

# Lee Blue

Founder of DoubleStack



# DoubleStack

## Questions To Ask

- What's the hardest part of running your own web design business?
- What's wrong with the web design economy today?
- Why do you think so many web designers are stuck with clients who aren't willing to pay higher prices?
- Where do you find clients who are able to pay higher rates?
- If you could give one tip, what's the most powerful piece of advice for web designers who want to add \$5k - \$10k to their income?

## Topics To Discuss

- How web designers can maximize their earning potential
- How to differentiate yourself from all the low-budget competition
- How to develop recurring revenue for more than just hosting and maintenance
- How to develop a leadership mindset rather than just being told what to do
- The difference between building a sustainable business and just freelancing for work



Lee Blue founded his own web design business in 2002 and has been a web developer and entrepreneur for over 18 years. He is deeply involved in the WordPress community and has spoken at multiple WordCamps and WooConf.

He founded DoubleStack in 2018 to show web designers who are tired of low-budget projects how to build their own 6-figure businesses with a portfolio of [five-figure clients](#).

