

JANUARY						
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11	12	13	14	15	16	17
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# JAN 09

## THIS MONTH'S FOCUS

### Get Started!

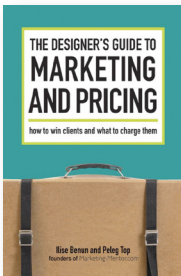
Start your Marketing Machine by choosing and committing to a market. You'll start building a database of prospects (which you will continue throughout the year). You'll draft a script to use for calling and emailing. Then you'll pick up the phone.

## TIP OF THE MONTH

The New Year is a great time for marketing! There's so much hope for the future. Your prospects are eager to start new projects and therefore open to discussing the possibilities they were putting off at the end of the last year. So your marketing challenge is to get back in touch with all those people who kept saying "not yet."

Make appointments with yourself (as you would with a client) to do your marketing work. Otherwise, it will be really easy to put it off and you will have an empty pipeline to show for it.

## RECOMMENDED READING



### THE DESIGNER'S GUIDE TO MARKETING AND PRICING

Ilise Benun & Peleg Top

Whether you're a freelancer, a seasoned owner of a design firm, or an aspiring entrepreneur, if you want to succeed in your creative business, The Designer's Guide to Marketing and Pricing will show you the way.

## NOTES & EVENTS TO ATTEND

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
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February

S	M	T	W	Th	F	S
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22	23	24	25	26	27	28

1/5-1/9

JAN 2009

5  
Monday  I DID MY MARKETING TODAY

6  
Tuesday  I DID MY MARKETING TODAY

7  
Wednesday  I DID MY MARKETING TODAY

8  
Thursday  I DID MY MARKETING TODAY

9  
Friday  I DID MY MARKETING TODAY

Thank someone!