



MARKETING

Your Resource for Creative Business Growth

The Creative Professional's 2022 MARKETING PLAN + eCALENDAR To Get The Work You Want

New and
Improved
for 2022

All it takes is one marketing effort every day to get the work you want.

By Benun Vex
Founder of Marketing.com

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The simplest marketing plan that gives you one thing
to do every day to get the work you want but
won't overwhelm you or your calendar.

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The Big Idea

Are you doing the work you want?

If not, why not?

If so, which projects and clients would you like more of?

If you don't know the answer to these questions, if you are just taking what comes along or think you're "lucky" because you get word-of-mouth (not a real marketing tool and not something you can control), it may be time to think again.

And it may be time to follow a plan. According to Dr. Robert Cialdini, author of *Influence: The Psychology of Persuasion*, "Recent research has shown that making even a simple plan increases the likelihood that a person will follow through."

Because the work you want isn't likely to magically find you. You have to know what you want and then go get it.

That's why we've created ***The Creative Professional's 2022 Marketing Plan + eCalendar to Get the Work You Want.***

You see, there are so many ways to market your services that it's easy to get overwhelmed. How will you find your best prospects? Which tools are most effective for reaching them? Should you reach out to them directly? How many networking events should you attend each month? Should you be blogging? What about social media: is it worth the time? And if so, which outlets/sites should you focus on?

The Creative Professional's 2022 Marketing Plan + eCalendar to Get the Work You Want answers these questions and more. It guides the growth of your business, day by day, month after month, year after year. It breaks down all the steps and keeps you on track.

But success doesn't happen overnight. Marketing is a gradual process that gains momentum over time when done consistently. And it requires focus and positioning, that is finding your "position" in the marketplace.

Knowing your position will also show you who your best prospects are, which makes your marketing process supremely simple and efficient. It allows you to eliminate people, companies and marketing efforts that do not support that positioning.

Once you've decided where to focus, you know which events to attend, which people to approach, which groups to join. As marketing opportunities come your way, asking "Does this support my positioning?" will make it easier to decide which ones to pursue and which to decline. And this will save you a lot of time and money.

Doesn't that sound better?

Ready to get the work you want?

Read on to find out how.

2022

4 Basic Marketing Tools

1. Your Blurb. One formula that works when it comes to answering the question, “What do you do?” is this: Who you help + what they get. Here’s an example:

“I work with energy companies to make sure their messaging is crystal clear.”

If you want branding work, adjust your blurb to mention specifically the creative services you offer. In fact, mention them first and see if that grabs your prospect’s attention.

- If you’re a designer, talk about designing web sites or Wordpress or direct mail pieces with PURLs or whatever is trendiest at the moment (because that’s what they’ll think they need).
- If you’re a writer, talk about writing for the web or creating content that creates loyalty or generates sales.
- If you’re an illustrator, talk about the various uses of digital illustration or show the benefits of custom illustration.
- If you’re a photographer, talk about retouching and the use of photos on web sites or in printed materials.
- If you’re a marketing strategist, talk about the latest online marketing tools.

The point is: include your speciality in your blurb so you don’t inadvertently alienate those who are looking for it.

So the blurb above could be modified as:

“I work with energy companies to make sure their messaging is crystal clear, especially on mobile devices and apps.”

Even if you’re not an “expert” yet, talk about “moving in that direction” or “doing more and more web work” or “exploring web and app design” (or writing).

Otherwise, they may assume you don’t do it.

2. Your Social Media. Make sure you have a presence on the social media most frequented and used by your prospects. For most professionals, it’s LinkedIn, but Twitter is very popular for business, and some also use Facebook for business purposes.

Whichever networks you focus on, make sure they’re up to date and consistent with each other and with your web site. Use them to demonstrate your position in the markets (vertical industries) you serve and be sure to mention specific services you offer, as in your blurb.

Join groups on LinkedIn that are related to your target industries as well. On your profile, the icon and group name will show up and become part of the impression made by your profile, thereby enhancing your positioning.

3. Your Web Site. It must be up to date. If it’s not, you might as well just forget about getting clients who need anything related to their web sites. You’ll either be too embarrassed to send them to yours or they’ll go there and be unimpressed by what they see.

Here are the top 5 things your web site must have:

- **Strong positioning**—it must communicate clearly on the homepage who you best serve and how.

At Marketing Mentor, our positioning says:

“If you are a creative professional, consultant or freelancer who wants better clients, bigger budgets and better projects, Marketing Mentor can show you how to find them.”

See positioning examples from creative professionals, compiled and designed by Jill Anderson of Jill Lynn Design, on [page 14](#).

- **Good SEO/keyword usage**—it must offer useful content that addresses your client’s business needs, integrating the language your best prospects are using to search for your services.

4 Basic Marketing Tools (continued)

- **Intuitive navigation**—it mustn't confuse your visitors with "creative" ways to find what's on the site.
- **Calls to action**—it must tell visitors what to do and where to go, taking them through a path that will generate qualified leads for your pipeline.
- **Up to date technology (no Flash!) and social media**—it must link to your presence on the latest online networks.

Bottom line: If you do marketing well for yourself, it's obvious that you can help your clients with the same. You must practice what you preach, especially when it comes to interactive or digital media.

4. Networking. Networking is scary for a lot of people I talk to every day. But if you're scared, then networking isn't what you think.

Networking is actually a way of seeing the world. And that "way" involves seeing all the potential opportunities in front of you and connections you could possibly make—and then deciding (on a case-by-case basis) which ones you want to act on. Here is some information that will help you recognize good opportunities, and take the right steps to maximize their benefit:

Networking in person? Do this first.

If you're attending an in-person networking event, showing up isn't the first thing you should do. Here are four easy actions to give your networking a head start.

2 days in advance, connect with them. Back in the 20th century, not only were you in the dark about who'd be there, you also couldn't connect in advance. Not so in the 21st century. Now, because of all the information available, there are multiple ways to reach out in advance to lay the foundation for a potentially fruitful connection. You can:

1. **Connect on LinkedIn.** Because you are both attending the same event, you have a genuine reason to connect and a built-in opening to connect with. Simply write, "I see you're attending the NJ Tech Meet Up next week. I am too and would love to connect and meet you there. I think we might be a good fit." And choose "colleague" when asked how you know them.
2. **Start a discussion on LinkedIn.** If the event or the group hosting the event has a LinkedIn Group, join it and use the opportunity of the upcoming event to initiate a discussion on a topic related to the event topic or simply to ask who's going. That way, you'll already know a few people when you get there.
3. **Pre-tweet.** Follow and then send a tweet to anyone you want to meet, especially the speakers. This not only buys you some mental real estate; it also establishes good will by giving them visibility to your followers. In less than 100 characters, you can say, "Looking forward to meeting at NJ Tech Meetup. I'll be there too and will say hello."
4. **Follow them on Twitter or "Like" their FB page.** Facebook is generally used more for personal than for business. But it can't hurt to connect there too, if it seems appropriate.

4 Contacts You Need In Your Network Now

It's impossible to do everything by yourself, especially when you're self-employed and trying to grow your own business. That's why networking is absolutely essential to your success.

But networking isn't about tacky events, schmoozing sales people and uncomfortable socializing. It is simply a way of looking at and living in the world. Whether you're a solopreneur, or you have employees, your network is your most important asset. It has to be intentional, rather than happenstance. You must know what and who you need, then figure out what's missing, so you can find it.

4 Basic Marketing Tools (continued)

The first step is determining what you can do yourself and what others can do for you better than you can. This takes practice, but once you figure it out, you will need to develop four different categories of relationships within your network. Make a spreadsheet with the following four categories and begin to fill out names of people you know in each to determine where you might need more connections.

1. **Clients and customers.** Most people don't think about clients as part of their network, but they're actually a very important part. First of all, they pay you. Secondly, if you develop strong relationships with customers, you can keep them around for a while rather than always having to look for new ones.

Think about which client relationships you can build on. When was the last time you were in touch with clients you'd like to continue working with? If it's been a while, reach out today.

2. **Peers and colleagues.** If you have a hectic project and no manpower or are looking for a new perspective on a challenge you're tackling, you should be able to reach out to someone from your network of peers and colleagues for help. They can help you with overflow and you can help them. Just don't confuse peers with competitors.

3. **Mentors.** Paid or unpaid, formal or informal, near or far, mentors come in all shapes and sizes. Which traits make them mentor material? They've been there before and they can guide you. Too many self-employed people are unjustly embarrassed by what they don't know. This prevents them from looking for help, which inhibits growth. Don't be stubborn. [Seek the guidance of a mentor](#) and you'll accelerate your success.

4. **Referral sources.** Any of the people above can be referral sources, too. The best referral sources are the people who know you well, understand your strengths, and recognize the kind of assistance or customers you need. They are open, always networking and love to help. Make sure to invest time with these people. Identify one good connector in your network and get to know them better over coffee.

Real networking is an ongoing effort to cultivate relationships. Forget about awkward interactions and stale cheese plates. The best way to create a great network is to be open and authentic in your daily dealings with people. Strive to help others yourself and it will come back to you tenfold.

Your Plan to Get the Work You Want

One Marketing Effort Every Day.

It's a crazy world we live in and the pace is quickening every day.

Who has time for marketing, especially when you're already busy?

You get work through word of mouth, right?

That's plenty, right?

Not so fast.

In the recent recession, too many creative professionals (and all kinds of businesses, for that matter) took a big hit when their biggest clients pulled back, took the work in-house or disappeared and they were left with almost no work. They had to scramble and take whatever they could find. Some are still in that position.

But there is another option. You can do better for 2022.

You must do better in 2022.

And all it takes is one marketing effort per day.

You discipline yourself to fit it in, first thing if necessary, before your day is hijacked by client work.

This plan will show you exactly what you should be doing every day.

And to help you stay on track, we've included a handy infographic-style "Weekly Marketing Checklist" that Matt Rhodes of Fox Fire Creative designed as a companion to the plan. It's an interactive pdf. Just "save as" for each week to keep your marketing on track.

Getting Digital Gigs

Writer and creative freelancer, Tom Tumbusch, of Wordstreamcopy.com, put together this quick list of ideas about how to get digital gigs, which is becoming more and more important.

- If you already do print work, **start with your existing clients**...many are branching out and trying interactive formats: e-books, social media, etc.
- A website is the cost of doing business today...everybody needs one. **Look for companies that still don't have a website**, or who have one that could use a refresh.
- **Read your junk snail-mail.** Companies that sell by mail probably sell online as well...some have an ongoing need for custom landing pages whenever they do new promotions.
- **Prospect with e-learning companies:** distance learning and interactive whiteboards are changing education. Different systems use Flash, PowerPoint, Captivate, or proprietary software as their base, so do your homework.
- **Designers: Bone up on HTML and CSS.** It will help you understand what the web can do, and what works most efficiently. Pay attention to how designs will look on mobile devices (stats on what percentage of web views are now from phones and tablets.) HOW Design University, www.howdesignuniversity.com, is a great resource.
- **Writers:** get a few SEO samples in your portfolio, even if you have to do them pro bono. Opinions vary about just how effective it is, but more and more buyers are asking for it.
Learn how to use style sheets in Word and HTML: web programmers will LOVE you for it.
- **Create your own email newsletter**—great practice for designing, writing, and measuring response.

Monday: Research

Monday is the best day of the week for marketing activities that don't involve actual interaction with people. Your prospects and clients are usually settling in to their workweek on Monday and you are too. That's why it's perfect for research.

Starting off the week by looking for (and finding) prospects and resources will get you into your own marketing groove and prepare you for the actions to come later in the week.

Spend an hour first thing in the morning, before things start to get crazy.

What to Research?

Clients, events, trade groups, LinkedIn groups, referral sources, actual prospects and more.

Be on the lookout especially for your ideal clients. (See "Who is Your Ideal Client?" below.)

How to Search?

If you are creative in the way you search, you'll be amazed at the wealth of information free and available on the Internet to all who want to look for it. The best thing you can find is lists of people with their contact information. That's the holy grail. Look for directories, lists of attendees at events, lists of exhibitors at trade shows and more.

For example, if the market you are targeting is "healthcare technology" (a growing market, by the way) then start with Google and search for:

- "healthcare technology association"
- "healthcare IT association"
- "healthcare technology group"
- "healthcare technology companies"
- "healthcare technology events"
- "healthcare technology directory"

That will get you started.

Where to search?

Start with Google, but you can also use these starting points and resources:

Trade Show News Network: <http://www.tsnnsa.com/>

The Open Directory: <http://www.dmoz.org/>

A note of caution: You're going to find a ton of information. Don't let yourself be overwhelmed. That's why limiting the time is helpful. One hour at the most!

Then, once you've organized the info, keep it handy so that tomorrow (Tuesday), when you are ready for outreach, you're not starting from scratch.

Who Is Your Ideal Client?

To know them is to identify them. The clearer you are about who fits the criteria for your ideal client, the easier it will be to look for them. Here is an example to build on and customize for your own purposes.

Our Ideal Client...

- Must be a nonprofit organization.
- Will serve the New York City Metropolitan Area or a national audience.
- Has at least 50-200 employees.
- Should have a Director of Marketing or a Director of Communications (at the very least, a Director of Development who wears communications hat).
- Have a defined marketing budget (find this out from annual report; annual revenue is directly linked to marketing budget).
- Each year, they should produce an annual report or host at least one major fundraiser (indicating that they have some sort of communications plan for the fiscal year).

Tuesday: Prospecting

The backbone of your campaign should be **warm email prospecting**—using email to introduce yourself to people you’ve learned something about so you can approach them with a completely personalized message and a reference they will recognize—that’s why it’s “warm” and not “cold.” It will seem just like it’s written for them, because it actually is!

This is a proven strategy and ideal (and least uncomfortable) for people who don’t like self promotion in the first place.

Here’s a sample outreach campaign to experiment with once you’ve done your research:

Step 1—Tuesday: Connect on LinkedIn and follow on Twitter.

Step 2—Thursday: Send an introductory email message.

Step 3—2nd Tuesday: Follow up with a phone call.

Step 4—2nd Thursday: Send another email message.

Step 5—3rd Tuesday: Send something via snail mail.

If you’re ambitious and/or it’s a client you really want, take these 2 extra steps:

Step 6—3rd Thursday: Send another email.

Step 7—4th Tuesday: Follow up with another phone call.

Over the course of a month if they don’t respond to any of those efforts, drop them and move on. Unless....

If it is your dream client and you really want to work with them, leave them alone for a month or two, then try again. Don’t be afraid of being too persistent or of stalking them. This is how you let them know you’re interested and enthusiastic.

How much is too much? Marketing is hard to overdo. Read my article for Entrepreneur, *New Rule of Social Media: 3 Tweets Gets the Message Out*, on the next page.

What to Say?

The message in all of the above efforts is essentially the same:

- Here’s who I am and what I do
- Here’s our connection
- Here’s my question and/or offer

The question can be as simple as, “Do you ever need these services?”

What’s Your Offer?

Don’t ever send a message introducing yourself that ends with “Hope to hear from you.” Why would anyone respond to that? It doesn’t ask for a response.

If you want a response you must ask for one by using a “call to action.” And the best type of call to action involves giving them something they’ll find useful, something they can’t say no to.

If the point is to generate a specific type of work, try an offer that speaks to that. For example, you can offer:

- An audit of their brand and/or their web site
- A critique of their existing web site or marketing materials
- A comparative analysis of their biggest competitor’s branding and theirs
- A slide makeover. Laura Foley makes one slide for clients, then uses the before and after as a case study for her own marketing. (It’s not spec work when it’s used with your own volition for your own marketing.)

Watch video here: <https://vimeo.codsm/784269e40>

Many companies are in the market for creative services. You’re looking for the ones who are ready and already in the market and therefore open to your advances. The ones who aren’t won’t respond, not necessarily because they hate you but because they’re not in the market.

This is one way to do prospecting. It’s very effective if you choose the right prospects and do your homework. But keep in mind that there is no “right” way to do prospecting or outreach. In fact, you must try different techniques to see what works best for you and what your best prospects respond most positively to.

Tuesday: Prospecting (continued)

New Rule of Social Media: 3 Tweets Gets the Message Out

In this day and age, when it comes to marketing messages, once is not enough.

Whether you are sending an email, leaving a voice message, tweeting or even meeting in person, if you think one effort is enough to get a prospect's attention AND trigger a response—I urge you to think again. In fact, the only time a single marketing effort fuels an immediate result is when the timing is absolutely perfect. Otherwise, you're lucky if your prospect even notices your first attempt to reach out.

There's a reason Fortune 500 companies advertise through numerous channels: billboards, television, radio, print, social media. It's because they know prospects need to hear from them over and over, through many different media—over the course of an extended time period—if they want their message to start to sink in. If Apple just did print ads, do you think they'd be so successful?

Do you know the preferred medium of each of your prospects? The truth is—everyone is different. People have different personal preferences. Some love Twitter; others prefer Facebook. Some respond only to email and won't even listen to voice mail. Others, believe it or not, still like to talk on the phone. Some like to watch videos; others prefer listening to podcasts, while still others enjoy reading blogs. Everyone doesn't do everything. Send one marketing message and/or use only one medium and you're signing up for missed opportunities.

To get on the radar of your desired prospects, and keep yourself there, you must repeat yourself. That's right. You must repeat yourself.

Here are three tips for exactly how that will yield results:

1. **Chirp, chirp and chirp again.** Do birds say “chirp” and then take naps? Or do they sing songs comprised of many chirps? When it comes to the most fleeting medium, social media, reinforcement is essential. Don't expect 140 characters—once—to do the trick. Repeat your tweets, with slight variations, over time for the widest exposure.
2. **Three is the new one.** When it comes to emailing, tweeting, or calling, attempt at least three times. Remember, the first or second time could have gone unnoticed. By trying three times, you give someone a chance to tune in. Plus, you let them know you're serious.
3. **Integrate your tools.** Give your prospect the option to respond the way they want. Alternate the media you use. For example, try sending an introductory email first, then call, then tweet, then email again. This massively increases your potential for a positive outcome, and it makes things easier for the person on the other end.

I repeat, you must repeat your message in order to be heard. So stop worrying about being a pest or, worse, perceived as a stalker. People's attention is more and more scattered and they aren't paying as close attention as you think they are (or want them to be). So even if you send exactly the same message, they may not notice that they've already received it, since they didn't see it!

Take every opportunity to capture a bit more of your prospect's mental real estate. You never know, the third (or fourth) time might be the lucky charm.

Wednesday: Content Marketing

The best way to stay in touch with the people you're connecting with through your warm email prospecting and any in-person networking is by sharing with them relevant and useful content that simultaneously positions you as someone who can help solve their problems.

That content can come in many forms but the easiest (and most effective) ones are:

- An email newsletter
- A blog
- Case studies
- Social media: LinkedIn and Twitter, especially

So today, your task is to work on whatever tool(s) you've decided to use to share that content.

Here are two excellent articles from Newfangled.com on content strategy. The material is relevant both for your own purposes as well as what you do for your clients:

Why Content?

http://www.newfangled.com/why_content

The Four Stages of Content Marketing

http://www.newfangled.com/a_content_marketing_training_session

What is Your "Content"?

Whether you believe it or not, you know more than you know about your area of expertise.

You especially know more than your clients and prospects because you spend your day thinking about it and working on it in the same way they spend their day on their business.

So simply by virtue of the time spent, you are in a position to speak authoritatively. And because the goal is to get creative work, the focus of your content should be creative or marketing related. It could even be very basic.

You can create your own content by writing it yourself or hiring someone else to write. But no matter who does the writing, the way to find ideas is to keep your ears open all week as you work with clients and listen for questions they ask that others probably wonder about too. That is your ideal content.

If you don't want to create your own content, you can curate content—essentially passing along ideas that originate with others, which is entirely legal and appropriate as long as you give credit where credit is due.

Here are actual examples of topics from newsletters and blog posts of creative professionals:

- What is a responsive web site?
- Does your brand capture attention?
- How infographics can help your business
- Steps to a long-lived brand
- Should you stop printing your annual report?
- How many projects should you include on your website?
- 5 ways to get the most out of LinkedIn
- Ways to add personality to your website
- Before & After (Show off a recent project)
- Is the business card dead?
- Is your web site user friendly?
- How Does Your Site Measure Up? Measuring Analytics
- Social Media 101
- How to Help Busy Thought Leaders Create Content

Another key to relevant content that your prospects will want to receive from you is targeting your material to a particular industry.

So "What is a responsive web site?" becomes, "What is a responsive healthcare web site?"

Or "Social Media 101" becomes, "Social Media 101 for Christian Non Profits"

You don't have to be "the" expert on any of this.

You just have to know more than your market does and pass along information that they will find useful and educational.

Thursday: Follow Up

Remember those people you reached out to on Tuesday? A couple may have responded but most probably didn't.

That's okay. In fact, it's normal! Don't feel discouraged.

One out of every 10 (10%) is a great ROI (return on investment) for any outreach, even for warm prospects with whom you have some type of connection.

Remember: they're busy people.

Besides, **3 is the new one**. Meaning that you really do need to reach out 3 or sometimes even 4 times to show you're serious before someone responds. This plan has you reaching out up to 7 times!

Don't worry about stalking. If you've chosen the right prospects—qualified ones—they will appreciate your efforts and see you as professional. They may even thank you!

And even if they're not ready for you, get them in your loop and begin nurturing the relationships until they move to the stage when they're ready to buy or at least to talk.

So today, focus on 5 or 10 of those prospects in your pipeline and reach out to them again. Or use this time to:

- Follow up on outstanding proposals.
- Say hello to people you met at a recent networking event.
- Go through old email messages and reply to people who may be near their moment of need.
- Connect with a few new people on LinkedIn and see if there are any discussions you can participate in.

A Follow Up Email Template.

Follow up emails don't need to be complicated. Keep them simple. The point is to remind this person that you're still around, and you're still interested in connecting with them. Just like your original outreach email, a follow up email should have 3 main components:

- 1. Reiterate who you are and what you do.**
- 2. Remind them of your connection.**
- 3. Re-mention your question and/or offer.**

Here's an example:

Hello NAME,

I reached out last week to find out if you need help with web or app design.

(1) I'm the owner of Smith Design, and my company specializes in helping manufacturing companies increase their sales through marketing-smart web design.

(2) I'm also a member of the LinkedIn Manufacturing Group, and I think we might be a great fit.

(3) As I mentioned before, I would love to offer a complimentary audit of your current web site.

Can we chat briefly this week?

Thanks,

Friday: Make a Change on Your Own Site

To show that you know what you're talking about and practice what you preach, make sure your own site is always up to date.

Use today's marketing time to:

- Add a new project to your portfolio.
- Tweak your contact form.
- Develop a page of "packages" for your services page.
- Add to and/or reorganize your client list.
- Add your email newsletters to your site.
- Add something to your bio.
- Add resources for your clients/prospects/markets.
- Add testimonials.

There is always something you can add or change. Google loves this too, by the way. It shows your site is active—not stagnant—and they'll therefore index it higher.

Don't put your own site revamp on the back burner. Do a little at a time. Be working on it once a week. You don't have to reveal it all or do it on the public site.

If you don't get on the bandwagon, you may be left in the dust.

Need some inspiration?

Check out our [Pinterest Board: Best Web sites of Designers, Copywriters & Other Freelancers](#)

Is Your Website Content Doing Its Job?

Website copywriter, Deidre Rienzo, of [connectwithcopy.com](#), shares a few tips for ensuring your website content is authentic, powerful and personality-packed.

Welcome to your welcoming website.

If there is a theme your website should have, it's welcoming. Achieve this tone first through design and layout—then support it with inviting, marketing-smart copy. To welcome your readers, let them know:

- that you "get it"
- that you have what they need
- that you understand their specific needs
- why you're great at what you do

Marketing's little secret.

Marketing is simply thinking about your audience. It's getting inside their heads, trying on their shoes, and walking around in them for a while.

It's showing them why you have what they need—in a way that feels comfortable, engaging, and maybe even exciting. So, think about what they want, and how it relates to what you've got, and you can be the best marketer out there.

Give it away.

Don't be stingy or reluctant to give them information. Tell them what you know. Are you worried they won't buy the cow? Nonsense. Showing your expertise will only make them—your best prospects—want to work with you more.

For a basic outline for your welcoming website, tips to capture word-sparkle, and advice on overcoming common writing struggles, sign up for Deidre's free report, 12 Sparks to Write Sizzling, Audience-Attracting Website Words, at www.connectwithcopy.com.

MON

Research

- ☐ Blogs
- ☐ Prospects
- ☐ Directories
- ☐ LinkedIn Groups
- ☐ Networking Events
- ☐ Search Engines

ESSENTIAL QUESTION:
Who do you want to work with?



GOAL:



Prospecting

- ☐ Social Media
- ☐ Intro Email
- ☐ Phone Call
- ☐ Follow-up Email
- ☐ Snail Mail Sample
- ☐ Follow-up Email
- ☐ Follow-up Phone Call

TUE

ESSENTIAL QUESTION:
What is your offer?



GOAL:



WED

Content Marketing

- ☐ Blogs
- ☐ Email
- ☐ Newsletter
- ☐ Social Media
- ☐ Video
- ☐ Other

ESSENTIAL QUESTION:
What do your prospects need to know?



GOAL:



Follow-up

- ☐ Prospects
- ☐ Emails
- ☐ Phone Calls
- ☐ Proposals
- ☐ Invitations
- ☐ Invoices

THU

ESSENTIAL QUESTION:
Who haven't you been in touch with?



GOAL:



FRI

Website

- ☐ Content
- ☐ Packages
- ☐ Special Offers
- ☐ Testimonials
- ☐ Portfolio
- ☐ Other

ESSENTIAL QUESTION:
What can you add to your website?



GOAL:



Recreate

- ☐ Recharge
- ☐ Refuel
- ☐ Reflect
- ☐ Reimagine
- ☐ Reconnect

S-S

ESSENTIAL QUESTION:
What do you need to do to take care of yourself?



GOAL:



MARKETING MENTOR

Your Resource for Creative Business Growth

2022 Master **WEEKLY** MARKETING CHECKLIST

for Creative Professionals



Week of: _____

Companion to *The Creative Professional's Marketing Plan + Calendar*

MON

Research

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
Who do you want to work with?



Prospecting

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
What is your offer?



TUE

GOAL: ☐

GOAL: ☐

WED

Content Marketing

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
What do your prospects need to know?



Follow-up

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
Who haven't you been in touch with?



THU

GOAL: ☐

GOAL: ☐

FRI

Website

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
What can you add to your website?



Recreate

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

ESSENTIAL QUESTION:
What do you need to do to take care of yourself?



S-S

GOAL: ☐

GOAL: ☐



MARKETING

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