

# SFF 173: Meghan

[00:00:00] **Heidi:** Welcome to another episode of the Successful Fashion Freelancer podcast. I am your host, Heidi, and I am super excited to bring this show to you guys where we talk about true remote freelancing. This is how I built my career, working with multiple clients, when and where I wanted, setting my own rates and growing my career to over a hundred thousand dollars.

This was after I almost burnt out in the industry, working full-time and running my own brand. Freelancing was the only way I found the freedom and flexibility to do the work that I loved. And I don't talk about like the temp job Lance freelancing, which is often what us, us people, we, people in the fashion industry talk about freelancing as you know, where you work full-time for one brand for three months and they're unemployed.

That is not the type of freelancing I promote. I talk about true remote freelancing. So that's what we're gonna talk about on this episode and on all the episodes here on the show. Um, in today's conversation, you are going to be hearing a clip from a strategy session with one of my students, Megan.

[00:01:00] Megan is inside my Freelance Accelerator program, and as a student inside that program, you have the opportunity to get on one-on-one strategy session calls with me where we will dig through any and everything that you are working on as a freelancer to help you kick ass and do a better job.

In today's conversation with Megan, this clip that you're gonna hear, we're specifically talking about, um, asking for referrals and getting ongoing work. This is one of the best ways that you can grow your freelance business is asking for referrals. And guess what? You gotta ask for them. They're not gonna just fall in your lap.

Um, but asking for them can feel a little uncomfortable. And if you are, maybe. You know, not sure like what to say or have some, you know, struggling with the confidence to ask or something. Uh, this conversation is really, really gonna help you. So I'm super excited to share this clip of my strategy session with Megan with you.

If you are interested in getting a strategy session yourself, um, or learning a little bit more about Freelance Accelerator, I would love to share the details with you. You can get on the wait list, which, um, [00:02:00] will let you know the first time. Uh, we'll make sure that you're the first person to know when it opens up.

It opens up only a few times a year. You can do that by clicking the link in the show notes. So [heidi.com/fast fas t](https://heidi.com/fast-fas-t) and I would love to share more with you. If you want access to some of my best free resources to get started on your freelance career right now, head over to [sewheidi.com/freelance](https://sewheidi.com/freelance). Again, we'll link that up in the show notes.

And yeah, make sure you hit subscribe wherever you're listening. And now let's jump into my strategy session with Megan. Tell me in your own word, I mean, I've read everything you've sent over. You wanna get bigger, longer lasting projects. You're juggling your kids. Um, tell me a little bit more in your own words, where you're at right now, and like what, what do you wanna kind of focus on first?

[00:02:45] **Meghan:** Yeah, I mean, I think I really want to, I'd love to just kind of hear your take on how the pitches and stuff are looking. Mm-hmm. and kind of just where I can make improvements. And I think,

[00:02:55] **Heidi:** you know, it's almost like if you've ever been in a role where you've managed people, you have [00:03:00] people below you, like, um, just like, you know, checking in with people regularly.

It's just part of the workflow. Yeah. So that being said, then you can put the referral request, and again, I, I, it can feel very, um, again, very sort of like structured or formal or like, maybe it feels like an imposition to the client. Um, but I think there's ways you can do it that it doesn't. need to be that.

And and part of that might also just be like a mental barrier, right? Because we're like, oh, I'm asking for something. I don't wanna be intrusive, or I don't wanna be inconvenient. Um, so I, I do think some of it is like, and again, I think most challenges that we all have in life is it's, a lot of it is stuff in our head.

And that's can be even harder to [00:04:00] overcome. Like I can give you the strategies all day long, but getting past those roadblocks in your head. Um, so, you know, at the end when you're wrapping up, um, it's really casual. Like, you know, thank you so much for working on this project. You know, you always wanna compliment them, give them good feedback, let them know how appreciative you are.

Um, so much fun. I love working with brands like yours. Um, if you have anybody else that you know, that, you know, might need my support or services, I always love getting an introduction. Um, and just like be really soft about it. .

Mm-hmm. . Yeah. Right. Yeah. Um, I mean, how does, I'm just kind of, you know, spitballing here.

Like how does some of this feel?

[00:04:42] **Meghan:** Yeah, I think it feels really good because I think a lot of it, um, was simply starting out and feeling like I'm gonna follow this kind of rigid mm-hmm. , like, I'm gonna ask these questions and put it in like, it's always in an email, which I think for a lot of the clients, they're just like, I don't wanna write a bunch of explanation about things.

Sure. I think you're right that [00:05:00] just having the conversation about it, uh, at the end might actually be a little more comfortable for both of us. Mm-hmm. and just more loose. Yeah. Like, it just feels when it's kind of rigid. You're right. It just feels too, um, it just feels like too much. Like you're putting, you're loading all this stuff into an email and you're like, oh, I hope they Yeah.

Right. And it's too much pressure.

[00:05:19] **Heidi:** It can feel a lot. Yeah, it can feel a lot for sure. Um, you know, I think, I think that's smart. You can also like build the referrals thing in really naturally. Um, in conversation, if that feels better to you, right? Like, as you're kind of wrapping up, say like, Hey, it was so much fun working on this project, like I'm kind of booking out my next two months of work.

Um, and if you have anybody that you think could benefit from my services, I would love to get connected from you. Like no pressure if you don't, but like I'm always tossing that out there. Um, you know, if that feels a little bit more casual and comfortable to you, you know, the templates and the tools inside of Fast, of course.

Like [00:06:00] they're there as a starting point and then you need to like bend them and adjust them to work best for you and like what feels most comfortable. Yeah. Um, yeah, you know, I always wanna be mindful that like there's so many variables and so many nuances to freelancing and I mean life, right? Like, I can give you this playbook and then.

I wanna empower you to have the confidence to like mold it to fit you and the specific scenarios you're working with best. Um, and you don't need my permission to do that. Right. But it sounds like, which is some of those adjustments that could put you in a better position to maybe feel better about the communication that you're having with your clients and then that opens up a

little bit more space for you to ask for those referrals and not feel like it's an, you know, you're putting too much on them.[00:07:00]

[00:07:00] **Meghan:** Yeah. Yeah, that makes sense.

[00:07:02] **Heidi:** Okay. That sounds good. Okay. Yeah. Um, okay, so that's for the referrals, which I think, you know, could be, you know, one referral, you get a whole new project, like you don't need much to get mm-hmm. to the next place that you wanna be. Like you said, I just would like a few more projects.

Um, that being said, let's take a look at some of these other things. So, um,

I, I do feel strongly that 70 pitches with the clients that you've gotten is a very fair return. Um, okay. So at some point it might just be sending some more. I'm curious to know the ones that have said not now, maybe later or have, have become a warm lead. You've had some type of communication with them that wasn't like a No.

Thank you. Um, are you keeping in touch with them at all ongoing? Mm-hmm. , you are? Yeah.

[00:07:57] **Meghan:** Okay. Yep. Every, like, say three months. [00:08:00] Okay. For most

[00:08:00] **Heidi:** of those you are touching base. Okay. Perfect. So that's good to do. Mm-hmm. . Um, yeah. Tell me a little bit about, um,

I've also had the feeling of not offering enough service wise.

[00:08:18] **Meghan:** Yeah. I think it's just been that the, um, not all of them, but a good chunk of the, um, newer clients and stuff, keep asking about sourcing and kind of manufacturing know-how, which I feel like is something that, like I said, I could take on at a later date.

Just now it's just too much. Okay. Um, and I think it's just a, a sense of, I think it probably just ties back to that sense of concern and insecurity about the whole thing, right? Like, um, like, oh, is this the problem? Because I know that a lot of people are successful with whatever they choose to offer.

Mm-hmm. . So it's kind of just, I think feeling secure in that and um, you know, it just seems like it would be nice too to [00:09:00] have other people to refer them to. I have been kind of like, I, even though I don't do sourcing, like I do

have a lot of connections cuz I've been in the industry for quite a while and so I've definitely passed those along as a piece of value when I'm just like, I can't really offer you anything, but I'm like, you know, I can kind of point you in some directions.

Mm-hmm. and that's been received well. Um, . I think the issue is that, so I, I had a client where, so I did the tech pack design, um, for his project and stuff, but then there's this gap where he's gotta kind of do some of the sourcing and finding his manufacturing and doing all of that kind of stuff. Mm-hmm.

And so, um, I think my concern is that like, uh, is he gonna come back? And he said he would, and like, I've reached out and kind of reconnected and stuff, but you know, you feel like there's this gap. And I'm like, Ooh, would it be better if I was able to kind of fill in that gap for that? Even though it's like, I know that at this time.

That's just not something I'm able to kind

[00:09:52] **Heidi:** of do for him. Because you're then also offering the product development portion Yeah. Of it, but not the sourcing. Like I'm not [00:10:00] finding the materials, I'm not finding with the factory. But once you have that, then I will work with the factory. Okay. On sampling and all that.

Yep.

[00:10:08] **Meghan:** Yeah. Yeah. So for them, I think that part can be a little overwhelming. Sure. Right. Too. So I mean, so that's happened a couple times. ,

[00:10:19] **Heidi:** have they come back or is it, is it too soon to know? Not

[00:10:22] **Meghan:** yet. Not yet. So that's kind of the, I think that's also my, like, hmm. You know, am I missing this gap in here somewhere?

But I mean, it just might be how it is and like, once I have more clients, like it won't be such an issue, you know, I'll feel like, oh, it fill in fine and then I'll, I'll catch up with him later. Yeah. I think right now it feels, since it's just, I just feel like, you know, there's been like some ghosting and these kinds of things too, where you just feel like, gosh, what is it that is what's causing the problem?

So I think that's why I needed to check in too, is to just be like, it is kind of, it does sound like it's sort of about adjust, making some adjustments, but just

being more persistent and [00:11:00] consistent with it and that there's no major, um, issues that I'm. that I'm doing something I'm completely missing

[00:11:09] **Heidi:** that I'm not seeing.

I mean, from what I've seen that you've sent over, like from your pitch and like talking to you and hearing all this, like I feel like you're following the structure quite well and that I don't think you're missing, I don't think you have some massive blind spot. Listen. Yeah. With sourcing like a cajillion, different things can happen, right?

Like maybe mm-hmm. , um, it's just taking a really long time because it can be hard to find the right fabric and it can be hard to find the right factory that's willing to work with you, you know, if you've got low minimums or something. Um, on that note, like what types of brands are these? Are they small independent startups?

Like, okay.

[00:11:42] **Meghan:** Yeah. Um, it's some of, yeah, they're mostly small, um, and. , I would say most of them are startups. A lot of 'em kind of fell into that big, um, push for direct to consumer. So more online stuff. Mm-hmm. . Um, and I've been really happy with, um, those [00:12:00] clients. So that's definitely a great niche. I think for me, I just wanna make sure I'm, um, offering them everything I can.

I think, cuz I do like working with them, so I wanna, you know, part of the pleasure of it is to kind of help them and give them the stuff they need. So I think that's part of it too, is wanting to make sure I'm providing what they need.

[00:12:18] **Heidi:** You're a people pleaser, which is great. That's a great characteristic for a freelancer.

I mean, it sounds like Yeah, in some

[00:12:25] **Meghan:** ways I think I'm a good customer. . I dunno about everybody in my life, but yeah. Okay. Totally

[00:12:30] **Heidi:** fair, totally fair. , um, you're, you're people pleaser for your clients. Yeah. So, so let's dig into that a little bit because you just said you really like working with the startups, you really like supporting them, you really like giving them what they need.

And then, you know, three sentences ago you said that the sourcing and, and, and that sort of the process is really tough for them. So, yeah, I mean, I wanna be really sensitive here to the fact that you're like, I don't feel like I [00:13:00] can take that on right now. Um, and that's one of the values of freelancing is that you get to pick and choose what you wanna do, but there's gonna be a balance too, right?

You need to be mm-hmm. mindful of like, who's my client and what are their needs and how can I best serve them to the point that I'm comfortable within reason, right? Like, if you really don't wanna do sourcing, then more established brands that already have their sources, you know, in place could be a better match for you.

But then you said you love working with the startups and you really love supporting them. So at some point it's a little bit of a give and take, right? So, um, you.

want more projects and you want like the work to maybe be a little bit more consistent or something. You also commented this like fear of like, oh, am I gonna lose them on the sourcing and they're never gonna come back. Right? So what I see [00:14:00] is you have a couple options. One is be okay with that. Be okay with the possibility that there's, that there's a big break in the middle of the project where they kind of go off on their own or maybe they find someone else to help them.

I don't know. Um, and you, you just have to own the fact that you're like, I don't wanna do that, so I'm gonna own the fact that this is a risk. Right. You have to, it's an ROI. Yeah. What's ROI here? Um, little risk analysis, right? Versus, you know what? I do really want to be a little bit busier, so that's gonna come at the cost.

I mean, this could be your quick and easy solution right now, right? Um, I do wanna be a little bit busier. So I am going to say, you know what, I'm gonna suck it up and I'm gonna do that sourcing because I really wanna help these brands. It's gonna help the project stay a little bit more on track and I'm not gonna like lose them in this middle gap, et cetera.

Yeah. Um, or [00:15:00] you know, then option three is sort of like, I don't wanna do this sort of thing. I'm gonna let them have the gap in the middle of project. I just know I then need to be a little bit more assertive on the pitching and asking for referrals and getting them more clients. So I, I feel like you have three choices and I can't tell you which one to make.

This is something you have to decide in your heart of hearts. Like what do you think?

[00:15:23] **Meghan:** Yeah, I think, um, Probably being okay for now. Okay. Like, is gonna be the answer. Okay. And I just have to be accepting of that. And then also probably pitching companies that are maybe slightly more established Totally.

Would not be bad either, because I think it's kind of like we're saying startups, but it really is like a lot of these brands have put out at least one line.

[00:15:43] **Heidi:** So they have some, they have something,

[00:15:46] **Meghan:** something. Um, and so it's, it's some there I do have a few who are like, completely brand new, but it's also these ones that have a little bit more.

So I think maybe aiming at that is probably a little bit better of

[00:15:56] **Heidi:** a fit for the moment. Yeah. So being a little bit more selective on who [00:16:00] you're reaching out to. Yeah. Yeah. I think, um, that is gonna be like your 80 20 bang for buck right now, except the fact that you don't wanna do a store right now for whatever reason.

That's a great choice. I, I applaud you for just owning that. Right. . Um, and then knowing, okay, maybe I'm just gonna be a little more specific about the brands I reach out to that. Right. You're just gonna be mindful, like they might not need that sourcing component. Mm-hmm. that could be a better fit. Right?

Yeah. Yeah, I think so. I think so too. Um, okay, so one thing I will say, this is gonna be super minor, but like I was looking at your webs and, and I bring this up because yesterday or the day before, I did a strategy session with another student who, um, is also doing men's wear design and I, or men's wear.

And I was like, men's wear, that's like 50 per 40% of the market. That's [00:17:00] so broad. Mm-hmm. , like I would love to, um, and your website is great, like it's very clear. Um, but like, let me look at the pitch again really quickly. Um, I'm a freelance menswear designer. I work with growing brands like yours. Like I, I don't think this is gonna be like the magic pill.

Yeah. But I think we could make this a little bit more specific. Is it, you know, from the looks of the pictures and stuff on your website, it's like a little bit more

active lifestyle and then as we're talking it's a little bit more like smaller, independent startup. Like what are the words that they are using to describe themselves?

And I'd love to just, I don't even think you really need to change it on your website. Like, I think that's fine. I think if we just maybe dial that line in. Um, in your pitch, the one line about you, I'm a freelance mentor designer. I [00:18:00] work with great brands like yours, um, to make it a little more niche and feel like it's speaking directly to them.

Like do they identify as. a an independent or a startup or like, um, and you could even change the word depending on the brand. Like, it's almost like if you find the brand and what does their Instagram bio say? We're an independent men's lifestyle brand. Then say, I am a right, like literally use their words again.

It's not gonna be a magic pill, but I think this is a very easy change you can make in your pitch. Because here's the thing, when they read the pitch, they wanna like see, um, yes, this is the exact person for us. Like I always use, um, Kate Knight, uh, her episode airs, um, in a couple weeks, but she is a cashmere sweater designer, cashmere [00:19:00] sweaters.

Mm-hmm. , like that's niche. Mm-hmm. very, very, mm-hmm. . And she is booked solid. Um, and when brands like are like, , she's, they, they specifically are like, we wanna work with you because, you know, cashmere and you know, sweater, right? Yeah. So, um, I think if you just make that a little more specific, and again, you can just tweak it based on how the brand describes themselves.

Um, just a quick and easy little bump. Yeah. You're gonna give yourself, um, that the brand's like, oh, she is a freelancer for independent men's active brands. We're an independent men's active brand. Boom. She has to be our person. It j it makes that mental connection with them, right? Yeah. Yeah. Um, yep. So, um, otherwise it just feels really broad.

Yeah, no, that makes a lot of sense. That's okay. You know? Yeah. Um, um, and I [00:20:00] know like in your head it probably feels really niche. You like, have a visual of like who your customer is, et cetera. We just have to tell them that too, right? Because they are not in your head. They don't see that. .

[00:20:10] **Meghan:** No, it's speaking their language.

Yes. Back

[00:20:13] **Heidi:** to them. Like they want that. Yes. Yes, definitely. And again, your pitches are great. Like you've done a great job complimenting them. It's very specific, like I can tell you put the effort in. Um, so that would be like, my only thing is I was like, gosh, menswear, freelance, menswear designer. That's a lot of things.

Yeah, yeah. For sure.

[00:20:30] **Meghan:** So, so that makes a lot of sense. That that is very good.

[00:20:33] **Heidi:** Yeah. Um, let me see. Do you have anything else specific? Otherwise, I'm just gonna look at what you kind of wrote up here and I'll just dig in. Yeah,

[00:20:43] **Meghan:** no, I think , I think

[00:20:45] **Heidi:** that's fine. . Okay. Um, let's see.

[00:21:00] as far as the sourcing component goes, you're providing them with. Some direction and suggestions, like are you specifically saying like, oh, here's a factory you could talk to? Mm-hmm. . Okay. Yeah.

[00:21:13] **Meghan:** Yeah. So, and I, I, you know, I edit it depending on like what they're looking for. Of course, for sure. But I do have like, I mean, mills and different things.

I have not done a lot with the manufacturing, which is something that at some point, um, yeah, I'm planning to kind of do bit a bit more outreach with that. But yeah, for now it's, I do have more fabric

[00:21:32] **Heidi:** kind of connections then. Okay. So more suppliers versus the factories. Okay. Yeah. Gotcha. Which I think is great and shows like a lot of very generous value.

Um, yeah,

[00:21:43] **Meghan:** I think, yeah, it seems to be, um, I mean, it should be pretty useful for them I think. So if they're really starting from

[00:21:48] **Heidi:** nothing. For sure. For sure. So, I mean, the ones that have gone off to then do the sourcing on your own, like, , have [00:22:00] you been

able to connect with any of them and like just been able to touch base and like, so that you can learn like how things are going?

Are they getting massively stuck? Like what does that process actually look like for them? Yeah. Um,

[00:22:10] **Meghan:** so one of them I haven't been able to get in touch with yet, but the, but another one, it's been kind of like he's had other, it's, you know, the supply chain issue stuff kind of seems to have been something I'm hearing about repeatedly from some of these guys.

Um, so that's been part of it is like either delays in what they have and um, so they're taking the time to kind of get those sorted out before they're gonna build new products. Right. Which completely understandable. Um, it's just, that's the thing, just with some of these ones that are doing, I just definitely, for whatever reason, the clients that I do have are not people who are doing these huge, they're not doing like 10 pro new products.

They're doing two or three. Right, right, right. And then that's kind of how they're turning it around, which, um, . I completely understand it. It's fine. It

[00:22:54] **Heidi:** just means I need more of them. . Yeah. Yeah, totally. So it's just been the whole kind of hitch of it, or you find [00:23:00] those brands that are a little more established that Right.

Yeah. Yep.

[00:23:03] **Meghan:** Yeah, definitely. And, and you know, it's like, and I feel like in the last few, couple of months too, it just seems like the ghosting is picking up. So like I'll, I'll get so far with them and then they might come back and I do continue to just follow up. Even if, like, honestly, even if they go to me, like I'll, I will reach out like a month or two later and just check in.

Mm-hmm. and you know, either they circle back, which some of them have or you know, they're gone forever, which is fine.

[00:23:27] **Heidi:** Um, it happens. Yeah.

[00:23:29] **Meghan:** Yeah. So it's kind of, um, but it's funny cuz it's like we'll be so close to like scheduling like a call and then it's just like, poof, they're gone. Yeah. You know? So it's like there is some of that element which I.

creates that sense of uncertainty too, of like, am I just completely missing something? Like is there something that I'm just doing that's offensive or, you know, who knows? It's just, and, and I do realize it's just part of the process, but I think it's that coming into it. Uh, and just like, honestly just like, like I kinda mentioned the stuff with the family, just [00:24:00] feeling kind of discombobulated with a lot of the, uh, a lot of personal stuff and then having that happen is sort of like, what am I missing?

Yeah. So that's kind of where my head's been, so,

[00:24:10] **Heidi:** yeah. Okay. So a couple of things I wanna say to that is, first ghosting is like a fact of life. Um, I, whenever I talk to someone about ghosting, I share this story that, you know, we were trying to hire for this third role for like a year, and we interviewed a lot of people.

Um, I'm very picky. I have very high standards, so totally own that. But the point is out of like probably the 20 or 30 people that, um, like Tara would do the first round of interviews and then if they did well, they would come to me. Um, probably like 20% of the people that we initially reached out to interview scheduled to inter, like, first of all, they fill out the application and our application is a little laborious.

Like there's a lot of thorough que. I don't even [00:25:00] ask her a resume. I'm like, I don't care if that they put in the effort to fill out a really good application. Tara reaches out, sends the link to schedule. They schedule, they just don't show up for the call, and she emails them like twice and they completely ghost.

Like, these are people that are like applying for a job. Like it's the opposite, right? The tables are a little bit turn. Mm-hmm. , um, like literally out of like the 20 or 30 people, like five to seven people. Poof. So ghosting is just life like, yeah. It's not just in freelancing, it's not just with a client when you're trying to get them to give you the project, right?

Like I, this was eye-opening to me. Mm-hmm. that I was like, these people want a job, we are going to pay them money. They have gone through the effort of all this and then scheduling the interview and then Tara Lake follows over them twice and it's like, hello. And like we get [00:26:00] their phone number in the application.

She even texts them sometimes and be like, just wanna make sure everything's okay. Zero, hear nothing. So that's life, unfortunately. And I don't understand it personally. I don't operate that way. Like I would never just leave someone

hanging, but a lot of people do. So that being said, yeah, I know it doesn't make it easier.

It still sucks. Um, then I wanna touch on the kids thing. I mean, give yourself a break, right? You're in a tough spot. Your kids are no longer napping. I am dreading this day, . I read that and I was like, oh no.

[00:26:35] **Meghan:** Yeah, I, I know I've kind of like, cause I keep listening, like I've listened and I've listened to a lot of the older podcasts and I'm always like mining them for, um, like what parents are doing.

Mm-hmm. . Cause it's an important thing. Like, I'm always like, how are other people handling this? Yeah. And it seems like either people don't have children or they have, um, family that's watching them, or, um, their kids are like on the younger side where they [00:27:00] nap

[00:27:00] **Heidi:** during the day. I know. We get a three hour nap, like, yeah.

Oh my God.

[00:27:03] **Meghan:** Like, I know I never had a three hour nap with my kids anyway, but it's just like, we've looked up, but it's like a 6:30 AM to like a 9:30 PM day. Yeah. There's just no, you have no time. Um, there's just no time. Like, it's not a situation where I can get up at four in the morning, like, I just

[00:27:20] **Heidi:** need the rest.

Don't, don't do that to yourself. Yeah. .

[00:27:24] **Meghan:** Yeah. No, it's not a. So it's just,

[00:27:26] **Heidi:** um, and then Covid, like you said, like just wrecks your daycare. You're like, oh, great, I have to pull them out for two weeks because they had a temperature for five minutes. Yeah, yeah, I know.

[00:27:36] **Meghan:** And so, and here in Seattle it's like, it's just wild.

So it's, um, that was definitely a challenge. And I feel like, I think maybe I'm just in a better head space with it now, where it doesn't feel so overwhelming when that does happen. Mm-hmm. , like, I think

[00:27:50] **Heidi:** we're doing a better routine. You're just used to this chaos. .  
Yeah.

[00:27:54] **Meghan:** Yeah. Maybe. Cause

[00:27:55] **Heidi:** it just does seem to be happening.

It's like the new normal, you're like, I'm totally okay. This is what we're doing. I  
[00:28:00] got it. .

[00:28:01] **Meghan:** Yep. Yeah, exactly. You're just kinda like, Hey, today we're  
gonna do screens for a while, you know? And, and that's just reality. Yeah. And  
it's, it is what it is. Um, but I mean, I will say definitely doing like the  
freelancing and I, you know, I mean, I think I have a lot of advantages in that  
we're, you know, my husband and I are more established, right?

So like, I have the freedom to do this and figure it out. Like I'm not scrambling.  
So, um, , that's been like the change of being able to kind of have this, like, I  
wanna sort of have it all right. Mm-hmm. that feeling of like being able to have  
time with the kids and make this work. Yeah. I mean, I don't wanna walk away  
from my career.

No. Um, so it's just

[00:28:41] **Heidi:** making it work. I know. And so give yourself some like grace  
and like freedom and like space on, like, the fact that like, okay, your kids aren't  
napping, they're awake for, you know, the, it's not like they're going to bed at  
seven and you get the like, two hour, right. Or anything like that.

Mm-hmm. , that's hard. That's a hard place to be. And then daycare's like  
[00:29:00] always all over the place. So, you know, give yourself a break on that  
for sure. Right. Um, and when you do get those moments where like, okay,  
they're intake here. Nobody has a fever, nobody's, everybody's fine. Right?  
Yeah. Then you hunker down and do it.

Um, but like you are luckily in a position where you said like, you don't. . It's  
not like your next month's grocery budget is dependent on this client. Right. So  
that's a very, very lucky place to be. Um, very, yeah. We're like, you're like, you  
know what? I don't wanna do the sourcing thing, so I'm not gonna do it.

Versus like, I need the money so I'm gonna do it. And then like, ah, that's not  
that fun. Right? Yes, absolutely. Um, so let's see. Da da. Yeah. So the kids has

made it struggle to pitch consistently and affected your head space. Totally fair. Um,

let's talk about this line. You said, [00:30:00] I worry that I'm not doing a good enough job asking for more work, for fear of taking on anything outside my comfort zone where I can't accurately judge how much time and effort it will take. , there's a lot in that sentence. Yeah. And I

[00:30:18] **Meghan:** think it, it references more the, um, that kind of sourcing element again, or manufacturing elements again, you know, of where I feel like I want to expand what I'm doing, but, um, not wanting to kind over overshoot, I

[00:30:36] **Heidi:** think.

How are you charging right now? Hourly or project, project, project based? Based on the I see. The pricing on your website. Yeah. Okay.

[00:30:45] **Meghan:** Yeah, so project based, um, which also seems like, I mean, I think it's e I mean it's easier. I, it's better, definitely better for me and I feel like it's easier for the client.

They know what they're getting. Sure. True. Rather than this like runaround of hours. But, um, it does seem like [00:31:00] that's been a little bit, sometimes I think it does scare a few clients, but I mean, I'm not too concerned about, I mean, I feel like there's always someone who's gonna pay Yeah. The amount. So I'm pretty comfortable with where I'm at, but, um, It definitely, I think with the recent ghosting and stuff, I'm like, Hmm, maybe

[00:31:14] **Heidi:** it's part of it, but I mean, I wouldn't worry too much about it.

Yeah. I don't think it's, yeah, it doesn't sound like there's any like, massive red flags. You know, my, maybe there's just influx in ghosting, which it could just be like, you know, there's always gonna be ups and downs and like, God, it seems like there's a lot of this is happening. Um,

so the sourcing, it sounds like, feels so, so nebulous that you're like, I can't put a package price on that because it could tailspin into way more time. Da da da da. Yeah. Is that kind of the gist of what I'm hearing? Yes.

[00:31:48] **Meghan:** Yes. Okay. Because until, I think I have more of a handle on like more established partners, I think too, with sourcing stuff on the mill,

you know, like, um, really like mills where I've actually done work with [00:32:00] 'em while freelancing, I think.

Okay. And stuff like that. I, I wouldn't feel comfortable with. Um, because you just don't know. It's so, like you say, it's so nebulous. It's like it could go really great or it could just be a total disaster. Yeah. So it's, I'm just not ready to take

[00:32:16] **Heidi:** on that uncertainty. Right. Okay. Totally fair. Totally fair.

So then don't take it on. Um, yeah. Okay. So that's that. Um,

okay. One other thing you said, I'm just reading through everything you sent over. Um,

I tried Upwork and did land a great client from there, but generally I charge more than what most Upwork companies would like to pay.

How do you know that? . [00:33:00]

[00:33:01] **Meghan:** Um, well, I have pitched people where I've actually gone like above their, like, what they're requesting and people just don't seem to read like what you say. So like I, I was like, you know, you're, you're saying their rate is this. And I was like, I will, this is actually what I'm gonna ask.

And I like called it out and then they get in there like, oh, but that's more than, than what I went to pay. And then they don't come back and I'm like, okay. I mean it's, you know, and like a lot of stuff listed on there is like \$25 for a tech pack or you know, \$50 flat rate for like five styles. And I'm just

[00:33:30] **Heidi:** like, no, I'm not totally, you know, and

[00:33:32] **Meghan:** it's definitely, it's fine.

Um, you know, I think you can find good, obviously I did, I found someone who was really great honestly. Um, it's just a lot of weeding through it. Yeah. And so, um, I think it's a balance of like, is the pitching gonna be more of a worthwhile time investment or hunting through up. for clients who are maybe willing to pay, you know, a little bit more for Tru, like truly expert.

Cause all of 'em are asking for experts at like [00:34:00] \$20 an hour,

[00:34:01] **Heidi:** \$10 an hour. I know, I know, I know.

[00:34:03] **Meghan:** So, um, I know some, I know a lot of people have had good luck with it. Mm-hmm. , so I didn't wanna completely dismiss it. So I have spent time on there kind of parsing through. But I, I would say that like in terms of, um, effort to benefit has not been so

[00:34:18] **Heidi:** great.

Me, it doesn't felt great. Okay. So totally fair. Yeah. Let's just talk about this a little bit. I mean, listen, you have to choose your battles, right? Like you, like we talked earlier about the sourcing thing. Like you, we kind of outlined three options. You choose what fits best for you. So, um, with Upwork, I mean listen, there's gonna be cheap clients everywhere.

Yeah. Some clients are just cheap clients. They're not your clients. That's fine. We know that. Okay. Um, with Upwork, um, I think a couple things can happen. one is that they don't have any concept of like, what the rate should be. So they just put something that's kind of low and then they can be willing to pay more for [00:35:00] that once they understand a little bit.

Not always the case, but that can happen. Right. Um, second, you know, there's value with Upwork in that the brands are already there saying, I need something done. Right? Yeah. There's more weeding through. Right. And then there may be more like frustration of like, you put the thing in the, the rate in the comments, but then they don't even read it and blah, blah, blah.

I mean, I, here's I'll tell you this, like this is something I've learned a million times over, over the years. Um, people don't read. Yeah, that is, they sure don't read. . Yeah. At all. It's like, I know you read, I know I read like I read. I look for the nuances. I look for the details. Like I understand. I'm thorough.

I can [00:36:00] tell you are too. Most people are not. So, um, um, you know, I think that like you could

just get really picky with Upwork and say like, I'm only gonna pitch to things that are kind of in range with budget. Or maybe they're like a little bit low, but you can tell they put a lot of effort into the project description. Like they've got some attention. Like you can kind of feel it, right? Like versus some projects, it's like one sentence and like \$25.

Don't mess with that. Yeah. That's junk, right? Yeah. Um, so you could, you know, get into a routine where you're like, I scan once a week or twice a week, I [00:37:00] scan it and if something really good pops out, I'm gonna put the effort in and if not, I'm gonna move on. Yeah. And I

[00:37:07] **Meghan:** did kind of, that's sort of where I was, um, what I was trying and I ran into, um, people being like, oh, well that's not, you know, what the, my, cuz like you said, people don't read, neither do the clients.

Like there's no, they, so, so when I put even in the information like, this is what I'm gonna charge you, like, it's, it's higher than what you're asking for. Like, they don't read that until we get further into the process, you know, and they, and I'm, I'm, you know, so I think, I think maybe doing that, but leading the call even Booth like, did you know.

I did say more than what you had requested. I wanna make sure you're okay with that. Cuz I think that they

[00:37:47] **Heidi:** just don't pay attention. They don't pay attention. Most people don't pay, like 99% of the population does not pay attention. No . It's, it's a little rough out there sometimes. Yeah. Yeah.

[00:37:56] **Meghan:** That was kind of a shock.

I think maybe it's just realizing that nobody was [00:38:00] reading anything I was writing anyway. I'm not sure what it is about like, cause I'm like, are they even reading the pitch? Like I just, it's never, I never know. They must be reading something They

[00:38:07] **Heidi:** see something they like. Yeah. So I mean this is just the inherent truth about people like this is just people, right?

Like I said with the ghosting thing, this is just like a life thing. This is just like people thing. So, um, I mean I don't wanna like throw like a blanket excuse over this, but um, like I know, um, I think it was actually Amy. Who, when I talked to her last on the podcast said she's adding her pricing to the website because she wants to filter out people that, right.

Oh, yeah. Or I think it was maybe her and or Allison Heinous.

[00:38:45] **Meghan:** Yes. I think we've both, I've talked to both of 'em and we both had this

[00:38:48] **Heidi:** conversation. And so you have your pricing on your website, which is great. Perfect. Done and done. Yeah. So, you know, if they're, if they're not reading it, then you need to put it somewhere a little bit more front and center.

Like maybe it's at the very top of the pitch, like, Hey, I don't wanna [00:39:00] blindsides you with this, but I wanna be very front and center that like, you're asking for an expert. I mean, you're gonna use your words very nicely, of course. Um mm-hmm. , duh, da da da da. Like, I think it's a matter of like, you're testing where you're putting in and they're like, they're not reading it.

So I don't know, is it maybe at the bottom? Um, right. Like yeah. That's, that's a good idea. Right? Yeah. So just as a matter Yeah. Of like.

okay. You're noticing this trend that they're not reading it. Okay, there's a problem. How do I solve this problem? One, you can talk about early on in the call, but do you even wanna waste your time like scheduling and getting a call? If no, you don't. No. So where, how else, like, how can you fix the root of this problem?

So just test different things, right? Yeah. Yeah. That's a good idea. And that could filter out some of those people. Yeah. Cause Upwork is, I mean, like you say, there're, there's great opportunities work. Yeah, yeah. There's

[00:39:59] **Meghan:** people [00:40:00] and there's a lot of, it like's a lot of brands on there, so it's, yeah. Yeah. The temptation was that I was like, oh, this could be really good.

But then after all I was like, oh my gosh, this is

[00:40:09] **Heidi:** ridiculous. Oh yeah. No, I understand. I understand. Yeah. Um, I think it's gonna be a matter of one, just being a little bit more particular about what you do apply to and two, if it is on the lower price range. But they sound like, you know, they're thorough, they're detail orientated, they've put together a good description, um, being as clear in the nicest and softest way possible.

Yeah, just putting that, which you, you know how to write. I can tell by your pitches and stuff, you know, how to do this. Um, just putting it like as soon quick as possible. Okay. Yeah, that's a really good suggestion. I will definitely try that. And that you could just have like templated out, right? Yeah. You don't need to write that every time.

That's gonna be like 80% of your templated pitch and then you just have like the part that's like personalized based on their propo, their project, et cetera. Yeah. Um, [00:41:00] and then, you know what I think too is like, I think there's something to be said about like focusing, right? So we've talked about a lot of things, right?

We've talked about, um, pitching. more established brands or brands that have at least put out one collection. We've talked about Upwork. Um, we've talked about like building that muscle for getting referrals and getting feedback, maybe building that a little more organically into your workflow. Um, I mean, I think for sure you're gonna build that feedback and referral thing into your workflow like that Yeah.

Is like gonna happen like starting today. Um, but then the other stuff like, you know, I know you've got a lot going on with the family and your kids and, and inconsistent daycare and stuff. So, you know, what do you feel [00:42:00] like seems like the best thing for you to focus on? Maybe like for the next two or three weeks?

Um, and maybe you can do, maybe you wanna do both, I don't know. But I also don't wanna to you to be in a position where you're like, my kids are up from six 30 to nine 30. , like I literally have like 20 minutes at night after they go to bed, or I don't know, something very small where I'm exhausted to like fit some of this in.

Um, that you're not feeling like too scattered, like trying to do everything. So, you know, give yourself permission to like, just do Upwork for the next week, two weeks or three weeks, or just do pitching, focusing on finding brands that you feel like are gonna be a better match based on the fact that they're not gonna need sourcing.

Like what, what feels manageable for you? Yeah.

[00:42:40] **Meghan:** And that was kind of, um, my kind of, one of my goals for this as well was to sort of be like, what is gonna be the best use of my time? Yeah. Like really focus it down. And cuz I had kind of done that um, earlier in the year with just pitching and just being like, that's all I'm gonna do.

Cuz you can di around with your website, I feel like forever. Yeah. You can all new things [00:43:00] and like get on Instagram and I'm like, I just feel like I need to like really focus on getting the clients. Like that's kind of the, the name of the game, right? Mm-hmm. . And so, um, definitely I think, you know, doing

some more research on clients, but I think I need to get some pictures back out there.

And then, um, doing some follow up, I'm due for a round of follow-ups with people who were like the Luke Worm, uh, you know, Uhhuh, , Uhhuh, , comfortable maybes. Um, and then I think I'll focus there and then I can kind of take, look back again at Upwork and see. Cuz like you say, once you sort of set up a template, it's not really that hard mm-hmm.

it's just parsing through all the like, kind of useless ones. Yeah. Um, so I think it's just doubling back down on, um, getting the pitches out there. Okay. And really doing those again. Okay. Um, because it was just like really disheartening, um, kind of what happened. She was, so I was furloughed actually from my job in 2020, so not long after I had taken your course mm-hmm.

originally. Mm-hmm. . Mm-hmm. . And it was a different environment. Like, it was [00:44:00] just like people, the response rate was like 50%. Like it was kind of like a ton of people were out there. And then, now, it just feels a lot slower. Like they're just not really resp as responsive is what it feels like. I think there was a glut of people sitting at home starting their brands right.

In 2020. Like they were, oh, nothing new. I'm just gonna, that's what it feels like. Um, so the, that was where I was kinda left with this. Like, is it me or is it them? Um, and I think, you know, I just have to, you know, be comfortable with how things are and that I just have to really, really tie down the, the pitching part of it and just keep focused on that.

Yeah. And really, really be consistent.

[00:44:42] **Heidi:** Yeah. Okay. So it sounds like, and are you talking about cold pitching or going to Upwork and like, what are you gonna focus on next couple weeks? I'm gonna focus on, I

[00:44:54] **Meghan:** think I'm gonna prioritize the cold pitch. Okay. And then Upwork will be kind of like, if I have additional time, [00:45:00] secondary.

Okay. When I would probably batch that, you know, I, I mean, it's hard to say with that one cuz you're, it's kind of comes in as it comes in. Um. . But I think the pitch, the cold pitches are better. Okay. I think

[00:45:12] **Heidi:** they've been better for me. Okay. Then do that, um, yeah, do whatever like feels more successful and, and better for you.

Um, so what do you think that looks like for the next like two or three weeks? Yeah. I Daycare dependent obviously.

[00:45:27] **Meghan:** Yes. Yes. I mean, it's, it's summertime. Um,

[00:45:30] **Heidi:** but my, my husband is around, oh, do they not have, there's no daycare in the summer?

[00:45:35] **Meghan:** Um, no. So, oh, well my son is on, um, he's on summer break. He's in, he's

[00:45:41] **Heidi:** only in second grade.

Oh, he's in he's school age. Okay, gotcha. Because I was like, my, yeah. A's two and a half, I'm like, will you get a daycare year round? ? There's no summer rank. Yes.

[00:45:50] **Meghan:** And so that's how it's been for my, um, three-year-old as well. Um, but we are, uh, shifting her into a, like a pre-K program. Oh. So it's gonna be a little bit more, [00:46:00] um, school year.

The school year focus, which is like, honestly though, having two kids on different schedules was just really

[00:46:07] **Heidi:** hard. That's a lot. Like that was, it has just been really like, and now they're probably at the same location. Like the same school. Yeah. Okay. So there you go. They're gonna starting,

[00:46:13] **Meghan:** so it's fine.

It's all gonna work itself out. But for now, things are a little spotty, which is fine, but like I'm just gonna kind of, I think I'm just gonna batch the, um, my plan is to have to go through and, you know, get the contact information for all the things, batch my pitches, um, and batch quite a few of them. And so that I can kind of do a slow roll of the five a week, cuz I still think five a week is good.

Mm-hmm. . Cause the follow up, you're gonna do them right. Can, can take time, . And so, um, and so doing it that way and then when I have extra time doing the parsing through Upwork. Okay. Um, if there's additional, extra.

[00:46:50] **Heidi:** Okay. I think that sounds good. Um, I wanna know what your, like you said your due for round of follow-ups, like was this one of like your quarterly follow-ups with the lukewarm brands, I [00:47:00] think is what you said.

Yes. Tell me about that, what that looks like for you. Mm-hmm. .

[00:47:04] **Meghan:** Yeah, it kind of, um, it honestly kind of varies, I think. Um, so some of them I do value and it's a little bit like checking in, you know, saying hi, that kind of thing. And some of 'em it's more, um, like you said you want, oh, you know, are you ready to schedule that call?

We had talked about, you know, that kind of thing. So it really is kind of dependent, um, with what kind of the conversation was, I guess. Okay. Um, but I tried to do kind of, I tried to switch it up between being, um, too kind of like, Hey, let's move things forward, versus like, here's some value. Um, so just thinking of you, you know, that kind of thing or whatever.

Okay. Um, and, just striking a balance, I think is where I've been trying to

[00:47:49] **Heidi:** hit with that. Okay. But that is like batched essentially, like you're going through and you're saying like, I've got these 10 or 15 or 20 brands and I'm gonna sit [00:48:00] down and like get them all done at once. And if you are sending value, they're all getting the same value and that's getting copy and paste it.

Like you're, you've got some efficiencies to this. Yes. Okay. Yes. I mean, as much as possible with the personalizing it based on where the conversation lasts left off, which I think is great. Yeah. Okay.

[00:48:18] **Meghan:** Yeah. Um, and so those have been sort of hit and miss. Like I definitely get people who respond back, but it's, so far it has not been successful in terms of turnaround, like

[00:48:27] **Heidi:** getting, getting a new project, getting out of it.

Okay. Yeah. Okay. How many people are on that list about like that you're following up with? Um, 10. .

[00:48:36] **Meghan:** Yeah. Okay. I think about that. Okay. Um, and like some of them also, like we did have, and like one, two of them, um, two of them off that list are ones I did small projects with. Okay. So I'm just holding out hope that it will turn into more's.

[00:48:50] **Heidi:** Yeah, yeah. Yeah. I mean, I know they Go ahead.

[00:48:55] **Meghan:** I was just gonna say they are appreciative of the follow up. Like, I have, like, you know, the ones who [00:49:00] are, it feels like maybe they'll actually turn into something. They are like, some, like the one who, one of 'em who scheduled, he was like, I'm a pretty small company and I didn't really wanna spend the money.

He's like, but you've done so many follow ups that it, he's like, you are so consistent that I'm, let's try something. Yeah. So it was,

[00:49:15] **Heidi:** that's great. Yeah. Yeah. It's just,

[00:49:19] **Meghan:** I wish more of it would turn into bigger something

[00:49:22] **Heidi:** than what it is. So, I mean, you know, I think you need to be mindful too of like what type of brands you're going after.

Right. Like you said, they're these really small independent startups. So first of all, project Star and they don't ever finish. , yeah. They launch two pieces and that's, that's the end of it. Yeah. Um, they talk about something and they never actually pull the trigger at all. It's gonna be smaller projects, right?

Yeah. So I, I mean, you can win with startup, you can find like bigger, bigger startups that, that do bigger stuff. Of course they exist too, but most of them are gonna be kind of what you're explaining and what I just kind of, [00:50:00] you know, counted off there. Um, so at some point it's can be a little bit of the nature of the beast of like the type of brand you're going after, which is why, where you said like maybe if they've already launched one collection or maybe they're a little bit more like medium established, that could be where you're going to get more of the type of work that you want.

Um,

and then, um, you know, I'm just trying to think. Cuz like, I, I, I just got a little like. Birdwalk in my head about like, I mean, a lot of the students inside of Phoenix, like Alison Heinous only works with small Right? And she's got like

crazy consistent work. So, but she exclusively does pattern making. Um, but she does women's, yeah, yeah.

But I was thinking like, you know, there could be some opportunity for you to like, partner with, or at least connect [00:51:00] like on like a friendly level with some of the other students inside of Lance Accelerator who like, you know, maybe there's, um, people that are doing like sourcing through production and I know you do the production side of stuff, but like, they don't do the trend and the design of the tech packs.

You do the first half. They do the second half and like you guys can like pass clients back and forth. Like, I think there's interestingly like interesting harmonious ways, right? That you can partner with other freelancers. Um,

So, you know, that could be worth just like tossing out to the group like, Hey, you know, this is what I'm focused on. I have a lot of clients that like, stop here. I could pass them to you for sourcing and, and you might give up the product development portion of it if they are gonna do the sourcing and the product development.

But you know, maybe they pass you clients for like that first half. I don't know, just something to think about. Again, I don't wanna give you too many things to think about, but, um, my cat says hello . She's been on my lap the whole time. [00:52:00] Um,

yeah, I think that makes a lot of sense. I mean, freelancing is a relationship game at the end of the day. Yeah,

[00:52:10] **Meghan:** absolutely. Um, yeah, I've been partnering with some, um, textile designers cause I have had. Some clients ask about different prints and that kind of stuff. Okay. So I have kind of, at least given the recommendation, you know, the recommendation if they're needing it and stuff.

That's awesome. So it's definitely valuable. Like

[00:52:28] **Heidi:** Absolutely. I, yeah. Yeah. Right. It's mm-hmm. a great resource. That's awesome. That is awesome. Um, so I think you have like, more than enough to run with here. Um, yeah, absolutely. But it sounds like just steps out to get your wheels spinning when you have a minute to like, process, but in the meantime, focus on those cold pitches.

Um, niche your, your line down a little more. I'm a freelance menswear, designer, da da da using their words, right? Yes. Yes. And, and, and then worked at feedback and referral muscle into [00:53:00] the workflow. Yes. I think those are like your three things. Yes. Right? How does that feel? Yeah, that feels

[00:53:09] **Meghan:** really good. Okay.

Um, those physicians feel really doable and, um, productive.

[00:53:14] **Heidi:** Good. Yeah. . Okay. How are you feeling now versus an hour ago? ? Much better. Okay. Yeah.

[00:53:21] **Meghan:** Yeah. So we'll just, you know, I'll just take it out there and,

[00:53:24] **Heidi:** and do it. Yeah. Were you gonna ask something? Sorry, I jumped in there. Mm-hmm. . Okay. No,

[00:53:29] **Meghan:** um, I don't, if I was, I don't remember what it was.

Okay. Um, okay. I think that, I think especially the kind of the casual part of the referrals and stuff is really useful. Yeah. Because that's definitely been, um, a mental sticking point of feeling kind of

[00:53:42] **Heidi:** awkward about it, so, which is totally normal.

[00:53:45] **Meghan:** Yeah, yeah. I'm sure. Because it's definitely all of it feels, you're, like you said, it's like a muscle and it gets so much easier over time.

Yeah. But you can still just get stuck on these weird

[00:53:56] **Heidi:** things you do, and like, you kind of like, [00:54:00] I'll give you an example. . So I hire, so Daniel's still working with, it's a long story. I'm not gonna explain all of it, but Daniel's still working with this. But I also have another girl I just hired Brittany, who's amazing.

She's been with us for maybe like six or eight weeks now. And I love her so much. And, um, she sent me a message like two or three weeks ago and she said, Heidi, I'm feeling really confident with the work you've given me so far. I feel like I've gotten really efficient with doing da, da da da. Um, if you have anything else that you'd like me to work on, I have the capacity to take on more.

And I was like, you know what? Boom, here's this and this. And I gave her like three new things. She asked for that though. Yeah. I wouldn't have like, just sat up and been like, take these things. Um, and so, you know, I, I commented earlier at the beginning of the conversation, like, , I have, you know, [00:55:00] I've interviewed with talk and talked to and I DM with, and I engage with a lot of freelancers a lot.

And I will tell you for a fact, I will reiterate what I said earlier. The more assertive ones who ask for the thing tend to be getting more work, having more cons, you know? Mm-hmm. , whatever that successful looks like to you. I know it's a very arbitrary term, but, um, you gotta ask for it. You really do. It might even be too, asking your clients for more work, like your existing clients.

So I know you don't wanna do the sourcing and stuff, but maybe there's other things that you would happily do for them that they're doing that maybe they never thought to pass off to you or they didn't realize you could do. So sometimes, right. It could just be. . Um, but again, building that in is a muscle and it can feel awkward the first few times, which is, that's okay.

Exercise it, get comfortable with it. You'll figure out your words, you'll figure out the nuances of what feels good to you. Um, [00:56:00] I mean, of course getting more clients by cold pitching is gonna be great, but I think that once you get that like b building this referral and, and, you know, asking for more work muscle is actually gonna be the foundation that will allow your career to grow to a place where it's like, this is where I want it to be.

Whatever that looks like. Right? Yes. So gotta ask for it. Yeah. Yeah. Um, which you're very capable of. I know. It just is a matter of like, okay, where do I fit this in? Is this awkward or something? And, and accept the fact that it might feel awkward the first couple. .

[00:56:39] **Meghan:** Yeah, I think that's totally, and that some of them just aren't going to respond to it, and that's okay.

Totally. And like being like really comfortable with that

[00:56:46] **Heidi:** and like, you can e like I'm really big on kind of owning your space. Like something I would do is I would be like, okay, I have a quick question for you. Like, [00:57:00] I'm feeling a little bit awkward asking you for this, and I don't wanna put you in an uncomfortable position, but I really loved working with you and it was so much fun.

And if you have anybody else that you know, like just confronting the fact that it feels uncomfortable. Like just, you know, depending on your relationship with the client and like how you wanna pitch yourself. Like, that's me. I'm like, full transparency, no filter. So I might just say something like, if I was feeling uncomfortable, I'd be like, listen, I feel, I don't, I don't wanna put you on the spot, but Right.

Yeah, yeah. Just like throwing that disclaimer out in advance can sometimes like lighten the air, you know. Yeah. Yeah. Just acknowledging it. Just acknowledging it is helpful. Yeah. Yeah. So yes, definitely. Again, not to give you too many things to work on, but I think some of this is like mindset stuff that I think you can just write.

Yeah, definitely continually think about.

[00:57:49] **Meghan:** Yeah. I mean, I think a lot of this is the switch from being in-house to just freelance and like getting really comfortable with that because none of this is about doing the work. I know how to do the work. [00:58:00] Yeah. It's about making the switch to how this works, like the, the way this operates.

And, um, it feels, I mean, it feels good. It's exciting too. Yeah. So that's a good thing, but it's definitely like,

[00:58:12] **Heidi:** Ooh, . Yeah. That moments. I know it can be hard, but you're doing a great job. The clients you have, like you said, they love you, they're awesome. It's going great. So, um, I think just focusing on a couple of these nuances that we talked about, and I think you're gonna see some results.

So, great. Yes. Awesome. Thank you too. All right. It was lovely to chat with you, Megan. You too. And yak talk to the rest of your day. You too. I'll talk to you soon.

[00:58:38] **Meghan:** Okay. Bye.

[00:58:41] **Heidi:** Thanks so much for listening to this conversation I had with Megan on this episode of the Successful Fashion Freelancer podcast. If you wanna hear the full strategy session with Megan, if you want access to get on a strategy session with me, that is all available inside of the Freelance Accelerator program.

You can click the link [00:59:00] below where you're listening, um, in the show notes. So [hey.com/fast](https://hey.com/fast) to learn more about Freelance Accelerator and get on the wait list. Um, also check out all day for resources, so [ha.com/freelance](https://ha.com/freelance). And, uh, thank you so much for being here and listening to the show. I hope you're having an awesome day.

Whatever it is you're doing, I also wanna give a big shout out and thank you to my team behind the scenes, Brittany. Daniel Tara, so many people make this show possible. I really appreciate each and every one of you. Thank you so much and uh, yeah, make sure you hit subscribe wherever as you're listening. I hope you're having an awesome day.

Keep kicking ass out there. You got this. I'm happy to be supporting you. I'll talk to you in the next episode. Bye.[01:00:00]