

# SFF165: Lindsey Nauta

[00:00:00] **Heidi:** Welcome to another episode of the successful fashion freelancer podcast. I am your host, Heidi. And today we have a strategy session with one of our freelance accelerator students. Lindsay Lindsay is a mom of a three year old and she is pregnant with her second kiddo due in a couple months. Um, she's also in this weird in between stage where she is not working full time, but also kind of interviewing for full time.

And she is trying to juggle, uh, this transition period between the work stuff and becoming a mom, not becoming a mom, but becoming a mom to a second child. And we go through a bunch of tips on productivity and scheduling your time and how to. You know, the full time job and the job hunt and her kids with trying to build her freelance career.

Um, you know, life is challenging enough in itself. And when we have a lot of moving pieces and parts, it can just become even harder. So I talk Lindsay through some of my personal strategies that I use. I don't know if they're the [00:01:00] best or if they're, you know, I guess they're proven cause they work for me.

But, uh, you know, from, from a mom to a mom, I kind of just talk her through some of my mental process on how I think about my day and my time and make sure that I get the things done that I need to get done. Um, so if you are having any challenges with, you know, productivity or, or time management, I think this is gonna be really valuable for you.

Uh, and the second half of the conversation, we get into a little bit more nuances of freelancing and clients and niche and pitching and having all of those various conversations. And so Lindsay and I talk about, you know, Is she, has she done enough customer research? Is she ready to start pitching, you know, where, what does that look like?

Um, we go through some common sort of common sense things that she can infuse into her pitch without having to do any additional customer research, um, and how she can make herself look really attractive as a freelancer to the brands that she wants to reach out to. So it's a little bit of a [00:02:00] conversation where we're kinda going all over the place.

Um, that's what these Q and a and one-on-one strategy sessions are for, for me to sit down and help, uh, you with. Exactly what you're working on and exactly

where you're stuck right now. And, and the conversation just kind of bounce around a little bit. So time management, pitching niche, et cetera, all the little things that we have to think about as freelancers.

Um, Lindsay is a student inside of freelance accelerator, which is how she got the opportunity to get on this. One on one freelance strategy session with me. If you are interested in getting a strategy session for yourself, um, check out the details of our program, freelance accelerator. You can click the link below it is at.

So [heidi.com/fast](https://heidi.com/fast) F a S T. Um, and beyond that, if you, uh, would like to check out my free resources on growing and building your freelance career, we will link to those as well. Uh, you can grab our entire freelance success pack, which will help you get started and learn a little bit more about all the steps and processes that it takes to become a freelancer in the fashion industry.

[00:03:00] You can grab that at. So [heidi.com/freelance](https://heidi.com/freelance), and again, we will link to that below. Um, thank you so much for watching your listing wherever you are tuning in. I hope you're having a great day and, uh, without further ado, let's hop into my strategy session with Lindsay here. All right, Lindsay. Um, I have some details about what you'd like to talk about today, but I'd rather let you kind of kickstart with where you are, where you're trying to go and what I can do to support you getting there.

[00:03:32] **Lindsey:** Yeah. So I am in a position I've never found myself in before. um, I I'm currently pregnant. That's not new, actually. This is my second child. Okay. Congratulations. Still. Thank you. Yeah. Um, but I, I am currently unemployed and so that was unexpected layoffs that happened last, um, winter. And since that, like, it was a company wide layoff just [00:04:00] because of, um, yeah.

Issues and stuff and the pandemic, as we know all of those UN um, unfortunate. Chain reactions. So, um, yeah, so I'm currently unemployed. I am interviewing for positions. Um, freelance is something that I've always kind of had, like in my back pocket slowly been working through the fast course even two years ago, but more recently, really like coming back to it, to commit to it mm-hmm , um, and pursue that.

But at the same time, still going on some interviews, um, doing some job research, things like that, just because one, it's actually a requirement when you're on unemployment, but also I just am like, what, I don't know what to do at this point. Do

[00:04:50] **Heidi:** I like, what

[00:04:51] **Lindsey:** do I do with myself? It's a kind of strange transition period.

So yeah, it's been very interesting. Um, [00:05:00] had, as far as actual jobs go, I'm a children's wear clothing designer. Okay. So I've always been in children's wear, um, Before that my background was in visual display and merchandising. So I did that, um, for Macy's and then for free people and then transitioned into design.

Okay. Kind of unexpectedly, but that's where I've been. Yeah. Um, so yeah, love it. But also these interviews have been really promising and then personally, I feel very strongly about being transparent with the people I'm gonna work with. I don't have to disclose that I'm pregnant, but because I'm entering well now in my third trimester, okay.

I'm

[00:05:45] **Heidi:** like,

[00:05:46] **Lindsey:** by the way, by the way. Yeah, exactly.

[00:05:49] **Heidi:** Um, and you're doing, I imagine you're interviewing remotely, so it's like, they're not seeing yes. Okay.

[00:05:55] **Lindsey:** Yes. Yeah. Ironically, one job that [00:06:00] I am, you know, potentially going to, that might work out. Is the one that I actually went in person. Okay. Um, to interview with

So we'll see. But in the meantime, I'm like, well, you know, I'm just gonna keep tracking along towards freelance. Um, cuz that's always, you know, something I, I wanna be able to do and pursue, so yeah. Yeah. So that's where I'm at right

[00:06:25] **Heidi:** now. Okay. So what specifically do you want to talk about, like what would you like to, to be so nerdy, like strategize on yeah.

Or get some coaching on?

[00:06:37] **Lindsey:** Yeah. Um, one thing would be maybe picking your brain a bit about time management when you are specifically, I mean, this is as a parent, like transitioning from a full time job to a freelance career. Yeah. Um, what

might that look like for [00:07:00] you? Um, as far as like. how you spent your time, how you know, what needed to give.

And I, I guess that could be different for everyone, but yeah,

[00:07:12] **Heidi:** I'm happy to talk about it, like for me.

[00:07:14] **Lindsey:** Yeah. Yeah. What was the transition like, I guess from like full time to a freelance career, full time.

[00:07:20] **Heidi:** So, I mean, for me personally, I was in a very different position than you are now. Cause you also, you, this is your second child, right?

Mm-hmm how, old's your first born? She's three. Three.

[00:07:29] **Lindsey:** So that's last

[00:07:30] **Heidi:** fun. Yeah. Okay. my son's two. Okay. Um, but you know, I went to freelance back in like 2009 way before I had a kid. I mean, my husband and I, well, he was my boyfriend at that time. Like we didn't have a family support. We had no overhead. I mean, we were.

just life was very different. Right? Sure. Yep. So, um, as far as like time management, I don't [00:08:00] think I would even look back on myself at that time and give you any advice. because I jumped into this like new career path that I thought would just take off. And the first year I floundered like terribly. Um, so instead of talking about transitioning from full time to freelance, from my own personal experience in real time and like my real life, I can, I I'd rather talk about it a little more theoretically, and then also balancing your time, like as a mom or a parent.

Sure. Yep. Um, and what gives, I mean, you said what gives, the first thing that gave for me is like my house . I mean, the floors are, there's more crumbs than I would care to admit and it used to make me insane. Um, and now I'm. well, we got a Roomba and it helps, but we don't run it as often as we should. And it's kind of loud, blah, blah, blah.

So I let my [00:09:00] house go and there's toys everywhere all the time. And like three year, three years ago, me that would never have been an option. So for some people, if that's gonna make you crazy, then don't let that give. Right. Yeah. Um, food has given a little within reason, like some nights and like frozen pizza.

That's what we're doing. Yeah. Whereas like I used to like cook from scratch, chop, fresh garlic, like every night. Right. um, and then a little bit of sleep as is the territory with the parent, right? Yeah, yeah. Especially in newborn. Um, but then it's a matter of like finding those pockets of time where like are really, really productive for you and.

ironically saw something on Instagram this morning that really resonated with me that I've been doing. And I didn't realize like how much it resonated with me, but, um, you know, I know there's differences in people as far as like night owl versus like morning person. I've never really been a [00:10:00] morning person, but I've recently like waking up just naturally at like 5, 5 30.

And I'm like, I could lay in bed for an hour and a half and just kind of lay here and da, da, da. And like a lot of times I will, or I would sure. And I've been trying to force myself to get up and get like a solid two, two and a half hours in like in the quiet of the morning, no matter how much I don't want to.

And I have found that time to be insanely productive. Um, I've been a night owl in my past life before having a child and I can tell you, and so I saw this thing on Instagram this morning, this guy was talking about how. He in his own personal life has found that like two hours in the morning can, you can get done, like what you can get done in five hours versus two hours at night is not like you're not gonna get five hours worth of work done.

Got it. I'm not here to tell you, you have to be a morning person. But I was like, [00:11:00] oh my God, I feel like I had been experiencing that. And I didn't even realize it. It's just, the house is so quiet. The day hasn't started, you know, those first 10, 15 minutes are like groggy. You're like, oh, it's hard.

Especially in the winter and it's dark and it's cold and stuff. But, um, the productivity at that time, I think if you can force yourself to like, do that and get over that initial hump of like getting out of the warm bed, um, yeah. Can be, and don't let you know, not cleaning, not da, da, da. That can be like amazingly productive.

Okay. Okay. Um, I can keep going. I have a couple other small things, but, um, is any of this like helpful? Yeah, absolutely. I mean, okay. Cause sometimes I'm like, I'm just Laing out about like my life

[00:11:47] **Lindsey:** no, no, it's very relatable. Um, yeah. Letting like some of the things to let go, if I could clock how much time I spend, probably just like

randomly [00:12:00] cleaning up things, even though I'd like to say, you know, oh, playtime's playtime, I'll do it later.

Yeah. Um, that, that doesn't happen. Or how often I will get distracted with something else that I'm like, oh, it'll just take a minute to do this. It doesn't take, and then I'll get to work. And then before you know it. Yeah. Yeah. So it's very relatable. Um, being more aware I think is where it would really help me to be intentional and be aware of like your cleaning stop yeah.

It's okay. If it doesn't happen right now, um, it's not the most important thing. So. Yeah, that is that's. That's a good one for sure. Um, I mean, everything, you said a warm bed, that word warm is most definitely. Like I grew up in Arizona, so I'm like,

okay,

[00:12:49] **Heidi:** now I know you're in New York now and it's April, so it's like starting to get nice, but like the winters are hard, man.

I live in the mountains. I hear you. It's hard.

[00:12:57] **Lindsey:** It is. Yeah. I mean, anywhere in [00:13:00] the winter when it's dark. Yeah, yeah. Um, but yeah, you're, you're right. And it, it's interesting now, cuz I know I'm waking up, there are those natural like wake up moments and it's a matter of like, am I gonna get out of bed and tough it out for the next 10, 15 minutes or lay here, lay here.

So, um, yeah, those are things I could definitely look in. Like just be aware of.

[00:13:29] **Heidi:** Yeah. Um, Yeah, the cleaning thing. I mean, I, I feel like I would be kind of full time cleaning all the time, like little bit here, a little bit there, and now I'm just like, I let it go. And like, usually my husband and I try to do like a one bender, like on Sunday or something.

Um, otherwise I have the terrible attitude of like, I could pick up all these toys and then in five seconds they're gonna be everywhere again. Yeah. Yeah. So like what's the point yep.

[00:13:56] **Lindsey:** Yeah. Right. Suddenly the toy I'm holding is the most [00:14:00] interesting toy that needs to yeah. The

[00:14:01] **Heidi:** one I'm gonna put in the bin.

Yes. Um, you know, outside of that, something that has worked really, really, really well for me, and I'm still refining, um, is batching. So. . I mean, there's an example right there. Batch your cleaning. Right. I know it can be hard. Cuz cleaning is like laundry, it's a constant chore, but like yeah. Batch that, but outside of cleaning, like batch your work, right.

So what are you working on? And, and it can be batching from like week to week or day to day or even like morning to afternoon. So when are you doing your emails? When are you doing your outreach? When are you, um, you know, doing your job hunt, obviously interviews aside because that's your schedule dependent on the brand, et cetera, but right.

You can still control a lot of the other parts of that process. Right. Um, and so as you're planning out building your freelance career, what are the various tasks that you're gonna be doing? And then what makes the most sense to kind of batch so that you [00:15:00] can like get your brain into the right space? Oh, and here's a perfect example that I, I think I've shared on the podcast before.

Obviously I don't expect you to listen to every episode, but um, I used to, so I've been doing the podcast for about five years. And when I first started, I never really got too behind on interviews because I'm a little bit of like a planner and a little overachiever. Like it would give me sheer anxiety if I didn't have something for like, you know, the next couple weeks.

Mm. Yeah. But, um, so I was always ahead, but I was kind of constantly recording an interview here, an interview there, da da, da, da. And it felt like mentally, it felt like the podcast was always happening. Yeah. Full-time job. Right. Mm-hmm . And we now record four times a year. I do them all. I batch it. I do in a week this week.

I pretty much did them all in two days. Um, and it's very intense two days, but like we batch it. Tara helps [00:16:00] coordinate everything and Daniel and. I sit down and I get all my stuff set up and I batch it. And then when it's done, not only is the time done for me to sit and have a conversation for an hour, the mental space, which I actually think is more valuable sometimes than the physical time.

Right. Right. I literally can forget about the podcast for like three months. Yeah. Now I realize that like in freelancing or, you know, other ventures, you might not be able to batch it in that large of chunks, but even morning to afternoon, or like on Mondays I do this right. Um, can be really, really valuable.

You've got efficiencies at play, right. It's gonna be a lot more efficient. You've got the mental space and then once that thing's done, you can be like, okay, I can forget about it until tomorrow. I can forget about it until next week. Um, so that's been. something that I would say I've really only [00:17:00] gotten even started to think about or get good at since was born.

Mm-hmm I mean, just in the last couple years, I would say that's pretty new for me. Um, because as a mom, you, all of a sudden are like, overnight, you have such limited time. You're forced. Right, right. Yeah. Yeah. Before I would, I mean, I love my business. I love my business and I would, because I could, and because I wanted to like work 40, 50, 60 hours a week, like, that's what I wanted to do.

Like, yeah. And now it's not an option. I'm like, okay, this is what I have available. I have to make this work. And I actually feel like I get more done than before he was born. Um, because you, you kind of just have to let go of those things that don't matter. Right. Yeah. And, and so then I'll just end with this one thing and then, um, see how this feels to you.

But you know, something that I really think about a lot is like the 80, 20 rule. I don't know if you've ever heard of that. I have. Yep. So 80% of your results come [00:18:00] from 20% of your effort. So anytime I'm putting effort into something or I'm gonna invest time or thought into something, I do a gut check. I'm like, is this 80 20?

Is this actually going to contribute to some type of result that matters? Mm. Um, and I've gotten really critical on, you know, what, that doesn't matter. This is good enough that we can let it go as is, or this doesn't even matter at all. We're not even gonna do it. Yeah. Um, and I think that as a freelancer, you know, especially in the early days, um, this is why I advise people.

don't spin your wheels on a website because you will get sucked into the website rabbit hole, which can take forever. You don't need to get fancy business cards. You don't need to do a resume. Um, your portfolio can be very simple PDF like these, these are all 80 20 things, right? The website is not part of the 80 20, and a website can take a tremendous amount of effort and time and exhaustion.[00:19:00]

And it's really not gonna for most people, it's really not gonna get you any actual results. Gotcha. So it's just being really critical that like every time you do have that spare moment to sit down or whatever, even if it's just 10 minutes,

um, being really thoughtful about like, what are you gonna use that 10 minutes for?

And then I just have to throw in one more thing and then I'll open it back up to you, but maybe think of this, um, being surprised at what you can get done in those cracks of time. I think it can be very easy. Not, I think I know because I've been there. It's very easy to say, well, it's only 10 minutes.

Like I can't get anything done. It's kind of amazing where you can get done in 10 minutes when you're like, this is all I've got, like I have to jam it in. Right. and maybe you only get started. And then it's not very productive for like batching and stuff, but like still those cracks in the day, um, like before AR started daycare, he didn't start daycare until he was 14 months.

So I was with him full time [00:20:00] for the first 14 months. It was the beginning of the pandemic, et cetera. Um, and I was working during his naps and my husband was working full time and like, it was a lot, but I learned that like, okay, I can get a lot done in his, in, you know, he is taking these sporadic 20 minute naps as they do when they're young.

Yeah. Um, or, you know, he could be on the floor playing with a toy, or even now that he's two and he he's in daycare three days a week, but still sometimes. He'll be at home playing and I'm like, oh, I think I can squeeze in 10 minutes. I'll open my computer quietly on the kitchen counter. Right. and it's kind of crazy what you can jam into those little cracks and crevices.

Yeah. Yeah. That's a good point. Um, what do you think about all that? Um,

[00:20:44] **Lindsey:** it reminds me actually, something that I heard from you early on in the modules where, uh, you, what, what was it? It was, people are surprised or like underestimate how much they can do or overestimate how much they can [00:21:00] do in a week and underestimate how much they can do, you know, in a year.

Yeah. Three years, five years. And that was such a like, yeah. moment for me. Um, cuz I definitely, you know, am a part of, well, I'm a human, so like everyone loves instant gratification, right? Yeah. Um, you want your results now? Um, but. there's something about this idea of like investing now little by little in order to, you know, reap those long term benefits.

Mm-hmm that has really started to resonate in like something I've been, um, trying to embrace more and more. So, yeah, that does resonate. And I also hear

you, when you say, you know, these little 10 minutes, like the irony is I I'm trying to go that way. I'm trying to embrace the investing in the little moments for the long [00:22:00] term, but also am like, oh, it's only 10 minutes.

Like I'm a creative, I need a full day to really get the creative flowing and you know, 10 minutes is nothing and that's not true. Like that's true. It's

not

[00:22:15] **Heidi:** true.

[00:22:15] **Lindsey:** It's yeah, it, uh, it's something that can be practiced and like get better over time. I'm sure. So, yeah. Yeah. So yeah, that definitely the organizing of my time is, um, ha I agree with you too with like having kids in some ways I'm more organized now than I was before.

Mm-hmm with my time. Cuz you, do you just kind of prioritize, like I only have this window, what am I gonna do with it? Yeah. Um, and batching like laundry has definitely felt like Mondays are for laundry. that's the day I do it. And then I don't have to think about it the rest of the week. Yeah. Yeah. Um, I [00:23:00] have scheduled my freelance time, like, you know, trying to make sure that's on the calendar and like here are my windows, Kara, my daughter she's in daycare three days a week.

So that's definitely helpful. the last two months because of the interviews. I'm, I'm now seeing that's where my schedule has started to get all kind of like, uh, yeah, just wacky, because those have, there's been a lot, which has been great, except they've interrupted any of that extra time where I could have been working on freelance or things like that.

So it's not, it wasn't wasted time, but it was, um, yeah, I'm just now starting to realize like, oh no, no wonder. Now I'm like doing less job searching and starting to focus back more on the freelancing. Yeah. And getting back more into that routine and following my schedule that I originally created. So, yeah.

[00:24:00] Yeah. So, um, a question I do have in regard, actually, to interviewing with companies or even, even clients. Yeah. Um, I know you've talked about doing like free projects and stuff like that. , you know how I feel about that? I know how you feel about that.

[00:24:18] **Heidi:** Um, I think that's how we mostly all feel .

[00:24:21] **Lindsey:** Yeah. Yeah.

With the job interviews twice. Have they asked if I could do like a little mini project for them and put something together, given me a week to do it. And I didn't even think to like research it before I was like, yeah, no problem. Cuz I'm happy to do that. But in hindsight I'm like, man, I spent way more time on this and who's to say that they won't use it potentially whether or not they hire me.

Mm-hmm and [00:25:00] I don't have anything in place to like fight against that. You know, other than like, Hey, this is my, you know, I know I created it and I could show the original documents, but yeah. Um, I guess, so my question would be when it comes to anyone who's actually interviewing for a company, or I guess even clients as a freelancer, is there inappropriate amount of time to invest in a project if they ask you to do a project or what would be some good questions to ask them, um, about the project?

Does that make, does that make sense? Yeah, I mean, like, do I, I don't wanna just say no

[00:25:49] **Heidi:** no, you can't, unfortunately you can't just say no, right? Like that's the way our industry is built and it's gonna be decades if it ever does change. Um, and [00:26:00] unfortunately you lose the opportunity if you say no. Right, right.

We all realize the repercussions. Um, I mean, , I don't think there's a great answer. I think it's like, if you really want the job, then you put in the time required to kick ass on the project and show them that you're the right person. Yeah. Um, is there a chance that they're gonna steal it? Totally. Does it happen?

It does. If they steal it, guess what? That's probably not a brand you wanna work for anyways, so yeah. Yep. Unfortunately you wasted your time and now you've got some work for your portfolio. Is there anything you could do to protect yourself? Not really. I mean, you're not gonna take that to court. Yeah, no offense like to any of us, it's just no judge, nobody cares.

Um, as far as like the time to put in, I don't, I mean, I, I'm not sure there's any like conversation to have with them or like limit to put on [00:27:00] yourself, you know, if you're kind of like, eh, okay. If I got the job cool, then. Say to yourself. Okay. What do I think I really need to do this five hours and I'm gonna cap it of five hours.

And if I can get something out in five hours, it works great. If you're kind of meth on the job, right. Um, I, if you're super meth and just be like, I'm not gonna do it at all. Right. If you don't care mm-hmm so I don't think I have a great answer as far as it goes relation to freelancing, um, from my experience and from all of our students' experience, this, these free trial projects don't happen.

Like brands don't ask for them. Um, if they do ask for them, it tends to be like, this tends to be more common in like a permalance capacity. Yeah. Which is like a job. Right. So that's not really the kind of freelancing I'm talking about anyways. So, um, you know, and, and as far as the freelance project [00:28:00] goes, if it does come up, then you can approach it how you want.

Like, you know, I'm happy to do a project at a trial rate. I don't know if you've gotten to that part of the module where we talk about trial rates. Um, just now. Yeah. Okay. So that's a really great negotiating tool. That's a win-win for everybody. Um, I still don't condone doing the free project. I mean, I don't condone it at all is a requirement to get some jobs.

Totally. Um, can it be a requirement for freelance most of the time? Not I'm. I mean, I'm, I'm thinking in my head, if I can even think of one example that I've heard of, of course, you know, I don't hear about every student's experience, but usually when things come up that they know I'm heated about people, let me know.

Yeah. Um, I wouldn't worry about it too much coming up as far as freelancing goes.

[00:28:47] **Lindsey:** Yeah. Okay. Yeah, that was helpful, like in this last module where it was talking about pricing and yeah. Rates and like some of those options that you can work with, which is really helpful. So good. [00:29:00] Yeah. Yeah. Um, and yeah, one thing that was one of the two projects I did, um, is actually part of the one that might end up working out.

So we'll see. Um, oh, there you go.

[00:29:13] **Heidi:** Yeah. But see, not all brands are here to steal our work. yeah. I'd like, I know it can feel like that

[00:29:20] **Lindsey:** the benefit of the doubt, but, uh, yeah, it is an interesting business. We're all inspired quote unquote, right. Um, by one another. So, um, yeah. And like, yeah, things you said already were things that I'm like, well, you

know what, that actually was beneficial to be able to like, know what I can do in this amount of hours that I spent on it.

Yeah. Um, and now there's something for my portfolio. I totally, I feel proud of it. So. Totally. Yeah. Um, yeah, I'm trying to think of some other questions that I have for you. I mean, [00:30:00] newborn and freelance, no benefits, but I

[00:30:04] **Heidi:** mean, you know, you get through the first three months how you get through the first three months.

Right. You've done this before, you know? Yeah. Yeah. Um, don't set any expectations for yourself. Like just stay by day

[00:30:17] **Lindsey:** out hour, minute by minute. Yeah.

[00:30:19] **Heidi:** Yeah. Right. Um, when's your baby due in

[00:30:24] **Lindsey:** June? June. Beginning of June? Yeah. April

[00:30:27] **Heidi:** may. Okay. So you have like two months? Yeah. Okay. Okay. Um, I mean, you know, what do you wanna get done in these two months?

Obviously? You're, you're. You know, I, it sounds like your intention is to land a full-time job to get stability with that, and then build your freelance career in tandem on the side. Right. And then maybe eventually go full-time as it grows. Ish tentative, soft

[00:30:54] **Lindsey:** plan, tentative soft plan. Yeah. [00:31:00] Um, yeah, I would say since becoming unemployed, I was, my plan was all right, great.

This is actually an opportunity. Well, not great, but like, this is an opportunity to yes. Yeah. Build my free land. Like I, you know, those, the hours I would've been working in office, I can now, um, put towards freelance. Yeah. Um, kind of like unexpectedly was the opportunity to interview for these jobs that I was required to apply for just for, because I was on employment.

Yeah. Yeah. Um, which is great, but also. , you know, it's kind of like a, not a catch 22. I don't know what the right term would be, but it's, you know, trying to, to do both now, all of a sudden that's a lot now, now it feels like a different kind of full-time job where I'm

[00:31:51] **Heidi:** yeah. Job hunting can be a full-time job in itself.

Yeah, for sure. Yeah. Yeah.

[00:31:56] **Lindsey:** So I, at this point I'm [00:32:00] yeah, kind of, I have stopped applying for other jobs. Okay. For, at least for this week. Okay. Um, waiting to hear how that this one pans out that was like my kind of last, like, let's see how this goes. And then next week we're gonna go back to freelance focus.

So that's where I'm at this week waiting to hear and then continuing to pursue, um, I believe the unemployment program actually has a program now that is, if you're trying to build your own business, Then you don't have to fulfill some of the requirements that they would otherwise offer. Yeah.

[00:32:41] **Heidi:** Interesting. Oh,

[00:32:42] **Lindsey:** that's cool. Yeah, a yeah, I have to look into more of the details, but if that's the case, I might, yeah. I'm gonna look into that and see, um, you can

[00:32:52] **Heidi:** submit some of your business efforts, right? Okay. Right.

[00:32:56] **Lindsey:** So it isn't this kind of like job searching, [00:33:00] having an interview. Yeah. But also, still trying to build something on the side.

Yeah, yeah, yeah. Um, yeah. So those are all fun, exciting things. Yeah.

[00:33:12] **Heidi:** um, well, what else do you wanna G about? I mean, I'm here? Anything else that you, I see, like, I mean, I'm an open book here. You can't ask about anything.

[00:33:26] **Lindsey:** um,

this is a totally random question. Yeah. Do it. Okay, but your leather jacket. I, I love

[00:33:37] **Heidi:** it is that, oh, you know what? God I'd actually have to like take it. I think it's some random brand. I'm gonna take it off and tell you. Yeah, I don't even

[00:33:46] **Lindsey:** see it. I'm like, that looks like this Allain jacket. That's

[00:33:48] **Heidi:** oh, it's not all saints.

I can tell you that much. I think it's, um, I think it actually might be, what is it? [00:34:00] TF leather collection. I feel like I got it at the thrift store and it's um, that's the best. Yeah. I'm a big thrift store and it's, I think it's random and I wish it fit me as well as it fit before I had a baby, but it still fits it still fits.

Yeah. It fits enough to wear as a leather jacket with a t-shirt underneath. I feel like it used to get like a hooded sweatshirt under here and zip it up and I was like, yeah, no, that's not happening anymore. That's not happening now. Yeah. That's all right.

[00:34:30] **Lindsey:** Um, so I do have a question. Yeah, go ahead. my, so the niche Mar market, I had done my customer research.

I started to develop my, um, you know, like, what am I offering? Yeah. What is the benefit of all of those things? Yeah. And now I feel like I have been able to refine, refine what my niche is. Okay. Which I can tell you in just a moment. Yeah. Um, and I'm thinking I need to go [00:35:00] back to customer research to a more like targeted demographic

[00:35:05] **Heidi:** potentially.

Okay. Let's hear the details.

[00:35:07] **Lindsey:** Um, so what I'd like to do is develop children's collections for established brands that are women owned. Okay. Um, who might not yet have a children. Clothing brand

[00:35:25] **Heidi:** established. Ah, interesting. Okay. So they might have like women's and they wanna expand into children's

[00:35:33] **Lindsey:** or something.

Yeah. So helping them to expand okay. Into the children's wear category. Um, wi sustainability doesn't have to be a focus in there, but I tend to find a lot of times they do kind of go hand in hand, like women owned or yeah. Um, those are the brands I gravitate towards as well. Okay. So I'm thinking like women supporting women.

Yeah. Um, uh, building [00:36:00] brand loyalty by expanding their market into a children's wear collection for future generations. Yeah. And if there is a sustain it aspect, it's this people planet, um, focus. Okay. So those are the

[00:36:16] **Heidi:** details. I'll. That was the original plan, or this is your refined.

[00:36:21] **Lindsey:** This, this is my more refined.

I mean, obviously that was not the refined statement, but yeah, this is the more refined market

[00:36:28] **Heidi:** niche. Okay. Yeah. Who, what was the original research, the original that research that you did?

[00:36:35] **Lindsey:** So my original research was more of just as a children's wear designer. Okay. Um, doing CADs collections, sketches tech, you know, I could do tech X, but it was more of like children's wear design.

Um, my customer research was fairly broad, so I, I reached out to children's wear companies. Okay. But I also tapped resources I had for like a trend analyst [00:37:00] or others, uh, buyers. Sure. Um, people in like a sustainability brand and just a asking questions across the board. Um, and got some good feedback for sure.

There was a lot regarding communication and things that are actually relevant to their brand. meaning

[00:37:22] **Heidi:** like, what exactly do you mean by? So

[00:37:26] **Lindsey:** what, uh, so like designs that came from designers that just were not meeting their customer needs and

[00:37:34] **Heidi:** they weren't here. Oh, okay. The designs, the design didn't, there was poor communication maybe between the designer and the brand or they just weren't getting the target market or something.

Correct. Okay. Yeah.

[00:37:46] **Lindsey:** Yeah. Um, yeah, some other feedback. What like was sustainability often was related to price. Um, good quality was something that

everyone mentioned [00:38:00] and, um, yeah, those are the ones that I can think of. Okay. I pull up my notes, but yeah.

[00:38:07] **Heidi:** And so these were talking to industry contacts you already had maybe on the periphery of the actual brand, but also talking to brands that already have children's wear lines.

Yeah. Or specifically children's wear lines. Yes. Okay. Yeah. Mm-hmm um, I mean, here's the thing,

I think you already have the 80 20 for sure. Okay. Right. Because there's likely a really good chance probably that like, whether it's children's or women's, and then women's maybe thinking about going into children's, but they're just waiting for the right children's wear designer. Um, those challenges are gonna be fairly universal.

There are probably some nuanced challenges, right? Sure. Uh, fit [00:39:00] a woman's brand that hasn't done. Kids fit is gonna be. I mean, fitting a kid is very different than fitting an adult. Right. Um, so, you know, I think you could just use like common sense for some of those more nuanced challenges for this new category, that new niche that you wanna go into, which is quite a bit more specific.

Um, and with the women, women owned business thing, I think is more just like a, it's just gonna be a personal connection. Yeah. As like a woman to a woman and like maybe even a mom to a mom and Hey, you're a mom and you've got this woman's wear brand and now you wanna go into kids and I that's just gonna be a personal connection.

Right? Sure. Okay. So I don't think that you need to like go back to customer research, but I would encourage you to, I mean, everybody freelancing [00:40:00] customer research is. A living and breathing constant thing. Right? So as soon as you have the opportunity to get on a initial call with a prospective client, do like a discovery call, um, that is an opportunity for some serious customer research.

When you're working on the project's customer research, like what's going wrong, where are they getting frustrated? Where are things getting stuck? Where are things getting held up? Right. All that sort of stuff. Um, so it's, it's an living and breathing thing, but I don't think you need to go back. So I would take what, you know, position it accordingly.

Okay. To this new niche, add in, you know, the relevance. I mean the obvious one I thought of was fit, but I don't know, like, yeah, maybe there's some other stuff, like, you know, I don't know what what's the exact aesthetic. Um, but for some [00:41:00] aesthetics, for a lot of aesthetics, you know, prints are huge for kids.

Yeah. Um, whether it's graphic place prints or all over prints, um, you know, maybe not like some brands are way more subtle with, you know, solids and stuff, but so it's gonna depend, but like that could be just something to bring up like, you know, and, you know, your team's really great at da da, da, like, you know, prints for adults and all this thing, but like prints for kids have their, it's an animal in themselves.

Right. It's different skill. It's different. Um, obviously very different aesthetic, that sort of thing. Um, you know, and then, then gosh, the more I talk about is some more things, right. You have to think about, um, all the regulations with kids close. Yeah. I was gonna say like the testing that's huge. Mm-hmm, that would be a huge barrier to entry for a brand that wants to go into the market.

That's not doing that. okay. That would be a really big [00:42:00] value that you could bring to the table and could potentially be a pain point that is preventing them from even like jumping into this. Okay. We haven't gone out, like we wanna do this. We just haven't gone out and sourced the designer, right? Like, um, one of, one of, uh, the students in influence accelerator, Mari, I don't know if you had the opportunity to connect with her.

She's been on the podcast before, but, um, she does sustainable KME sweater, knits, um, and other stuff too, like scarfs and socks, but she initially started with sweaters and she found success. She went after some sock and scarf companies. And said, Hey, I can do sweaters. And they were like, brilliant. We've been wanting to do sweaters, but we don't know all about fit and all that sort of stuff.

Right? Yeah. So a lot of it can be [00:43:00] the timing. Um, but think about all the nuances of kids, clothes that you bring to the table. I would say probably then the two biggest ones are probably gonna be the, the regulations on kids' clothes. Yeah. Okay. And then probably fit, right? Yeah. I know. You're you're saying you're doing design.

I don't know how much. And you said maybe tech packs, I don't know how much you're doing fit, but maybe, you know, someone right. Who could help. I mean,

[00:43:28] **Lindsey:** right. Yeah. That's I guess that was like the next question that I was gonna, um, ask is sometimes these pain points come up and it's like, yes, you're right.

That is something that would be good to know. Mm-hmm . I'm not the expert in that though.

[00:43:44] **Heidi:** or at least not, you know, enough to like find the person or right. So you either know that person through your network of people that, you know, from working in the industry. Yeah. Or that person is inside the Lance accelerator student group.

Um, I know [00:44:00] there's kids where designers in there and there's pattern makers and somebody knows somebody. Yeah. Yeah. And so it's your responsibility, not, not your responsibility. If let's say you don't wanna touch the fit stuff, then you know what don't touch the fit stuff. Okay. But maybe you touch the regulation stuff because as a designer, you know, like various nuances of like, you probably know stuff about certain fabrics, and I know it's gotta be, you know, fire retardant for.

Sleepwear sleepwear, I don't know the nuances and obviously you can't have like, decoration that they can pull off and choke on. Right, right. Yep. Um, I mean, some of it kind of sounds a little bit obvious, but there's tight, serious regulations on kids' clothes. Yeah. So just knowing for the brand that they have, someone who has that expertise could be really, really, really valuable.

If you don't wanna touch fit, then don't touch fit. If you want to though, you have an opportunity to enlist someone. I mean, I imagine, you know, enough at this point in your career to, I say at this point, I don't even know how long you've worked in the industry. [00:45:00] Sounds like long enough, uh, like seven years

[00:45:03] **Lindsey:** as

far

[00:45:03] **Heidi:** as yeah.

Children's, you know? Yeah. To feel like you got, you can help them find somebody who you trust and who knows what they're doing, et cetera. Yeah. Yeah. You know how to do a gut check on that. So there's an opportunity. Um, but outside of that, I mean, maybe I'm missing some of the, the things that they

could get stuck on trying to go into kids based on what, you know, in kids where maybe there's another big thing that they're gonna get stuck on that I'm not even thinking of.

[00:45:43] **Lindsey:** Yeah, no, that's a good point. Um, and I have done like customer research, even just for brands in general, where it lends itself to parents or moms, or like who is who's shopping for the kids' clothes now. Um, [00:46:00] and so, yeah, I'm gonna have to think more about that, but you bring up a good point, like to consider some of the things like the obstacles yeah.

That companies would be facing. Yeah. Just to enter into the market. Like it, it isn't necessarily design.

[00:46:17] **Heidi:** Um, it's not all just about like the aesthetic, like, Hey, I have the, I, I mean, you do have the. We know that that's great, but what else can you offer that is gonna make their life a lot easier? Right,

[00:46:30] **Lindsey:** right.

Okay. That's good. I'll think about that. Yeah.

[00:46:34] **Heidi:** Okay. Um, so I think there's a tremendous amount of opportunity there, and I think you have what you need use the knowledge you've gathered and then infuse some common sense in there. Just thinking like put yourself in their shoes. Right. Yeah. And think, what would this look like if I was trying to do this and I didn't know about the children's market.

Okay. Yeah. Okay. And then I think too, you'll have a really big [00:47:00] you'll, you know, I think there's a lot of opportunity to have just, just to connect on that interpersonal level from like a woman to a woman, a mom, to a mom.

[00:47:12] **Lindsey:** Yeah. Yeah. That is definitely more personal when I think about it, but it did help me at least kind of narrow down.

Anish . Yeah.

[00:47:21] **Heidi:** So are you gonna look for these, like women owned women's brands and just go based off of like, I like what they're doing and I think it could be interesting for them to go. I mean, there's no way for you to know off the bat, if they're thinking about going into kids, it's gonna be really hard to know.

So you're just gonna go out there and kind of pitch it. Yeah.

[00:47:41] **Lindsey:** So I, I went through and made a list, you know, doing re I haven't pitched anything as of yet, but just going through, looking at different brands through Instagram or online, um, ones that I'm already familiar with or shop from mm-hmm and some of them do [00:48:00] kids wear.

Okay. Um, a lot of 'em do not, but it was primarily based on, is it women owned? Is it, um, are they, do they have a focus on sustainability? Yeah. Um, is it something where. They already have a market established where people would be interested to buy children's clothes so that the moms or the parents, um,

[00:48:26] **Heidi:** they're already the customer.

And then it's very easy for them to then just buy into it for their kid.

[00:48:30] **Lindsey:** Right, right. Yeah, exactly. Um, so those were some of the like main things that I was looking at as I was researching brands. Um, and yeah, like not all of them were some of the brands I really liked and then realized very quickly, like this is a young demographic they're not entering into maybe a new stage of life, the kids yet.

Yeah. So yeah. I don't think this is [00:49:00] gonna fit like their, um, their customer. Yeah. So, yeah. So at this point, I. Have collected different companies and, and potential clients that I'd wanna reach out to. Um, I was considering if I should, if I was gonna do more customer research, do I reach out to some of these specific brands knowing that eventually I'd wanna pitch to them?

[00:49:27] **Heidi:** You totally can, but yeah, you can do customer research and then a month, or however much longer later you just open the conversation up kind of where you left off and transition into like, Hey, you know, I was doing research back then. I know I told you I wasn't ready to start taking clients. And, um, we had a great call and it was really interesting what you said about da, da, da, da, right?

Like be really specific and clear. Okay. Right. About, so they, they make it, you make it feel like you remember them. And it was like, they're a real person. You're not just like blanket pitching them. Right. Okay. And then, you know, I wanted to let you know that I've kind of [00:50:00] built out my services and, and I'd love to share with you, you know, what I'm working on.

And if there's any way I could help you, um, Sort of like that. Right. Okay. So it's, if you it's essentially, you've got like this warm lead more or less, you've

talked to them, so it's not cold. Right. Right. And then pick up like a natural conversation. If it was a friend you would come in and you'd be like, oh, so good to see you.

Oh my gosh. We chat about that thing last time. How did it go? Right? Yeah. Yeah. Like you wanna just treat them like a real person. Yeah. And which sometimes we really forget when it comes to like work. Right, right. Or getting projects or clients, or what have you, so pick up, pick up the conversation where it kind of naturally left off.

Okay. And then, you know, just a soft, like I'm doing this now and it would be really cool to work with you if, if you're still like planning to kind of build this new category out. Let me know if you'd like to talk about it. Okay. [00:51:00] All

[00:51:00] **Lindsey:** right. Yeah. And now thinking about it. Originally, I was thinking of other brands too.

That might be like some in, were on in Australia. Some were in London. Yeah. Most were in the us where I'm also based. Yeah. But now that I we've talked about like the regulations and things like that, us, I would have to yeah. I'd have to expand my knowledge quite a bit.

[00:51:25] **Heidi:** I mean yeah. Which is possible. It's possible.

Um, maybe that's just then something that you don't like heavily focus on in your pitch. Yeah. Yeah. That like, you know, all the regulations. Right. Um, and then it could be a little bit more of like, they wanna work with you because they love your eye for design, which is absolutely possible that just they're like that's enough to sell them.

And then I would just be really transparent, be like, you know, I understand the regulations in the us. Um, I realize, you know, you're in a different country, [00:52:00] I'm gonna do a bunch of research, but you know, we need to kind of both be on board with like, making sure this is figured out. Like I can't be liable.

Right, right. Okay. Yeah. So it's just a transparent conversation at that point. Right. So you could definitely pitch them and sell them exclusively on like I'm the great designer to hire and not even address that pain point since it's not something you can confidently solve at that moment in time. Yeah.

Yeah. Yeah. Okay. So I would do that before you do the research in advance. Like I wouldn't do the research on like, okay, what are the regulations in Australia and then pitch, right. I would just leave that outta the pitch and then have a conversation about it if it comes up okay. When it comes up. Right.

All right. Great. Yeah.

[00:52:47] **Lindsey:** Yeah. That's helpful. Thank

[00:52:48] **Heidi:** you. Yeah, of course. Um, so you are hopefully going to hear either yes or no. So at least you have some closure on that job by this week. You think it's already Thursday? [00:53:00] I know. I'm

[00:53:01] **Lindsey:** hoping. I mean, I thought it would be by, by now, by now. Yeah. Okay. But

[00:53:06] **Heidi:** we'll see.

Um, so the reason I asked was not to put you on this spot about that, but more to, um, just say as far as like freelancing goes, like what, you know, we have this call, I've given you a ton of ideas on, you know, productivity and your time management. Um, as well as, you know, looking at these brands that you wanna work with.

Um, what does that mean for you for the next like two weeks, as far as like, what do you wanna commit to taking action on? Yeah.

[00:53:38] **Lindsey:** Um, so. By the end of this week. I mean, I'd like to ideally hear from this job one way or another. Okay. Um, but either way next week,

[00:53:48] **Heidi:** that's out of our controls. yeah,

[00:53:50] **Lindsey:** exactly. Um, it's been a week to week

[00:53:53] **Heidi:** process for sure.

Like I'm sure this week. Yeah. You know, what, if it's any consolation, I have gone through [00:54:00] a lot of hiring pains in the last year. It has been so challenging. And if you see like what goes on behind the scenes, like I now get why this process takes time and you don't always hear back when you thought you were gonna, like, it's just, it's a lot.

It is. Yeah. And I'm a small, you know, we're a small, tiny little team. So when it gets bigger, it's even more of a, so many it's, it's a rat's nest sometimes. Yeah. Yeah. So, so anyways, so not to interrupt, so hopefully you're back. Yeah. And then tomorrow you're or next week, what are you in control of?

[00:54:33] **Lindsey:** so next week I am in control.

I'm gonna look into the unemployment re um, requirements and the program that might be available for business business, and building your own business. Okay. Um, so I'm gonna look into that. Okay. I have my list of contacts of businesses that I wanna reach out to. I'm gonna focus on my writing, my pitch, email, um, or emails rather.[00:55:00]

Yeah. To personalize them. Yeah. Um, and sending some of those out. So I'd like to send out, I say five. Okay. I'd like to do more, but I'm gonna say five, just so I don't. overestimate my time.

[00:55:19] **Heidi:** yeah, no, I think that's fair considering I think you still have got a little research to do. Yeah. You are also like mentally juggling this full-time job stuff is a lot you're pregnant.

Like let's I think five is totally good if I'm I'm one to push and I wouldn't push that. I think that's good. Okay.

[00:55:37] **Lindsey:** Yeah. Um, so yeah, I'd like to get five pitch emails written and hopefully sent out as well. Like when I say five emails, I mean sent out by the end of the week, but by next week. Okay. Yeah. Um, yeah, by the end of the week, I'd like to send out five, okay.

Pitch emails regarding [00:56:00] freelancing, or at least customer research. Now I'm like going back and forth. Wait, why are you doing customer research? No, I'm

[00:56:07] **Heidi:** not. No, you're not. I don't think you need to do any,

[00:56:11] **Lindsey:** I'm not doing customer research. I'm gonna refine. My niche and write the pitch emails. Okay. Yeah.

Beautiful. That's what I'm gonna do. Okay.

[00:56:20] **Heidi:** Um, are you in the private student group? I'm not. Okay. Are you, do you do Facebook? Um, I have it yeah. That's how I am. I understand.

Um, yeah, I hate the fact that it's there, but that's where it is because that's where we do these things. Um, so, uh, it's in Facebook, if you need the link, just email Tara or Daniel, they can get you the link.

Okay. Um, and the reason I say that is because what I would love to see is for you to go in there and, and summarize, um, a little bit of what we learned on the call, what you learned on the call today and kind of where you were at and where you're feeling like you're at now. Okay. But mostly [00:57:00] to write down publicly in front of other people, what you're committing to for next week.

Okay. Um, you know, just. So that you kind of put it down and get it out there tends to help people follow through and take action for sure. Um, I don't have any doubts with that for you, but I think it's just valuable to do, and, you know, the, the insights that you may have had on, on this conversation, uh, you could share some of those and other people can find that helpful as well.

So it's, you know, just kind of way of kind of giving back and going full circle within the SFD community. Great. Yeah,

[00:57:41] **Lindsey:** I will do that. And you said the it's the private student group,

[00:57:45] **Heidi:** is that just email Tara Daniel, and just say like, Hey, can you get me into the fast student group? Yeah, there's just one.

Yeah, there's just one group then I'll they'll know what you're talking about. Okay. Yeah. Okay. I'll do that. Um, yeah. so thank you so [00:58:00] much. Yeah, of course. It was great to chat with you, Lindsay, you too, Jamie updated and um, I am excited for your baby. Thank you. Yeah. Do you know that just too? Do you know? Is it a surprise?

Its boy, it's a boy. It's a boy. Yeah. Yeah. That's exciting. Yeah. I mean any baby's exciting.

[00:58:19] **Lindsey:** I know that's what everyone says, but it's still, it's still fun. So yeah.

[00:58:23] **Heidi:** Is your daughter excited?

[00:58:24] **Lindsey:** She is. Yes. Yeah. She, I think it's gonna be a love-hate relationship.

[00:58:28] **Heidi:** Yeah. As are a lot of siblings. I think ,

[00:58:32] **Lindsey:** she's been very clingy lately, so yeah.

Yeah.

[00:58:35] **Heidi:** But it's all good. It's exciting. Well, I wish you the best with all that. Keep us updated on the baby. Uh, Tara and I are both moms and we love seeing baby pictures. So, you know, please don't be shy. um, uh, and if that's like way too intrusive, of course you don't have to send anything, but that's okay.

[00:58:53] **Lindsey:** Um, I mean, I got, you know, he's, he's a fit model. I got a three year old fit model. I. It's a newborn fit model now, so [00:59:00] yes, that's

[00:59:00] **Heidi:** right. You totally do. I didn't even think about that. brilliant. Brilliant. See, there's another thing in your pitch. That's true. Now, if you don't wanna do fit though, um, awesome.

You're kicking so much butt and, uh, yeah. Keep us posted and uh, you're gonna do great. I will. Thank

[00:59:20] **Lindsey:** you so much.

[00:59:23] **Heidi:** Thank you so much for joining me and Lindsay on this strategy session, I will remind you that Lindsay is a student inside a freelance accelerator. And one of the benefits of being inside that program beyond all the templates of tutorials and step by step guidance to build and grow your freelance career, we do monthly live Q and as, as well as the opportunity for live strategy sessions with me.

Um, if that is something that you are interested in to help grow your freelance career and you know that some personalized one-on-one advice. Would help you get to where you wanna go. You can check out the details of freelance accelerator by heading to [soge.com/fast](https://soge.com/fast) that it's F a [01:00:00] SST. We will link to that below wherever you're listening, just scroll down.

And, uh, I also want to give a big shout out to two people behind the scenes that make the podcast possible, which is my right hand, Tara kick outs of everything. There's so much stuff inside of successful fashion designer to help this business run and to get this podcast published and scheduled and coordinated and out into your ears.

So thank you, Tara. Um, as well as big, thank you to my husband, mark kudos all the tech and editing behind this scene. Um, and of course a huge thank you to you. Thank you so much for listening. Um, I really, really appreciate you being here and I hope that you're having an awesome day, whatever it's you are doing, if you haven't yet, make sure that you subscribe on YouTube.

If that's where you're watching or hit the follow button on apple podcast, wherever you're tuning in. Uh, make sure to hit that subscribe or follow button so you don't miss out on any episodes. And I think that's it. All right. Thank you so much. And I'll talk to you next, next episode. [01:01:00]