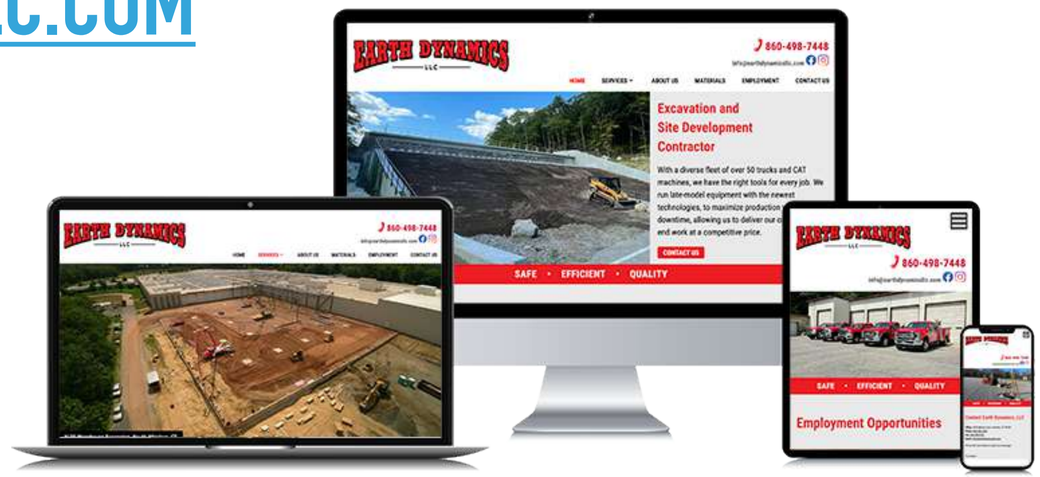
ESTABLISH AND GROW A

JOOMLA WEBSITE BUSINESS

ABOUT THE SPEAKER

Robin Clapp, owner of Web Design by Robin
Mother of Dan & Trevor, my 23 year old twins

WEBSITE BUILD EXAMPLE – EARTHDYNAMICSLLC.COM



- Referral from an IT company, met through BNI, a business networking group
- Price Quoted: $5000. Hourly rate at launch based on tracked hours, $91
- Schedule Quoted: 12 weeks. It took 16 weeks, launched 3/1/24
- Recurring Revenue: $600 annual maintenance in 2024 and 2025
- Hired me to design a website for sister company, Earth Materials.

WEBSITE BUILD EXAMPLE – DOWNTOWNTAUNTON.ORG

- Referral originated from a BNI member, who referred me to a business who referred me to this job.
- Price Quoted: $5600. Hourly rate at launch based on tracked hours, $94
- Schedule Quoted: 12 weeks. It took 9 weeks, launched 6/22/22
- Recurring Revenue: $600 annual maintenance in 2022, 2023, 2024, and 2025. $225 on minor edits. On contract to create new pages.

WHAT WE WILL COVER IN TODAY'S PRESENTATION

- Finding Business
- Making Money
- Tracking Progress
- Retaining Clients
- Longterm Strategies

START THERE... AND DO THE MATH $ $ $ $

- Take a moment to write down how you make money or plan to make money
  - Create buckets for each type of income stream
  - Look at your income from last year and see how much you received from each bucket
  - How many sales did it take to make that money? What is your average sale amount based on the each type.
  - Are they reoccurring or one time money generators?

START THERE... AND DO THE MATH $ $ $ $

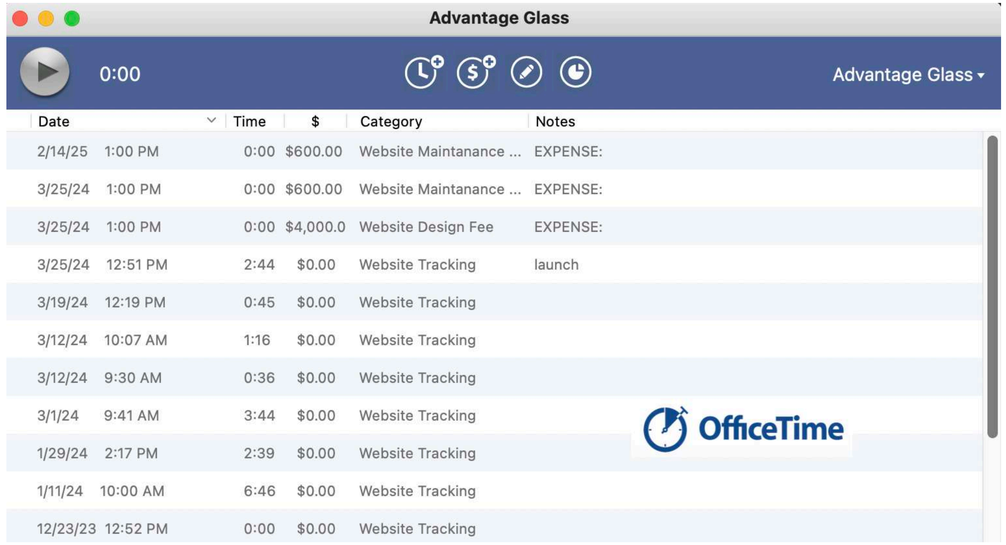
- I make money in three different ways.
  - Building websites for my clients (contract quoted)
  - Modifying content and design on those websites (as requested hourly rate)
  - Maintaining those websites (recurring set amount yearly)

  - WHAT ARE SOME OTHER WAYS?

DO THE MATH FOR TIME & MONEY, IS IT ENOUGH?

www.officetime.net

- Track the time you spend on each task so that you can determine the amount of money you made based on the time you spent.
  - For website builds, did you bid the job well?
  - For website edits - charge your hourly rate, or is your retainer covering?
  - For website maintenance, automate as much as possible.



LET'S SET GOALS

- Identify your money buckets, see example *(example calculations)*
  - Building Websites: 8 new website clients at $6000/site: $48,000
  - Modifying Websites: $500/month - $6,000
  - Maintaining Website: 60 clients at $600/year: $36,000
  - Total: $90,000

Goals allow us to see if we are on track and help us analyze our progress.

DON'T DO ANY WORK WITHOUT A SIGNED CONTRACT

- Draw up a contract template that you can reuse.
- Have an attorney review your contract to make sure it is appropriate.
- Here are suggestions for areas you should cover:
  - Contact Information and Declaration of Consultant and Client
  - Description of Work / Pricing / Work & Payment Schedule
  - Consultant Responsibilities / Client Responsibilities
  - Reservation of Rights pertaining to Publication and Copyrights
  - Entire Agreement / Representation of Authority / Resolution of Disputes
  - Termination Terms
  - Dated Signatures of Both Parties

FOLLOW THE MONEY TRENDS

- Each time you get paid record the following:
  - The dollar amount
  - What type of activity earned it (building, modifying, maintenance)
  - How you earned that client, even if it is repeat business
  - Review your process monthly to look for trends.

Recording how you earned that client allows you see what sales activities are working.

WORKING MY WAY BACKWARDS

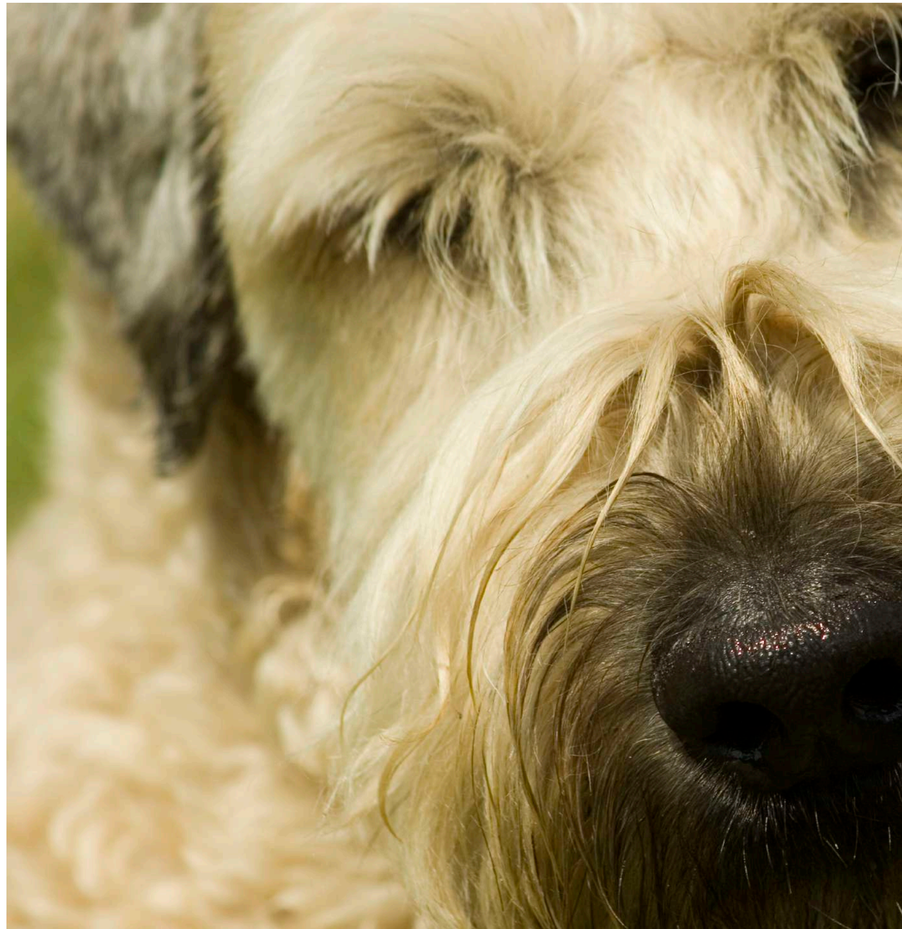
- How do I keep old clients?
  - Sadly, you lose clients all the time at no fault of your own. This is why it is very important to continue looking for new ones.
  - That said, it is easier to keep a client than to find a new one.
  - Put your clients first, always respond to their call and emails right away and treat them like they are the most important person in your world.
  - Repeat business from older clients is not a big money makers for me, but it does add up over time. And how they talk about you makes them your best referral partner if they are treated well.

WORKING MY WAY BACKWARDS

- How did I get my new clients?
  - Free consultations, 24 in 2023, that was 2 per month - to gain 8 new clients.
    That is a 33% conversion rate.
  - I did 96 networking meetings/events,
    8 per month
  - I did 96 one-to-one meetings,
    8 per month
  - I did 48 industry/education meetings,
    4 per month

WHEN INCOMING WORK IS DOWN, WHAT CAN YOU DO?

- Don’t sit around complaining and making excuses.
  - Show up! Show up at networking meetings…
  - Schedule more one-to-one meetings…
  - Work on your trade…
  - Volunteer in your communities…



END OF THE YEAR REVIEW - 2023

- BNI = 57%
- LinkedIn = 11%
- Non-BNI Business Partners = 9.6%
- Friends & Family = 5.4%
- Other Networking = 4.5%
- Google, SEO = 3.9%
- Chamber of Commerce = 3.6%
- SCORE Presentation = 2.9%
- Cold Calls = 1.5%

BIG PICTURE – TAKE AWAYS

- Every time you cash a check, record where that money came from. And thank them for the business.
- Treat every free consultation, conversation, phone call or email like its your next best, biggest account. You just never know if it will be.
- Never stop networking, 6 months down the road you will have no new business.

IF YOU ARE NOT GETTING REFERRALS - GIVE REFERRALS

SET YOURSELF UP FOR SUCCESS

- Identify your services and pricing structure
- Set goals so that you have something to track and a destination
- Only work under signed contract
- Record every payment - where you got the business, send that referral partner a thank you, and repeat activities that lead to new and repeat business.
- And lastly, review your business regularly and make adjustments as needed.

THANK THIS COMMUNITY BY GIVING BACK!
BECAUSE WITHOUT JOOMLA WE WOULD NOT HAVE A BUSINESS

GOT QUESTIONS?

Robin Clapp

https://webdesignbyrobin.com

robin@webdesignbyrobin.com