

Working With Me: The Straight Answer

People ask me all the time if they can work with me, or if I can send some leads their way. I appreciate every one of those notes. Here's the straight answer.

I don't need an Excel or data expert

I've already got one: me. That's the whole business. If I ever hired anybody, it would be somebody who helps me work on the business instead of in it. Marketing, operations, getting the word out. The Excel stuff is covered.

I'm not farming out leads to someone I don't know

My name goes on every referral I make. If I haven't seen your work, I've got nothing to vouch for, and I'm not going to guess with a client's money.

In this line of consulting you need an internet presence and a voice. Post, publish, teach, answer questions. Give me, and clients, something to look at. That's how people end up on my referral list, and it's how clients find you without me anyway.

And no, I won't ask you to work for free

Some folks offer to work free to get a foot in the door. I won't take you up on it. Working free gets you used to groveling, and I'm not putting you in that spot. Charge real money for real work, even the small stuff.

Here's what I will do

If you've got products, posts, a course, whatever, and you're sharing them with the community in good faith, send them my way. I'll take a look and give you honest feedback: what's working, what's not, where it's off. Right now that's worth more to you than a lead.

One catch: good faith matters. If it's fly-by-night monetizing, this offer isn't for you.