We say yes to work we should turn down

Five places to look, and how to choose where to start

Turning work down feels reckless, especially in a quiet month. Taking the wrong work feels fine, right up until somebody has to deliver it.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Decide who you are not for. You could not name a client you would turn away.			
2. Set a minimum you will take on. Small jobs take as much effort as big ones, for less.			
3. Ask the questions that show a poor fit. You find out it is wrong once the work has started.			
4. Hold your price rather than cut it to win. You discount when the diary looks thin.			
5. Keep enough in the pipeline to choose. You say yes because nothing else is in view.			

An example

A marketing agency took every project it was offered. With its team, it agreed two kinds of work it would no longer take, and a minimum project size. The quiet months were uncomfortable at first, but the work that came in was work the team wanted to do.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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