

MONTH

YEAR

THIS MONTH'S FOCUS

Get Started!

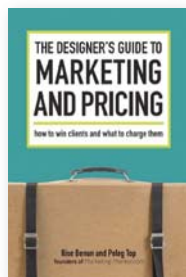
Start your Marketing Machine by choosing a market. Then, start building a database of prospects/clients and familiarize yourself with the resources available through that market. What do they read (blogs, online newsletters, offline publications, etc)? Where do they go? What events can you attend?

TIP OF THE MONTH

Now (whenever that is) is the best time to start your marketing. Start by picking up any loose threads that have been hanging—prospects you've lost track of, people you neglected to follow up with. Your marketing challenge is to get 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.

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MONTH		YEAR		THROUGH		
		□	□	/	□	□

Monday I DID MY MARKETING TODAY

Tuesday I DID MY MARKETING TODAY

Wednesday I DID MY MARKETING TODAY

Thursday I DID MY MARKETING TODAY

Thank someone!

Friday I DID MY MARKETING TODAY