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I owe you one.

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We're mere days away from the end of the financial year, and for me, that's a time when I like to look at my finances to see what they're telling me about the business I'm running.

Ideally, I just want them to tell me I've got a business worth running, if I'm honest!

Whilst I geek out and reflect, I wanted to think about what *I* want to tell *you* at this important milestone in the calendar.

In a shell of nuts, I just want to say... 'Thank You'.



Thank you to everyone who bought a copy of my book.

Becoming an author was something I'd always wanted to achieve, and although all the sales in the world would still make me very little in the way of cold hard cash, knowing that people have bought it, read it, talked about it, and loved it confirms to me that I was right to write something of book-based proportions in the first place.



Thank you to everyone who hired me to work with them.

You've helped me pay my bills, pay things forward, and build a lovely little life around something I'm really quite good at (as well as very much love).

My clients become my dear friends. They don't get a say in that. It's in the smallprint.



Thank you to everyone who supported me with a like, a comment, or a share on LinkedIn.

That platform has become at times even more insufferable than ever over the past 12 months, but knowing I had people who enjoyed and got something out of the stuff I'd write, share, or pass comment on over there has kept me sane.



Thank you to everyone who bought and downloaded my 'Boost Your Bio' resource.

I'm a big believer in being able to reach, support, and boost as many people as possible with my words and limited associated knowledge, and having a resource ready to dish out with ease has really helped me do that. I hope it's helped you, too.



Thank you to everyone who joined (or returned to) The GDI - my membership group.

I say - 'Come for the copy support, stay for everything else'.

They say - 'Come for Jo Watson, stay for everyone else'.

What a community that lovely little place is.



***Thank you to everyone who attended (or has signed up to)
a run of my 'Creative Copy with Jo' course.***

2024 is my tenth year in business (I think), yet I'd never run a small group online course before. I love how popular - and beneficial - that CCJ (ha) has been for people, and I love how much fun it's been to deliver, too. I'll be running one a month from May, and I can't wait!



***Thank you to everyone who booked on a free passive product strategy call with my
(pretty much) business partner, Joelle Byrne.***

The cost of living crisis and the quite frankly shite economy has made everyone think more seriously about building a passive product into their business in the last 12 months, and through our Optimise programme, me and JB continue to be here for you in the *next* 12 months, too.



Thank you to everyone who continued to read my columns in Freelancer Magazine.

Writing for that publication has been an absolute joy over the past few years, because I'm writing precisely for my peers - and that's an honour I never take for granted. It helps that our legendary Editor, Sophie Cross, lets me get away with murder in there, too.



Thank you to everyone who hosted me on their podcast or show.

You knew you were taking a risk, and you went for it anyway. I like you.



Thank you to everyone who listened to me on a podcast, tuned into my musings on the radio, or supported me at an event I've spoken at.

And by 'supported' I mean 'laughed at my attempts at humour'. It's really all I ask.



Thank you to everyone who ever replied to one of my emails.

I write to be read, so when people take time out of their day to reply, I not only enjoy it - I appreciate it.



Thank you to everyone who signed up to or stayed right here on this list.

I actually hate email marketing as a consumer, so email marketing as a creator is never going to be fun for me. But you stuck around, and I'm so thankful that you keep the faith that one day I may write and send something that makes a difference in your day.



Thank you to all of you - because you're all on at least one of those lists above.

And if you want to be on more lists when I next dish out the praise, go right ahead and tell me what you need/ what **agoodwriteup** is lacking..



All the best for the next financial year, lovely people.

If you're good at it, enjoy doing it, and it keeps a roof over your head, food in your fridge, and clothes on your back/ kids/ pets, you're more successful in business than you think.





To x



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