

I Just Want To Get to Friday - Andrew Palmer

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Hey there. How are you? It's Andrew Palmer. Thanks to Page Builder Summit, Anchen and whatever his name is, Nathan, that's the one. It's a great little summit. This and also WP Builds is one of my favourite podcasts. I'm very privileged to be able to give my slightly different presentation on how do we get to Friday. Well, there you go. Here it is. I just want to get to Friday. How many times have you heard that? Oh, so stressed. I just need to get to Friday and I can have the weekend off. This is how I do it and how you can too. We've all had that feeling, haven't we? That Monday morning feeling. Roses are red, Monday is a hard, I suck at poetry, caffeine. Give me some coffee. What do you use to get through the day? Have an orange juice or a glass of water or a bit of tea or whatever you're drinking or whatever you do to get you motivated on Monday morning, keep on doing it.

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We know that Monday mornings can be very, very stressful as anybody in the world. But as a WordPress developer, a designer, we get special treatment from some of our clients, don't we? They scream, they shout, they bawl, they cry, they don't want to pay on time, and it's stressful. It's always exciting to know what's ahead of us in the week, but it's also apprehensive. We've all got to do and have methodologies to get through to face the upcoming week's challenges. We've got those difficult clients, we've got hosting issues, we've got design issues, we've got font issues. Everything just goes against us sometimes. But sometimes we have a really nice time with some lovely clients. Let me tell you, I've got some lovely clients. We all need that constant need for coffee or something else, as I've said. Just do something that makes you energised throughout the day. You know that the week ahead may feel long and overwhelming. Just keep those thoughts of, you're going to get to Friday and you're going to end up happy about it. One of the good things about this world is that we all have clocks. We can be clockwatchers, or we can just manage our time a little bit better.

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If you manage your time properly, you can really get an awful lot achieved. Good time management makes happy people. That's your customers, that's your family, that's your friends. It's always about being

on time, doing what say you're going to do, when you say you're going to do it. If you've got any hiccups along the way that are going to tell you, then communicate. It's all about finding that sweet spot where you can get your task done, stay on top of things. And of course, if you're part of a team, then that's important to let your team know that you're going to be either late or you might even be early. How does that affect the project? And shall we let the client know? As I've said, poor time management creates that Monday morning feeling. Look at me there. I'm absolutely shattered. I'm at a gym. I went to the gym. I tried to manage my time. I'd finished it. I felt good, believe it or not. The look on my face goes, argh, what's going on? But because I manage my time well, or pretty well, I can go to the gym whenever I like.

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I tend to go swimming these days because I've got a bad back. But if we can't handle our time management, it really is like going through a jungle or a maze without a map, and we end up lost during our day and really faffing around and not knowing what we're going to do and what's going to be completed. That just makes some of us just think, Oh, I want to go to bed, or I'll go and have a drink and I'll have a coffee with one of my friends. Now it's not a bad thing, going to have a coffee with one of your friends, and maybe they can make you feel more motivated. Try not to go to bed when you're struggling. Go to bed when you want to rest. What about setting those SMART goals? It's just not difficult. But some of us have a little problem getting the specific, measurable, achievable, relevant, and most importantly, time-bound goals sorted. We get interrupted during the day, we get texts, we get telephone calls. It's crazy that people call us during the day. Do they not know we're working? Of course they know we're working. That's why they want to call us.

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And sometimes they want to chat about something else, but they've also got maybe a client, they've got an ulterior motive. They want you to rush a job through. Make sure that you let them know you'll do your best, but you've also got a little queue of jobs coming up, and their little rush job is just as urgent as the little other rush jobs that you've got to do during the day as well. Make sure that people are aware of your time restrictions, and that way you can make sure that you do the things on time every single time. It's tough coping with challenges of the week ahead. We've all got our issues. We didn't do our shopping. We might have disability issues that we just can't cope with on that particular day. We might have family issues that we've got. The kids are ill, we can't take them to school or they've got a bully or whatever. So we've all got to deal with the family issues and stuff like that that's going around. But as freelancers, we can arrange our time to get around those little crises that hit us in our own personal life.

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So once you've got that sorted, you can really determine those stepping stones where you need to reach and go, Right, I've got over that little hump. Let's see whether I can get over this little hump and make sure that those strategies keep you on target. It's really quite a simple thing as long as you don't panic. So best advice, embrace a positive mindset. I generally tend to be cheerful. Sometimes my face doesn't let

people know that, so I tend to try and smile as much as I possibly can. I do prioritise and plan my tasks to make them more manageable. Because I'm an owner of an agency and I've got staff, it tends to be more management issues that I've got to do. One of the things that I really lack at really, really well and keep on target is invoicing because nobody likes admin. Every single Monday, I sit down with my team and make sure that we've got all of the hours written down that we've done or a renewal of a domain name. It's all automated now. I use Xero and annual recurring things come into Xero and they just go out and people generally pay them on time and they get chased automatically as well.

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It makes things more manageable from an admin perspective. Recurring income on hosting, that's every single month as well. I tend to use Xero along with sometimes ThriveCart because I deal with people across lots and lots of boundaries, country boundaries as well. I like to maintain clear communication with my clients to manage their expectations more than anything else. I do get the odd phone call that says, Oh, my website's gone down, can we fix it? So we've got support systems in place. Always have a support at email address, and that goes into a separate email box, and then you can prioritise those throughout the day. If you are struggling with something, get support from online communities and forums. I found it invaluable. I'm a member of many, many groups, and I've got some groups of my own and Facebook and Twitter I found very useful over the last six or seven months. If you don't particularly like using Twitter or X, whatever it's called these days then try another way, maybe join Post Status and use their Slack channel. Very, very skilled WordPress developers in there and designers, copywriters, accessibility, et cetera. They will answer your questions. I've put this in red, it's really important that you take regular breaks and recharge to prevent burnout because burnout doesn't affect you for one day.

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It can affect you for months. Once you're burnt out, you cannot recover because you'll always be burnt out and you will make mistakes going along the way, which will increase your potential for being burnt out. Make sure that you take those regular breaks and recharge. Recharging can be as much as just phoning up someone or calling them or messaging them and saying that I need some help, mentor me or get me over this hump, walk me off the ledge or whatever, that will help you prevent burnout. And of course, all these things that you do within your work will help you prevent burnout as well. Especially stay organised so that you've got all your files and resources to hand. That's really important. Keep learning to stay updated to latest trends and tools. Again, if you join something like Post Status or a forum, a Facebook group, Twitter Space or whatever, that will keep you updated. You'll always know what you're talking about, or you'll always have an interest, so keep interested in what you do, because a lot of the work we do as web developers and designers is very, very repetitive. It's almost like working in a factory.

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Build this page here, do that there, do whatever. Make sure that you keep learning and stay updated to the latest trends of design. That will keep you interested in actually what you do. And always, always,

always celebrate your achievements to boost your own motivation and that of the clients. When you've done a really complex job and you've fixed an issue or whatever, say, Yeah, we fixed that, I'm really pleased with it. Go and check it. Give me your feedback. Blah, blah, blah. That's celebrating an achievement. There you go. I will keep on this. I will die on this hill as they say, rest and recreation. It is the most important thing because it's not easy. You prioritise rest and recreation over and above everything else. You complete a task, have a break, complete a website, have a break. Complete a conversation or a meeting, have a break. It's never good after you've had a Zoom meeting for an hour and a half, which they happen. I tend to try and avoid those, to be frank, but they do happen. Take a break. Do not go straight into panic mode and go, Right, I've got to get this done.

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Take a break. Nothing is vital, except your health and your wellbeing. That's the only thing that's vital. Make sure that you go for a walk, have 40 winks. I'm known as a snoozer. I love having a snooze. It's brilliant. I also like having a walk, and especially with a little bit of bad back, I've got to go walking. Concentrate on yourself first. Daydream. I love a daydream, don't you? Don't you love thinking, Oh, what would happen if that happened? Or if I won the lottery, or I got a great big contract that was actually easy, or I got a nice phone call from a client that said, Thank you so much for that job you've done. I've increased my turnover by this much. Therefore, I'm making more profit. Therefore, I think you've been undercharging us. Here's another bit of extra cash. Yeah, not going to happen, right? But you know, you can daydream. So always when it gets a bit noisy out there, have a little daydream. Turn off, sit on the sofa, close your eyes, have a little meditate, and just think about how great your world is truly. Always use tools and services to ease your burden.

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It's tough out there, people. Don't let anybody tell you anything else. But if you use the things that... You're not going to see a builder knocking in a nail with his hand. You're going to see them use a tool. So use the tools that will benefit you and make you do your job better. Let's take a look at some of the tools and resources that I use. I insist that my team uses because I want to get through Friday happy knowing that we've done everything we possibly can to make the week go better. Atarim. Obviously, I'm going to use Atarim. I was one of the first investors in there. I helped them market the thing on elegant marketplace. It's the greatest collaboration tool out there, and you can actually use it as a support system, which we do on all of our recurring websites that we've got out there. Focus on your biz, which is focuswp.co. I use them when I go on holiday. I don't go on holiday a lot. I actually go on a lot of business trips, and I sneak in a few days, rest and recreation as well. Love going to WordCamps, meeting people, doing a deal.

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It's great. Talking about what's going on in the WordPress community as well. Rocket.net is where I put all my WooCommerce websites. I tend to steer clear of WooCommerce, but if I have to, I'll use it. They all go on Rocket.net, means I don't have to manage those websites or that web hosting. It's truly managed

WordPress hosting, truly. Clickup we use as a team. We don't let our clients have a look at it because it's a bit of a mess in there, but we know what we're doing from a day-to-day perspective, and I know that whether or not we're reaching our own targets. Gridpane I use to manage my cost-effective hosting, let's say, for websites that don't actually have a lot of traffic, but businesses want a website for whatever reason. Maybe we've persuaded them that it's a good idea. They don't get millions of hits, so they get on a nice DigitalOcean server and I manage that all through Gridpane. 20i, based in the UK, so 20i have got a great reseller package. Some hosting goes on there, but most of it goes through to Gridpane. Through my, basically we manage it through Cloudflare and it's just easier and it's really cost effective, very, very easy control to make sure that all your domain registration is done through somebody you trust.

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And like Bertha.ai, of course, I use Bertha.ai ideation. She's helped me with this presentation as well, just in a little bit of the couple of the calls to action. And Termageddon is for privacy policies. It's a pain in the neck. I just send clients straight to Termageddon. One affiliate link, get paid for it. Yippee, my job's done. They fill in all the details. We then put the code on the website. Piece of cake. Makes your life as a web developer, designer, much, much easier. I've said this before, ask for help. These are some of the groups that I use, focus on your biz, just under 1,000 as I speak today. Really friendly group run by Stephanie Hudson and a few of the community as well. The Admin Bar, Kyle Van Deusen. Brilliant. Really got a lot of offering. He monetizes that group, which is nothing wrong with that at all. It's awesome. He's got the website owner's manual, he's got tables that you can join through the Admin Bar as well. It's a fantastic group for technical, a bit of mentoring, and obviously there's a little bit of design in there. Bertha.ai is my group for really discussing what's going on with AI.

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The brand design, DIY your brand that's by Mor Cohen. Support her like you, your life depends on it because she's great at what she does. She gives great offerings out there and just launched a new product. That's one way to help run a group. There's 20,000 people in that group. It's crazy. Go and support Mor. Melissa Love. I could not say anything if I didn't say about Melissa Love being the Queen of Child Themes. Met her through the Divi groups. She's now expanded her offering to grow your web design business to a Facebook group. There's a couple of things like the marketing fix. There's also she builds out some themes. The latest one is she's utilising Kadence Cloud. Go there, learn all about that. One of my favourite people in all the world is Imran Siddique, who basically helped us a lot with Bertha. Really, really clever chap, loves giving advice on business. It's all free. He does have a couple of courses, so utilise these groups and ask for help. That's my best advice to you. Now, we said this earlier, or I said it earlier, because it is one of the things that it's basically like stepping on a Lego or an electric plug.

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It hurts me when people don't turn up for meetings on time. It literally physically hurts me. I think one, I hope they're not gone. Two, I hope they haven't hurt themselves. But if they haven't, they're just late. It's

really annoying. Make sure that you turn up on time and it shows that you value the time of the attendees. So show up, basically. That's what I'm saying. That'll make your week go much better if you show up. And don't sweat the small stuff. We've all heard and we've all seen make my logo bigger. Yeah, I know. That's why I paused. It's annoying, but it's minuteia. It's nothing to worry about. If the client wants the logo bigger, then have their logo bigger. Just say, How big do you want it? In relation, that's the thing. Can I just have it a little bit bigger? Well, yeah, how big? But it's not really a big deal, is it? Don't sweat the small stuff. If you spill coffee on your keyboard, that's a big deal. If somebody wants their logo bigger, don't worry about it. Always learn to say no. You might be desperate. You've got your last pint of milk in the fridge.

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You're living on spam. But you know what? If you get a red flag from a client, they want this then, by then, and they're not going to pay you until after you do it. Just learn to say no. Say no to rush jobs because you'll always have rush jobs going on. They'll always go wrong, 100% guaranteed. So being a yes person can have a negative effect on your mood, mostly because you don't know how the heck you're going to do the work. But just get on with it and you'll be all right. A rush job is exactly that, rushed. Low on quality, low on pay. Just say no. Finally, be yourself. Support your colleagues and other businesses that can help you achieve your goals. And then you can do this when Friday arrives. Well, thanks for watching that and listening to me, and I think I'm going to be in the chat, so bear with me and I'll answer any questions that you may have as long as it's not about spatial awareness because I'm a bit clumsy. I'll see you in the chat. Thanks for watching.