

SANTASADŌ

Jennifer Delano - Refuse in Order to Succeed

Dump the clients you don't want to work for

ENTREPRENEURSHIP



Everybody who works for clients knows them, clients you shouldn't want to work for. Because they're not clear in what they want, talk continuously without a job, or because they refuse to pay. They make for hilarious anecdotes but the business side is less funny. Over half of all companies are faced with one form of scams or another and most freelancers lose thousands to ten thousands of euros. Making sure that this doesn't happen to you is essential for your organization.

With humor and a serious undertone Jennifer Delano describes the seven worst types of clients. With recognizable examples and – more important – a clear overview of how much time, energy, and money you can save by saying 'no' to these clients quicker. Jennifer's goal is to make sure you recognize these situations, prevent that you accept their jobs, and

delete them from your rolodex as soon as possible in a professional manner. This gives you time and energy to spend on the clients that do make you happy and to whom you are committed with pleasure and assured of an income.

Published in March 2023 | Paperback | 144 pages | ca. 25,000 words

- Dutch edition published by Van Duuren Media



ABOUT THE AUTHOR

Jennifer Delano has been an entrepreneur for over half her life, and started working as a freelancer at the age of seventeen. She started her own PR company just four years later. She works as a free publicity expert and has learned by experience with whom she wants to work and for which type of clients she can achieve the best results.

RECOMMENDATIONS

‘Jennifer is a PR canon and she helped me become a #1 bestselling author.’ — **Janneke van den Brink**, founder of Financial Free Female and bestselling author

‘It is hard to know what you’re worth, but it is great that Jennifer addresses this issue in her book.’ — **Martijn Pennekamp**, freelancing expert

‘Every entrepreneur should have their own Jennifer.’ — **Flavia Ramos Costa**, Compasso Social

‘Thinking about who your dream customers are and what their characteristics are should be an integral part of your strategy.’ — **Wessel Berkman**, founder of The Commercial Revolution and lecturer at Nyenrode Business University

TABLE OF CONTENTS

Foreword

Introduction

Chapter 1, The trap: why we work for people who don’t pay and make us unhappy

Chapter 2, The costs of #\$\$@%-clients: what it costs you when you don’t act now!

Chapter 3, The fraud: make sure you stop working for free for him

Chapter 4, The dumbass: spare yourself the annoyance and the unpaid hours

Chapter 5, The creep: tell what your boundaries are and you might just give someone some life lessons

Chapter 6, The over-demanding client: how to stop him today

Chapter 7, The whiner: how to stop him in a professional manner

Chapter 8, The freeloader: hold on to your boundaries or (finally) determine them

Chapter 9, The wanderer: make sure that you are no longer bothered by him

Afterword

Appendix 1, The dump email

Appendix 2, Ten excuses to dump a client

Sources