I don't know. It's funny, like, so Tara and I have worked there for two and a half years and she writes everything down and like her notebook is like, we have an hour long meeting and she's got like a full eight and a half by 11 sheet.

And I'm like, I wrote down like this, that's what I wrote down.

[00:39:56] **Krystal:** I am

[00:39:56] **Heidi:** Tara. Okay. You're Tara. So I think that that's actually good
[00:40:00] because I it's all in my head and I don't lose track of shit. I don't like stuff gets done. I don't miss it, but I CA I wake up middle of the night thinking about shit and I, and, and so I've been trying to get better at like getting it.

And we just started using a sauna. Um, I tried base camp years ago and it didn't work for me, but I'm sure they've changed it by then. And honestly, it's a personal preference, but, um, we've been using a sauna it's been working really, really well. And so I'm just like getting stuff out and I'm just putting it on the day.

I'm going to do it. And, um, just, I mean, I've been sleeping better and yeah. And so, but you're already getting stuff out on paper. So that is working for you. Um, yeah, I'm not sure if I have any more that's right.

[00:40:43] **Krystal:** But that actually, that helps. And I, like I said, it'll get better once I it'll get better.

Especially what I really focus into my niche, then I won't have to be recreating so many things. You don't, my trend will be my trend

[00:40:56] **Heidi:** for yeah, totally. Yeah. [00:41:00] So

[00:41:00] **Krystal:** can't wait

[00:41:00] **Heidi:** for that huge. Um, what else?

[00:41:04] **Krystal:** So, okay. I've listened to enough podcast. I feel like I know the answer.

[00:41:10] **Heidi:** I'm happy to give a personalized one,

[00:41:12] **Krystal:** but I am truly also in my head about reaching out to mid-level brands.

Like you have a bigger brands, because part of me feels like working with startups is working. Why would I like, if it ain't broke, don't fix it kind of thing, but I'm also interested in trying. So

[00:41:34] **Heidi:** what's in your head about this specific.

[00:41:38] **Krystal:** Okay. So I don't want to become a permanent answer. That's like my worst nightmare.

Um, but also I want to hook a big enough fish to where I'm less worried about finances. Um, but not that it's eating so much of my time that I can't work on the fun projects to

[00:41:56] **Heidi:** the, then you're like the permanent answer. Correct. You're like, okay, now it's just taking up [00:42:00] 40 hours a week. Yeah.

[00:42:01] **Krystal:** I do love working with startups because they're just so like, your sponges are so eager to learn and they're super excited about the process.

Um, but I would love to have something a little more stable and I I'm just, I don't know. I feel like there's, there's gotta be a way to do it right. Or some, some red flags to look for before you sign on. A bigger brand. Um, any thoughts on

[00:42:27] **Heidi:** that? Yeah. I mean a couple things and I'm just going to like blabber.

So if I say something that you want to know more about, let me know, or if I'm getting completely off topic, let me know too. Um, first of all, I think it's always good to remind ourselves that there are startups. Startup is a very broad term. A startup can literally be one person working out of their basement, like trying to scrap this with their savings.

Right. A startup can also be a team of three to five, or even like 20 [00:43:00] that has gotten funding. It's not as common in the fashion space as like, you know, maybe tech. Right. But, um, or they like had a Kickstarter and like something like went really viral and they got enough money, right. Blah, blah, blah, all the things that could various ha under various circumstances that could happen.

Um, I mean, I worked, I didn't love working with startups in my career. I worked with a handful. One was fairly stable. I worked with them for like three or four years. Um, it was, uh, a partnership, two people, um, and they both were helping fund the business. The woman just happened to have a good bit of cash.

And I like on a year to year basis, like I probably did 20 to 25,000 a year with them. Okay. So that's like a good chunk of cash [00:44:00] and it happened to be a, um, a man and a woman, not actual partners, just two people that knew each other. Um, so maybe I lucked out with that, but, but I don't know, like I know

other freelancers inside of freelance accelerator as well as just outside on a personal level.

Who do like substantial ongoing projects with like small startup brands. So I think that, you know, you have, you pretty much got all your clients from that factory, is that correct? All but one. Okay. So maybe the type of client you got is a very specific type of client because they've all come through the same channel.

Right. And I'm not saying that that's good or bad, but like, maybe they're so, so, so here's something really interesting that I think you should hyper focus on, um, finding and building a relationship with that [00:45:00] funnel. Which what I mean by the funnel is you built a relationship with the factory and now they're just all the clients funnels through there and they just spin them right out to you.

Right. That can be like a beautiful arrangement. Um, 'cause you just sit there and they just funnel the clients to you instead of you going out, having to find those 15 individual clients. So you could look at like, are there maybe like higher end factories or factories that like specialize in the type of product that you're interested in, or maybe it's even suppliers?

Like what types of fabrics are they using a lot of, and are there suppliers out there that specialize in that? And you could focus on like building relationships there. And if you're looking at a supplier that sources maybe higher end materials, or, and I don't know, like what the price point of the products that you're going after, but like at a certain price point, like maybe it's gonna, you, it might attract more of the co the [00:46:00] startups that maybe if they got a bit more cash and they might just be a little bit more stable and they might be, you know, there might be a longer term relationship.

I mean, you can get anything from anywhere, so it's not going to be like a. Uh, sure thing, but you could think about that. Um, and then beyond that, you know, I think that there's opportunity to go into those like mid, maybe small to mid-level established brands, like you mentioned. Um, and you could, those could also come through factory referrals for sure.

Right? Right. Maybe you talked to international factories instead of domestic, because they're probably, I, my guess is that they're manufacturing abroad. Um, and you build those relationships. Maybe you've got relationships from the past

that you could kind of like reignite, um, and, and those brands are. Oh, you know, we're like really scrambling, blah, blah, [00:47:00] blah.

And they're like, oh my gosh, we know this amazing freelancer who like specializes in your category. Whatever. I don't know. That's been the hardest actually. What's

[00:47:07] **Krystal:** that? I really thought that I was going to be able to just tell all male bosses, Hey, guess what I'm doing now? And all the

[00:47:13] **Heidi:** work was going to come.

It doesn't work that way. Not, yeah, no, it doesn't work that way. Um, so, you know, I think it's going to, it could be a multi-pronged approach, right? Like you can work on like building the relationships with the factories and the suppliers, and then they can funnel you, some people, um, you can of course do pitching and outreach, which I would highly suggest you do in addition to that.

Right. And, and I think with the, you know, more established brands, um,

Just pitch and outreach and do the same thing that you would do. And then as far as like, you know, it not turning into a permanent answer role, like that's really on you. Um, I mean, listen, [00:48:00] like some, some people, you know, you could get the opportunity to like, okay, we're going to do 20 hours a week with you, but like, you still gotta work from home and you still gotta do it.

And it's like, well, maybe a little bit of like a retainer arrangement, right. Where they're like, we're gonna pay you this flat fee. And you're going to put in like roughly X hours, dah, dah, dah. And you might be like really committed to like Tuesdays you're available Tuesdays and Thursdays you're available, like, right.

And, and so as much as that, like my kind of feel permanent Lancy, like that could work really well for you. And then you've got your other guy, cause that maybe gives you the base that you want, or I don't know. I think, you know, it's really up to you. The permitless roles. I really talk about the, I, Hey, are like, you gotta show up in an office and you're working 40 hours a week for us, and you're not taking on other clients.

You're not even a freelancer. You're working for one brand full time, whether it's in-house or partially work from home, because, you know, they've gotten a little bit more relaxed with COVID. You're not a freelancer, nothing free about it. No,

there's any [00:49:00] for your temp is a temp job, right. No matter how you dies, it's a temp job.

So you just have to like, control that boundary.

[00:49:09] **Krystal:** And I guess at the end of a contract, if it's not working out and you just don't.

[00:49:14] **Heidi:** Yeah. And you just have to be in charge of like, okay, do I want to do 20 hours a week for one brand? Or like, what does that, what might that even look like? And like what works for you?

Cause that could work really well. Or maybe not for whatever reason. You're like, I don't want to commit my Tuesdays. And like, I think it's just going to be like each arrangement, like is just going to have to usually have to address it on its own. Sure. So, um, I mean, how does that feel? And, and, and also like, to just kind of go back to the stuff we've talked about the startups, like, how does it feel to kind of think about them as like, uh, I think it's a bigger category than like, you know, there's this stereotype of like, oh, the struggling startup that like wants to take pack for \$5, right?

Yeah. And maybe it's not that extreme, but like, right. That's like [00:50:00] just being really abrasive about it. Um, I think there's a lot more out there than just that though,

[00:50:06] **Krystal:** right? No, that feels good. I love the idea of reaching out to suppliers and, um, you know, making new channels with other factories, the same way that I made with this one.

Um, even though that was completely happenstance, but I feel like, you know, that something good could come out of that if I really put some energy behind it. Um, and as you were talking, I thought of another question. Go ahead. So, um, just like I have taken on two. To one of a variety of clients. I also do way too many services, but I didn't really know how, how that was supposed to work.

I guess. I suppose I just kind of need someone to give me permission to be like, yeah, I don't do that, but I also don't know where to refer you to like, so for instance, like I have loved the sampling part of it, but the manufacturing, like I

haven't [00:51:00] slept since August, even though I have hired a, I mean, that's like an exaggeration.

I sleep

[00:51:05] **Heidi:** like you're tired. I get out, I get

[00:51:08] **Krystal:** it. Um, th this factory that I'm working with is like refusing to keep my QC team in the loop. They are not giving me accurate debt deadlines, and sticking to timelines. And what have you, and it's causing a lot of stress to my clients. A lot of stress to me. And it's just really got me thinking, like, is it the factory or is it the fact that I took this on to, should I have.

Should I have, you know, cut the line off at sampling and then handed them over to the factory and been like, Hey, um, here you go. I don't know what are

[00:51:41] **Heidi:** thoughts on? Yeah, I mean, so my first slate, just really, maybe harsh comment is like, you just have to be selfish, but at the end of the day, like going back to the conversation earlier, like you just have to be really selfish about, and I say, I say selfish in like a very positive tone, [00:52:00] right?

Like this self-preservation. Yeah. I think selfish can have a very negative connotation. Um, you know, my husband and I decided not to have a child until, or to even explore having a child until I was like 35. And it was because we were really selfish and I say that very confidently and very proudly. So I don't want that word to be misunderstood.

Um, so I think that so first it just comes down to being selfish. If you don't want to do the manufacturing and it's like taking or the production process, um, at post sampling, Kill it. And that's a good, I think it's a good breaking point. Um, if you happen to have someone to pass them off to great, if not, that's not really your worry.

Um, as long as you are open and upfront and really clear and transparent about that at the beginning, I talk excessively inside of freelance accelerator about being transparent and being communicative with our clients. Communication is the number one [00:53:00] tool for success. And I would also say it's the number one reason for failure?

Um, whether it's, you weren't clear enough in your communication about what the project actually entailed. And they're like, oh, I thought I was getting this and I'm not getting that. And probably cause you under communicated the actual services you're gonna provide. Um, you know, I could go on forever with examples about communication, how they can solve or cause problems.

So I think it comes down to like being really, really transparent and clear upfront about what you do and don't do and what your services do. And don't include if you happen to have somebody who can help with that other part of the process. I think that's great. If not then guess what they can worry about it.

So I'll just give you two examples. Uh, literally the inner conversation I had right before you was it podcast interview? I got off, like I edited like 15 minutes before I got in with you had just had the conversation, um, is, is a designer, a bridal designer. And [00:54:00] she does not do grading. She does not do fitting.

She does not do the PLM chart. And she just landed a project for 18 tech packs. And she was like, I was just hyper clear that like is, does not include the POM does not include, this does not include graining fitting making blah, blah, blah. Like if I do those projects, I will shoot my eyeballs out. Like she just hates it.

And so. Over communicative about what it did and didn't include. And that was fine. And then, um, you might know from the student group, um, Amy Barnhart, she was on a podcast a while back and she does men's active and like lifestyle and, and golf. And she does everything except sourcing. She's like, I just don't want to do it and I'm not that good.

And I just don't wanna do it. I don't want to do it. So she goes, I'm just very clear, like, I'll do this and I'll do this and all this, but I don't do sourcing. So she does like all the technical design [00:55:00] she does. She does the design. She like does the mood board. She does the design, she does the technical.

She'll like help them through the development process. But like they have to find the fabrics. They have to find the trims. They have to find the factory. She just doesn't source. Um, and so I just think that like be selfish and then just be really clear in your communication. And you can tell them why. Or you don't have to tell them why, but like, if you're like, I just don't feel like this is my genius zone and this is where I really Excel, then that's totally fair.

And that it could be like, I think that's actually a very attractive thing from a client's perspective, because it says a couple of things. It says that you're very

deliberate about what you do and don't do because you know how to best serve your clients. And then it also tells me that, like, you're not the freelancer out there.

That's like desperately trying to get anything that's going to like make a buck, [00:56:00] right. No matter how badly you need to make that buck, it doesn't come off good to the client. Right. When you're like, oh, and I can do that. And I can do that. And I can design the hang tags and I can book and I can do the, the dah dah, dah, and I can do your social media graphics.

And it comes off really bad. And not saying that doing the production is that scattered, but if it's not, you're like. If this isn't where you Excel and that's not where you thrive, then just be clear.

[00:56:28] **Krystal:** Okay. Okay.

[00:56:30] **Heidi:** Um, do you feel a little more comfortable going into that now?

[00:56:34] **Krystal:** Uh, I mean, it's something I'm just going to have to get comfortable with.

My problem is I just, I feel like I said earlier, I just have, for some reason made it my responsibility to like, hold their hand through the entire process. But like, there's just some things like, I'm just not that good at and, or not necessarily, I'm not good at it. I just feel as though I hate, I just hate doing it.[00:57:00]

[00:57:01] **Heidi:** Like

[00:57:03] **Krystal:** I shouldn't

[00:57:03] **Heidi:** do it cause that's like one of the biggest benefits of freelancing is that you get to like pick and choose what parts you do and don't want to do. Um, and so like, what's the point if you're taking on all this stuff that like doesn't really fuel. That's not going to feel good and you're gonna, you're not gonna enjoy what you're doing.

Right.

[00:57:24] **Krystal:** Okay. Um, I mean, I feel good

[00:57:26] **Heidi:** about that. And I mean, I think that like, right. There's if you're doing a project that you're kind of resenting because you just don't like it, guess what? You're not going to do a great job, no matter how hard you try is not going to be the best job possible. And that's really not fair to your client.

So I think at the end of the day, even though you're being selfish, like I do think that it ultimately can come down to being a disservice to the person that you're working with.

[00:57:52] **Krystal:** Absolutely. 100%.

[00:57:55] **Heidi:** Yeah. All right. What else? We got a couple more minutes here. [00:58:00]

[00:58:00] **Krystal:** Um, well those were my only like specific questions.

I feel like you really helped me drill down and I guess just wrap my head around some things. Just just kinda too hard for me to even wrap my head around for this conversation. Yeah. So those were my only real specific questions.

[00:58:19] **Heidi:** Okay. I mean, I think you're in a really amazing position to not only have like, kick-started your career with these 15 clients, which as much as it's like, feels like maybe a hot mess right now has been a very valuable learning experience.

I'm sure. Oh yeah. Oh yeah. And a lot of people would kill to be in that position of like, okay, I may be scattered, but like I've got these 15 clients and like it's bringing in money and I'm working and like it's fulfilling on some levels. And um, you know, it's, it's a very lucky position to be in, not to discount, you know, where it's like making you a little bit crazy.

Cause it's so scattered and it's not the work that you love and you can get there, but it's going to be a little bit of a transition. And I think just being [00:59:00] mindful about severing, those ties at the right time. And once you do the first one or two, it'll be a lot easier. And you'll be like, oh, this is, I totally get how to do this.

And you'll be able to like, are any of the 15 kind of in your niche or like clients that you're like, you know what? I will just keep working with them. Cause it makes sense.

[00:59:18] **Krystal:** Um, probably two. Okay. Of 50. Yeah. So there's transitions. I mean, I'm telling you hunting and fishing one day golf another day, like swimwear another day.

Like what have I done? So,

[00:59:30] **Heidi:** oh, that's tough. It's tough to like stay on top of all that. Okay. For sure. Yeah, you're doing great. You're really doing great again. Please give yourself the credit of like all the stuff that you have done and like where you were three months ago compared to now where you were a year ago compared to now, instead of only comparing well, but I'm not at this other thing yet.

I'm going to send you that podcast to listen to. I think you're really going to enjoy it. I was like, this is a [01:00:00] game changer. It's all about that. Comparing yourself to what you haven't done versus like giving yourself credit for what you have and how it can just really, it can ultimately trigger more bigger, better success than trying to only strive for the thing that you don't have.

So, absolutely.

[01:00:19] **Krystal:** And I just want to just take a minute and just say, thank you so much for what you do. Oh, you're so sweet. I mean, I remember sitting at my desk being miserable, um, just thinking there's gotta be a better way. And I was just looking for a podcast. It was kind of drown out the negativity in my mind and I stumbled upon your podcast and it has, it literally changed the way I think, which has ultimately changed my life.

So I just had to take a minute

[01:00:44] **Heidi:** and say that I'm so grateful that yeah, it's, I'm a podcast is a funny thing because you know, we sit here and have these conversations and then. It just kind of goes out into the wild. Um, and so it's always nice to [01:01:00] hear like the individual stories of people who has had a big impact on, and I'm 100%, I'm one of them.

Yeah. Sometimes it's, it feels very like, I'm just talking to nobody.

[01:01:13] **Krystal:** I got a

[01:01:14] **Heidi:** hamster wheel. Yeah. Like four times a year I get on, they have to run. I just have these conversations. So it's really cool to hear that, like you hit play and you like, it had such a big impact. It really, it really makes a difference festival.

Yay. Well, I'm glad that we found you too, not to get so cheesy at the end, but amazing crystal. Okay. So to recap, and the next week, um, like this week, you're going to initiate, hopefully off-boarding those three clients, which will alleviate some time to get your portfolio down. Yes. And then that will put you like, hopefully into the new year on like a good trajectory, like, you know, January ish and then you can, [01:02:00] off-board some more clients and in your kids will get back in school at whatever time.

And yeah. I mean, I think you've got a pretty clear plan. You feel

[01:02:09] **Krystal:** good? Oh yeah. Definitely 100%. I know. Step one. We're just going to start today. Yeah. And six months from now, my business will look very different.

[01:02:18] **Heidi:** It will look so different and we'll have to have you back on the show again, then that'd be amazing.

It'd be super amazing. Awesome. Well, great job on everything so far. You're doing wonderful. And keep me in the loop. I'd love to hear some updates.

[01:02:30] **Krystal:** All right. Thanks Heidi. This was wonderful. Thank you.

[01:02:34] **Heidi:** Thanks so much for listening to another episode of the successful fashion freelancer podcast. I really appreciate you being here.

Um, or maybe you're watching, if you're watching on YouTube, we're doing some tests to see how videos on YouTube might go. And, uh, yeah, either way. I appreciate you being here and hanging out with me today. I hope you have a wonderful day, whatever it is that you're doing and whatever it is you're up to. Um, I also want to give a big shout out to two people behind the scenes who helped.

Make this podcast happen [01:03:00] and make this possible, which is Tara my right hand, who gets the guests and does all the coordinating and does all the

things to make sure the moving pieces of the podcast actually happen as well as my husband market is all the tech and edit, editing, and audio work to make sure it sounds good for you guys.

Um, yeah, so that's it. Uh, I'll remind you if you want to get access to my free freelancing resources that can help you grow your freelance career and build and get a ton of clients, um, and have the freedom and flexibility to choose and the lifestyle that you want. Um, I would love to help you out with that.

You can check out my resources at [so heidi.com/freelance](https://soheidi.com/freelance), and we will link to that below. And, uh, if you're interested in my finance accelerator program, it opens a handful of times every year. Um, make sure to check out those free resources, which will get you on the email list and you will be the first to know when the program opens.

All right, that's it. Thank you so much again for joining me on this episode and I'll talk to you soon. Bye.[01:04:00]