WordCamp Canada 2026

Stop Building Alone: How Smart Freelancers Use Collaboration to Take On Bigger Projects Without Burning Out

A little bit about me...



NAME
Alexanne Laplante

OCCUPATION
WordPress developer

STARTED FREELANCING IN
2017

WHERE I'M FROM
Québec, Canada









Landing *bigger* projects

Working fewer hours

Making more money

Bigger = more meaningful, more fulfilling, more aligned with my ambitions.

Stop Building Alone: How Smart Freelancers Use Collaboration to Take On Bigger Projects Without Burning Out

9:15 am - 10:00 am

Alexanne Laplante

Mental Health

I started freelancing in 2017 and made the same mistake *almost* everyone makes:

🚩 Saying yes to everything.

SEO strategy · Design · Copywriting · Web development · Social media management · HTML email signature · Email inbox setup



I had to find a way to...



Work fewer hours

Enjoy my work again

Keep my income, even while working less

Include more collaboration with other freelancers in my workflow

What changed

More revenue

Fewer hours chasing clients, so more billable time.

People are willing to pay me more for my “niche” expertise.

Motivation through the roof

I only do the tasks I love and that energize me

More profitable projects

I only do what I’ve fully mastered, so I know how to estimate it. No surprises.

How you can do it too:

#1

Find your zone of genius

#2

Build your network of trusted collaborators

#3

Structure your collaborations

Step #1: Your Zone of Genius

The handful of candy

All your tasks (or services, or client types)



Your favourite candy:

It’s easy for you, but hard for others.

It’s what you do best.

If you could only keep one, it’d be this one.

All your tasks (or services, or client types)



Your least favourite:



You rush through it just to get it over with.

It drains you.

You take it on out of fear of running out of work.

All your tasks (or services, or client types)



Your zone of genius. This is what you do best.

These are your irritants. They’re the tasks you could delegate.

All your tasks (or services, or client types)



Your handful of candy



The handful of someone who offers the same type of services



Your handful after a trade with someone compatible



Their new handful. Win-win!



Step #2: Build your network

Find your better half.

aka someone who loves the tasks
you don't.



Who?

An expert in the tasks you want to delegate.

Someone who checks the 3 levels of compatibility.

Maybe even one of your direct competitors!



The 3 levels of compatibility

Human

- Do you enjoy their company?
- Would you grab a coffee with them outside of work?

Operational

- Do you share the same work values?
- Do you solve problems the same way?



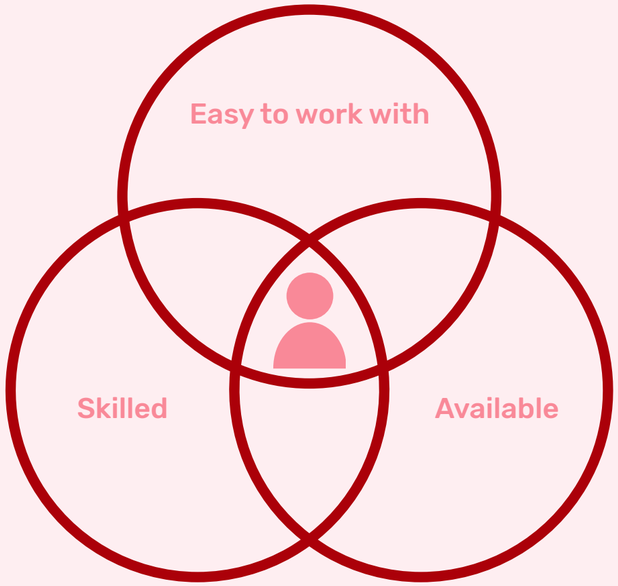
Visionary

- Are you heading in the same direction?
- Do you want to lift each other up?

When?

As soon as you know your zone of genius.

Before you’re in a rush.





Where?

On social media and in professional groups

At networking events, online or in person

Through word of mouth

WordCamps and WordPress meetups are great places to start!



How?

Search for relevant keywords on social media.

Keep growing your network: coffee chats, events, meetups.

Make the first move: reach out!

Make sure you can be found!
Make it clear what you do, what you're looking for, and that you're open to collaborations.



Step #3: Structure your collaborations

Start on the right foot.

Because we want collaborations that are fun and built to last!



What to clarify from the start

Roles & scope

- Who does what
- Who leads the project
- What's included (and what's not)
- Who approves extra work

With the client

- Who talks to the client
- Visible or white label

Between you two

- Preferred channel
- Work schedules
- Time off & vacations



Planning

- Joint or separate quotes
- Timeline & deadlines
- Project management tool
- Contract(s)

Getting paid

- Joint or separate invoicing
- Deposit
- Late payments
- Sales tax

Your competitors aren't always your competition. They could be your future collaborators.

Thank you!

Download the slides and the collaboration checklist here:

https://alexannelaplante.com/wordcamp-canada-2026



Always happy to keep the conversation going over a coffee / tea / matcha!

