

THE Freelancer *Freedom* FORMULA

WHAT IF EVERYTHING YOU'VE BEEN TAUGHT
ABOUT BUSINESS SUCCESS IS **WRONG**?



What if everything you've been taught about business success is **wrong?**

LET'S START WITH THE REALITY OF BUSINESS:

- Only 20 out of 100 business start-ups survive five years;
- Only four out of that 20 make it another five years;
- Only one out of that four makes it another five years!

With failure rates this high, why would anyone in their right mind attempt to start and grow a business? Have you ever really thought about it? Let me ask you . . . why did you decide to start a business? I'm guessing that your decision steamed from your desire for one, or some combination, of the following:

- More Freedom
- More Income
- Make a Positive Impact (Change the world)

Each of these is certainly a worthy goal. No one would fault you for wanting to pursue any of these. But statistics prove that, despite how worthy an entrepreneur's goals may be, it doesn't ensure his or her success.

WARNING: Don't make the mistake of believing that your strong desire for more freedom or income will result in either of these!

THE BROKEN BUSINESS FORMULA:

Ninety-five percent of the population is broke, stays broke, and will go to their graves broke. Knowing that, are you willing to listen to and follow the financial advice given by the majority? I would hope not!

Only 20% of businesses survive--the key word there is survive--their first five years. That doesn't mean these businesses are successful. No. It simply means they still have their doors open. Of the 20% with their doors still open, statistics show that only one in five is actually doing well--what we may consider to be successful.

What can be very deceptive is that 80% of the businesses (those that will be closing down before their five year anniversary) appear to be successful on the surface but, internally, they are struggling to survive.

After all, these entrepreneurs can't let the public know they are struggling. If they do, customers might not buy from them out of fear they won't be in business should the customer have a question or problem with the product or service.

As entrepreneurs, we are often guilty of blindly mimicking, and following the advice of other business owners without giving any real consideration to the fact that they may be struggling more than we are.

If we seriously look into the advice these successful entrepreneurs are giving and encouraging us to follow, we'll likely discover they received this advice from another entrepreneur, who, on the surface, appeared to be very successful while they were, in reality, in the process of going broke.

What I find most amazing is that all of the business success strategies are exactly the same. Sure, they each use slightly different terms, and each is presented in a slightly different manner, but by and large they all present the exact same formula.

I affectionately refer to this formula as:

The Broken Business Formula

How do you know if the advice--or, the formula--you are following is actually The Broken Business Formula? That's easy. There are nine common themes taught with this formula. Some people teach all nine. Others teach only one or two of them. Here are the components typically found in The Broken Business Formula:

- Passion
- Talent
- Identify market needs
- Fill market needs
- Tell everyone (a.k.a. Advertising/Marketing)
- Work very hard
- Put customers needs over your needs
- Under promise AND over deliver
- Set profit and revenue goals

Don't these sound familiar? Of course they do. Simply browse the business section of your local bookstore and you'll discover book after book teaching some combination of these nine components.

All the components of what you call

“**The Broken Business Formula**” sound good to me.
So what’s the harm in following them?

NOTHING!

Absolutely nothing! There isn’t anything inherently wrong with any of these components. Actually, there is value in many of them. My issue has nothing to do with utilizing any of these particular components. My issue is with promoting these components as the formula for business success--particularly if your concept of business success involves freedom.

FREEDOM IS THE ONLY TRUE MEASURE OF SUCCESS!

How would you like to wake up each morning with complete and total freedom, with no worries or concern about money? No qualms about work piling up should you choose to not work that day. That is true freedom and . . . in my opinion . . . business success.

TIME IS THE ONLY BUSINESS ASSET WE CAN NEVER REPLACE. Once a minute passes, no amount of money, influence, or persuasion will ever allow you to get it back. Money is replaceable. Buildings are replaceable. Employees are replaceable. Customers are replaceable.

Think about this: Who cares if you build a business that generates \$10 million a year in revenue if you’re working yourself to death.

What if, on the other hand, you could create a business that produces enough income for you to live the life that you want, AND doesn’t restrict your time?

That’s exactly what I was after, and it’s exactly why I developed *The Business Freedom Formula*.

The Freelancer Freedom Formula produces both **income and freedom** and no, they don't have to be mutually exclusive!

I know what you're thinking . . . "*If there is such a thing as The Business Freedom Formula, then why haven't I heard of it before now?*" That's a great question! A large part of the answer has to do with all the *traditional* things that are missing from The Business Freedom Formula.

The Business Freedom Formula **DOES NOT**:

- Care about building a traditional business with 100's of employees.
- Start with your passion or talent.
- Have money as the primary motivation.

The Business Freedom Formula **DOES**:

- Provide an environment that produces both time and freedom.
- Start with how you want the business to serve you.
- Separate the link between time and money.
- Produce ample freedom for you--the business owner.

SO WHAT IS THE FREELANCER FREEDOM FORMULA?

The Business Freedom Formula boils down to five primary components:

MN + UT + AS + NP + FM = FREELANCER FREEDOM FORMULA

MN = Market Need

UT = Unmarketed Talent

AS = Automated Systems

NP = Natural Progression

FM = Fulfillment Model

When you are able to identify and combine these five ingredients, you end up with a business that produces both freedom and income.

DON'T allow the simplicity of this formula to fool you!

Let's dive into The Business Freedom Formula in a little more detail:

MN = Market Need

Both the Broken Business Formula and The Freelancer Freedom Formula contain **MARKET NEED** as a core component. So, what's the difference?

The Broken Business Formula teaches that you should identify what the market needs, first. To do this, you look at what is currently being provided in one area, and then look for other areas--whether geographically or demographically--where you might provide the same product or service.

As an example, you notice that coffee shops do really well in your town, but there isn't a coffee shop in the newly developed area of town, so you identify this as a market need. On the surface this sounds good, but the problem lies under the surface. With this definition of Market Need you are forced to make too many assumptions.

Using the same coffee shop example from above, what if you decided to open a coffee shop in this newly developed area of town based on this perceived market need, only to discover that most of the residents moving to this new area of town were retired people? In your town, retired people are accustomed to making their own coffee at home, and they don't get excited about paying \$5 for a specialty coffee beverage.

In this example, you will have made your decision on false (or perceived) market need, and not on the true market need.

Under The Freelancer Freedom Formula, market need means that you identify a market based on a demonstrated actual need.

Market Need Exercise

Learning to identify a potential Market Need is a skill. This is great news for you, because skills can be developed and improved with practice. With a little work on your part you can develop the skill of discovering potential Market Need.

What I've discovered over the years is that Market Needs are in front of people each and every day, but most let them slip by without seeing or hearing the need. Here's an exercise to help you both see and hear Market Needs throughout your day.

STEP 1:

Write down 10 specific things you do when you first wake up in the morning:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

STEP 2:

Now that you've compiled your list, it's time to begin training your brain to look for what works well, what doesn't work, and what could be further improved.

Go back through your list and ask yourself the following question: Wouldn't it be great if....?

As an example, let's say that the first thing you do when you wake up is reach over and hit the snooze button on your alarm. You've developed this habit because sometimes you've been known to doze back off to dream land. Other times, though, you hit the snooze button then immediately get up and head for the shower without remembering to actually turn off your alarm. Which technically isn't a problem for you; it's your partner who's still trying to catch a few more ZZZ's that your sounding alarm REALLY bothers.

If this were true, then in this example you may say: Wouldn't it be great if my alarm clock had some way of knowing that I was actually up and out of the bed? This would prevent me from forgetting to shut it off and then having to deal with my angry partner when I get out of the shower.

When you start asking yourself this question, don't critique yourself. Instead, just make note of your answers regardless how out there, crazy, or unrealistic they may seem.

STEP 3:

For this final step it's now time identify a couple of possible ways you could achieve your "wouldn't it be great" statement.

Go back to our statement "wouldn't it be great if my alarm knew to shut off when I got out of bed?" and list out a couple of ways you think this could happen.

Idea #1: My alarm could automatically turn itself off if it had a motion sensor built in that detected when someone was moving around the room.

Idea #2: My alarm could automatically turn itself off if it had a built in microphone that detected the sound of the bathroom door closing.

Idea #3: My alarm could automatically turn itself off if it had a sensor that connected to the bed and detected movement when I got out of the bed.

Again, don't worry about how realistic or achievable the ideas may be; instead, just make a list.

Don't make the mistake of believing that this exercise has nothing to do with learning how to identify Market Need. By repeating this exercise several times, using a different scenario each time, you are forcing your brain to look past what's obvious and explore what could be possible.

Here are a few different scenarios to try using this exercise:

10 things that happen when you walk out your door for the office.

10 things that occur when you get in your car.

10 things that happen when you sit down at a restaurant.

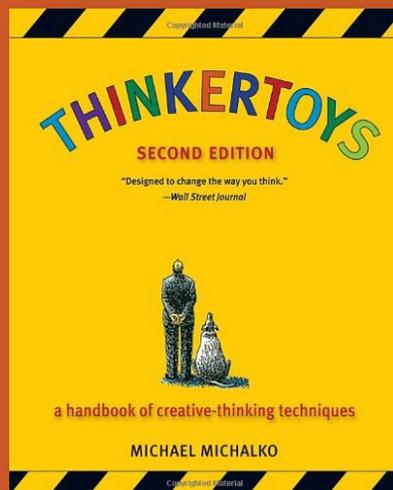
10 things that happen when you eat pizza.

RECOMMENDED RESOURCES:

Here are a few books that will help you think outside the box and help train your brain to identify Market Need.

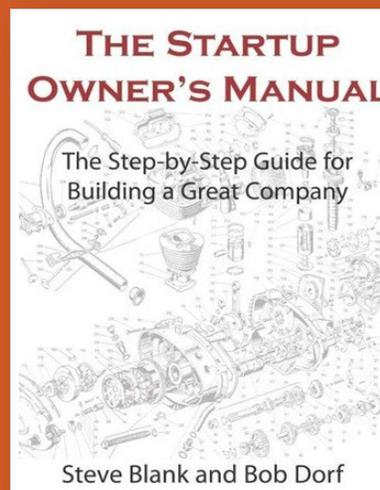
Thinkertoys

By: Michael Michalko



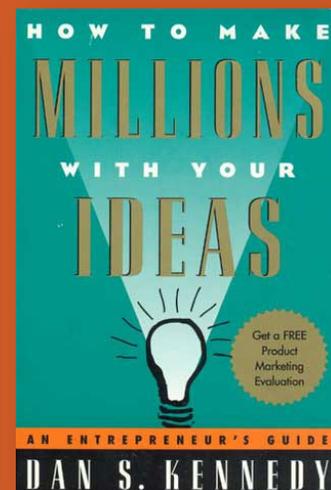
Lean Launchpad

By: Steve Blank



How to Make Millions with Your Ideas

By: Dan S. Kennedy



UT = Unmarketed Talent

Do you know someone who is a brilliant writer? How about a talented carpenter? How about an amazing graphic designer or coder, or someone who is extremely talented in another area?

So you have someone, or maybe several people, in mind? Now let me ask you, how good are they at marketing themselves and their talent? Do they have people lined up at their door waiting for them and their services?

IF NOT, WHY NOT? The reason is simple. These extremely gifted people often don't have a clue how to market and promote themselves. They don't know how to connect with the **HUGE** market need that exists. That doesn't make them bad, stupid, or any less valuable . . . it simply means they don't know how to market themselves and their services to the Market Need that exists.

You see, there's a **HUGE** gap between Market need and their talent. Using The Freelancer Freedom Formula, your job is simply to build the bridge that connects the market need with their Unmarketed Talent.

Seems simple, right? Don't let the simplicity of this fool you into thinking it's not important. This is really at the core of The Freelancer Freedom Formula. Unmarketed Talent is the primary component that will become the catalyst for your freedom.

Unmarketed Talent Exercise

STEP 1:

Make a list of 7 people you know who: 1) have a brilliant talent or skill that you feel is going underutilized, or, 2) they simply don't know how to promote and attract people willing to pay them for their talent.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

STEP 2:

Beside each name list the talent they possess. For example, graphic design, musician, mechanic, woodworker, etc.

STEP 3:

Write down two specific Market Needs that you think they could fulfill. For example, let's say that a friend of yours is an extremely talented musician. And that just the other day you heard a co-worker say they called to enroll their son in piano lessons and there was a two month wait to get started. You may see the need for a private piano teacher, or maybe a music school in your area. Whatever that need may be, just make a note of it beside each of the names on your list.

STEP 4 – NOT FOR THE FAINT OF HEART:

Take a look over your list and identify the one friend and Market Need you feel has the most potential. Now take your friend to get coffee and casually pitch your idea to them.

Disclaimer: Most people are terrified of trying new things, and particularly launching a business venture. It's your job to simply gauge their interest and not overwhelm them with an elaborate plan.

RECOMMENDED RESOURCES:

Here are a few places around the web you can track down people with Unmarketed Talent:



AS = Automated Systems

When I refer to Automated Systems, I don't necessarily mean technology. My definition of Automated Systems includes both Technology Systems and People Systems.

With that said, if you ever intend to have a business that gives you freedom, then you **CAN'T** skip the Automated Systems part of the formula.

TECHNOLOGY SYSTEMS COULD BE THINGS LIKE:

- A website - When designed to attract and filter business for you.
- Auto-responders - Specifically when used to bring prospects through your sales funnel, and/or turn customers into evangelists.
- Other technologies used to automate the delivery or fulfillment of your product or service.

PEOPLE SYSTEMS COULD BE THINGS LIKE:

- Clear documented procedures that people follow.
- Fulfillment Centers - Used to fulfill the delivery of your product to your customers.
- Answering services - Used to reduce labor intensity within your business.

Chances are good that during the process of building your business, you will incorporate a combination of both technology and people systems. The goal of any automated system is to deliver clear, measurable results--time after time.

Are you beginning to see how The Freelancer Freedom Formula is different? I know I've already said this, but at its core, The Freelancer Freedom Formula is designed to produce both freedom and revenue without your continuous attention.

Are you familiar with the saying, "There can only be one of two problems in any business--a marketing problem or a fulfillment problem?" The next component in The Freelancer Freedom Formula specifically addresses the marketing problem. Let's take a look.

Automated Systems Exercise

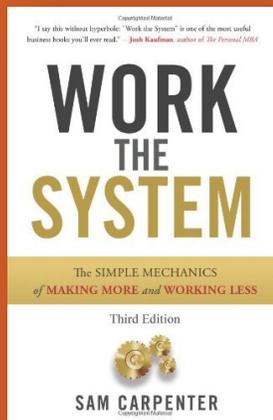
Download a copy of our special report, **HOW UGLY MUG MARKETING USED 100-YEAR OLD METHODS TO PUT THEIR BUSINESS ON AUTOPILOT**. This report will guide you through eight specific steps to help you quickly discover areas to easily automate within your business.

RECOMMENDED RESOURCES:

Here are a couple of books that will help you discover and implement systems into your business:

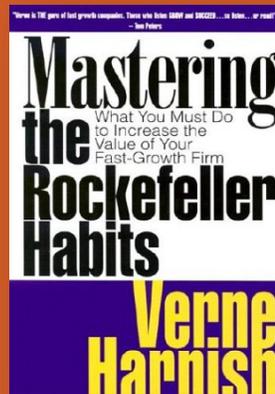
Work the System: The Simple Mechanics of Making More and Working Less

By: Sam Carpenter



Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Growing Firm

By: Verne Harnish



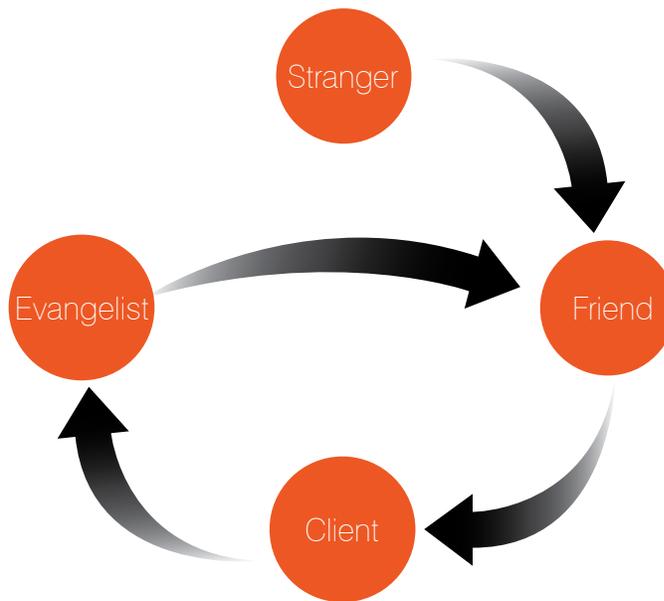
Here are a few tools that we use to automate our business:



NP = Natural Progression

Have you ever stepped back and thought through how people flow through a business? How people transition from being a prospect to a customer? Until you understand how people make these transitions, you really can't optimize and leverage these transitions to your advantage.

Let's look at how the transitions take place by using what I call the **NATURAL PROGRESSION**.



To help illustrate the Natural Progression, I'm going to use my business as an example.

STRANGER

Heather decides she needs a new website for her business. She sits down at her computer and types "website design company" into her search engine. Ugly Mug Marketing is listed in her results. So she thinks to herself, that's a stupid name, but clicks the link anyway.

At this point she's a prospect. At Ugly Mug Marketing, we don't know she's out there, but she's still a prospect because she is looking for a website design company.

After spending a few minutes learning more about what we do, viewing our portfolio, and reading through the dozens of testimonials, she feels we may be a good choice. While reviewing our portfolio she realizes that we built a website for a restaurant owned by her cousin, and decides she'll give him a call to get his feedback about working with us.

A few days later she connects with her cousin, and he does, in fact, recommend us. Finally, at this point, even though we still don't know she exists, she now trusts that we can deliver her new website.

FRIEND

The key distinction between a Prospect and a Friend is that a Friend likes and trusts you. Without these two components people will not purchase your product or service.

Imagine that Heather clicked the link and completely hated the look and feel of our website. What would she have done? She would have left, without taking the time to learn more or develop trust in Ugly Mug Marketing. There is nothing wrong with that! It would be foolish of me to get upset that she didn't hire us to build her new website, wouldn't it? Of course it would!

Now let's switch back to the assumption that Heather likes what she sees on our site and trusts that we can design a remarkable website for her. What's next? Exactly! She hires us, and becomes a client.

CLIENT

Once she becomes a client, we build and deliver her new website. She's happy! She has a beautiful new website. We're happy! We got paid, and added another beautiful site to our portfolio.

Now what?

It's at this point that most entrepreneurs completely drop the ball. They quickly move on to selling and fulfilling the next order. And no, there's technically nothing wrong with this, except for the fact that the entrepreneur is leaving so much on the table.

Once you deliver your product or service, and have a happy client/customer, now is the perfect time to up-sell and cross-sell them additional products and services. But there is another, even more important, step that entrepreneurs should take.

It's at this point you should have a clear plan of action for converting your clients/customers into Evangelists.

EVANGELISTS

Evangelists are those people go out and share your message with the world. It sounds simple, and it can be, but it certainly requires a concentrated effort on your part. There are three critical components for turning ordinary clients/customers into Evangelists:

- Make sure they are thrilled with the product or service you have delivered.
- Make sure they know what to tell others about you (What's your USP?).
- Make sure they have the tools and resources to share you with others.

Take a look at the Natural Progression graphic above, and you'll discover the power of creating Evangelists is that you completely bypass the prospect stage. It's the same process for generating referrals.

Again, if freedom is important, then do you see how understanding and implementing the Natural Progression in your business can generate additional freedom? After all, if you don't have to continually search for prospects, and try to convenience them to trust and like you, then you can be free to focus on other things--like mountain biking or planning your next trip!

Natural Progression Exercise

STEP 1

The first step in the process of turning customers into evangelists is to have a clear understanding of your current process for fulfilling customer orders. The first step is simply to write down everything that happens from the moment someone becomes a customer. In the space below go ahead and list out every single interaction that takes place after someone purchases from you:

STEP 2

Now it's time to create a list of what is industry norm, or what is expected from your customers after a purchase. For example, if you sell shoes online, first your customers expect to receive an order receipt email with shipping information. Next, they receive a notification when the package is shipped. And finally, they receive their shoes via UPS. So, those three steps are considered industry norm, and it is what customers purchasing your type of product expect.

Use the space below to list out what your customers expect after making a purchase:

STEP 3

Now go back through your list (from Step 1) and ask, "What could we do differently, add or subtract, from what we currently do that would be remarkable to our customers?"

Using the shoe example from above, what if you decided to not only send an order confirmation email, but then when the package ships to send them a photo of their shoes being put into the package? What if in every package you inserted an extra pair of shoestrings? What if ten days after they receive the shoes someone from your customer service department called them to see how the shoes fit?

Go ahead and list out a few ways you can exceed your customer’s expectations and determine how you can insert these into your fulfillment process. They don’t have to be big, or expensive - just simple ways you can get your customer to say “wow”.

STEP 4

In Step 3 you figured out specific things you can do to impress your customers enough to want to tell others about you. Now in this step we need to figure out specifically how we can get our customers to share with others. Create a list of all the various ways that your customers can share your message with others.

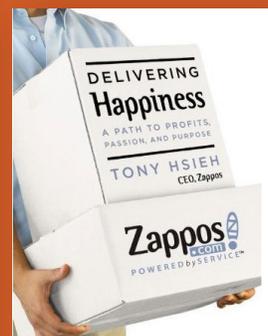
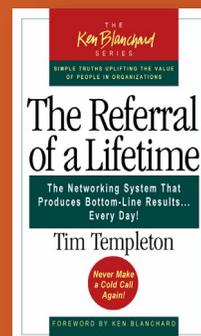
STEP 5

Go back through the list you created in Step 4 and add specific ways you can help your customers share through formats listed. For example, in Step 4 you said you wanted your customers to tell their friends and neighbors in person about you. Maybe you would list: create a referral program that rewards customers when their friends make a purchase, or create custom coupons that your customers could give to their neighbors. In the space below list out all your ideas:

RECOMMENDED RESOURCES:

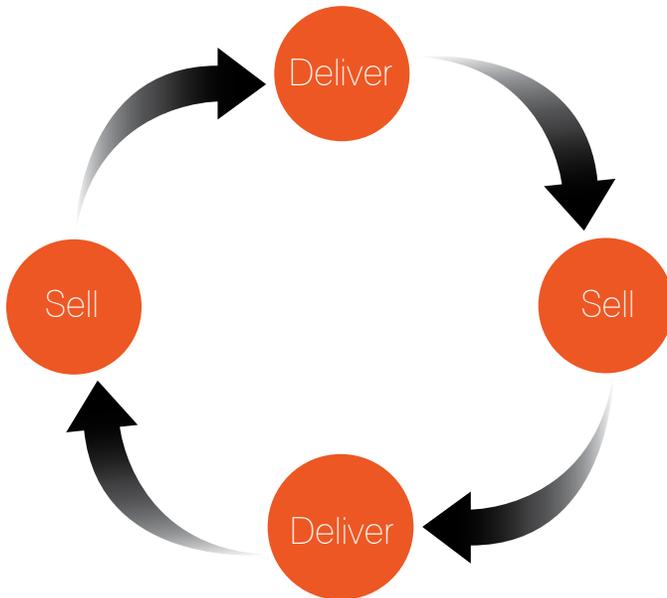
Here are a few of books that will help you transform ordinary customers into evangelists:

- ***The Referral of a Lifetime*** - By: Tim Templeton
- ***Delivering Happiness: A Path to Profits, Passion, and Purpose*** - By: Tony Hsieh



FM = Fulfillment Model

Without a Fulfillment Module you're going to get stuck. Stuck where? Stuck in what? You'll get stuck in what Les McKeown calls the Artisan Trap. This is the trap that keeps most entrepreneurs on the "perpetual" hamster wheel, never seeming to be able to break free.

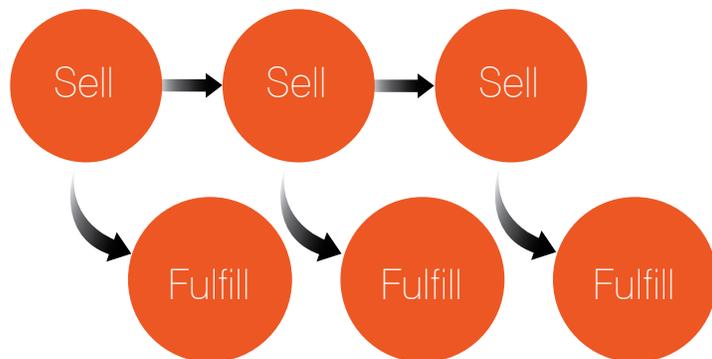


THE ARTISAN TRAP KILLS MOST BUSINESSES AND CRUSHES ENTREPRENEURS' HOPES AND DREAMS.

The only way to get out of the Artisan Trap is to first get a clear understanding what it is, and the next step is to develop your own Fulfillment Model. After all, without a clear Fulfillment Model the entire Freelancer Freedom Formula falls apart.

HERE'S WHAT THE FULFILLMENT MODEL LOOKS LIKE.

The entire point of the Fulfillment Model is to develop your own fulfillment channels to ensure that you never become the bottle neck in the process of scaling your business. A critical component of developing your Fulfillment Model is finding and retention of Unmarketed Talent. The more layers of Unmarketed Talent you can work into your business, the smaller your chance of falling back into the Artisan Trap.



Fulfillment Model Exercise

Implementing the fulfillment model can be difficult, particularly for those like me who tend to be control freaks. One of the simplest ways I've learned to build a company that is resistant to getting stuck in the Artisan Trap is by requiring that everyone becomes accustomed to answering both of the following questions each day:

WHAT HAVE I DONE TO ATTRACT A NEW CUSTOMER TODAY?

WHAT HAVE I DONE TO KEEP A CUSTOMER TODAY?

By having your entire team (yes, active subcontractors as well) answer both of these questions each day, you are ensuring that their focus isn't simply on just "doing their job".

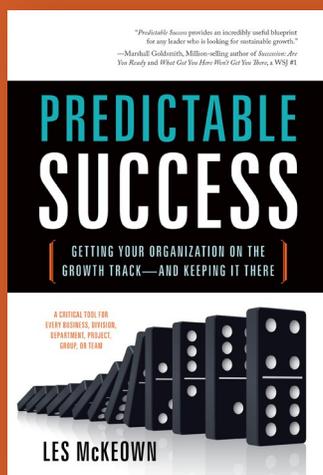
These two simple questions help people think on both the selling and fulfillment sides of the equation. Download a copy of our special report, ***How Ugly Mug Marketing Used 100-Year Old Methods to Put Their Business on Autopilot***. This report will guide you through eight specific steps to help you discover areas that can be outsourced and automated.

RECOMMENDED RESOURCES:

Here are a few of books that will help you escape from the Artisan Trap and develop your own Fulfillment Model:

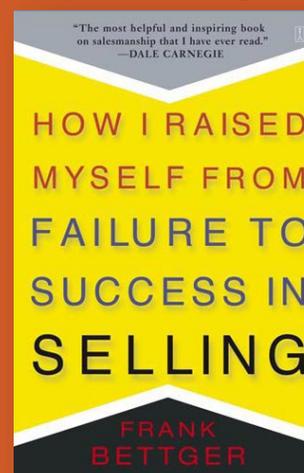
Predictable Success

By: Les McKeown



How I Raised Myself From Failure to Success in Selling

By: Frank Bettger



Which path are **YOU** on?

Now spend a few minutes answering the following questions: Which path am I on?
And where is this path going to lead me?

**“WHEN YOU FIND YOURSELF ON THE SIDE OF THE MAJORITY, IT’S TIME TO
PAUSE AND REFLECT.”**

-MARK TWAIN

You can build a business and a life that most only dream of, but only if you’re willing to venture off the same path the majority of business owners are on and forge a new path. I’m not saying it won’t be lonely at times. I’m not saying you won’t face challenges. I’m not saying people will always be there supporting you. What I am saying is that if you are interested in building a business that produces both income and freedom, you should consider *The Business Freedom Formula*.

To your success,
Wayne Mullins

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I am disclosing that I've included certain products and links to those products in this document that I will earn an affiliate commission for any purchases you make. The goal of this report is to inform you of tools and resources that exist to help you build a business that not only generates profit, but freedom as well. I use, or have read, all of the resources referenced in this document. And I hope these resources help you reach your goals. But please understand that although I'm giving this document away for free, I am doing this as a for-profit business.

I only promote those products or services that I have used.

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