

MARKETING  
MENTOR

advice, accountability & assistance  
for creative businesses

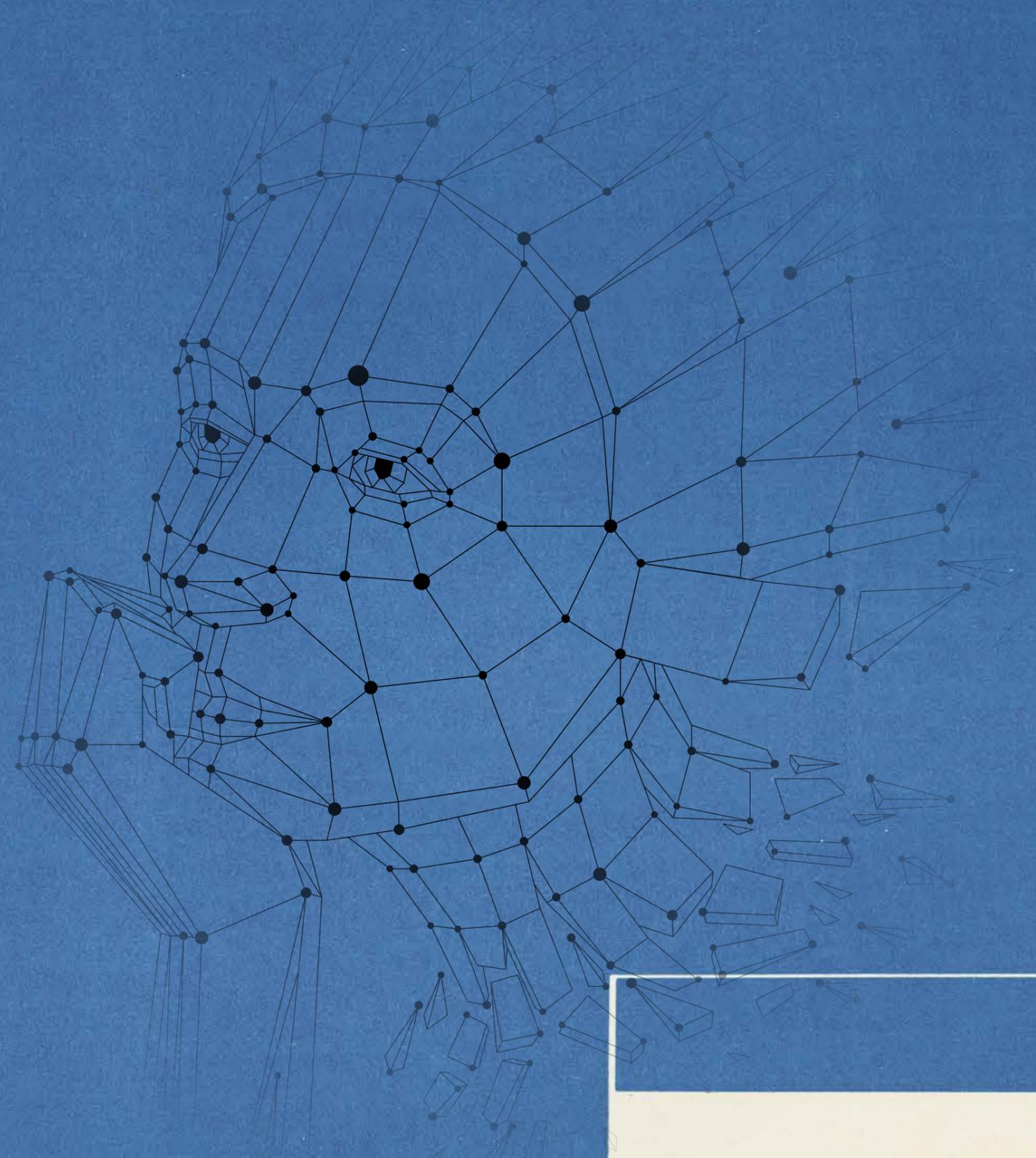
# The Marketing Blueprint

*How to Connect the  
Dots of your Marketing*

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## Intro

Many creative professionals — whether you are working solo or running an agency — get to a point when you think, “Wait a minute, I know I could be doing so much better. I could have better clients and probably even bigger budgets. But how do I get there?”

This marketing plan aims to show you the way.

I know you’re not starting from scratch. You’re already doing some marketing, but you can’t tell if it’s working.

All you know is that you’re still struggling with feast or famine and taking projects that aren’t ideal, because the ideal ones aren’t knocking on your door.

It could be that you’re not connecting the dots — yet.

In my definition for creative professionals, “marketing” is everything you do to get the word out about your business, to get the attention of, and connect with, the

people you want to work with — those who have the budgets you need.

It’s not enough to “do some marketing” — you must have the right mindset and use the right tools in a way that supports your positioning message and speaks to the right people — loud and clear — at the right time! That’s a tall order, but it works when all the pieces come together.

When you are connecting the dots of your marketing, the tools you use are integrated and therefore have a stronger impact on your ideal clients by delivering a cohesive message, over and over. That gets their

## Intro (cont.)

attention and makes them stop and say, “This is exactly who we need” at exactly the right moment.

That’s the goal of your marketing, as far as I’m concerned.

And the goal of this marketing plan is to get you there.

Using the Rule of 3, I’ve simplified the plan to the key mindsets and the most effective marketing tools and activities that work best together and are the easiest to implement, especially if you do it every day — and my recommendation is still 30 minutes per day.

## Here’s what you’ll find in the plan:

- 3 mindsets to cultivate
- 3 tools to have in place
- 3 activities to do religiously

You’ll also find 9 Marketing Blueprints (complete with companion videos) showing actual examples of creative professionals implementing these tools and activities in a way that does indeed connect that dots — and is therefore working!

Get to work, good luck and if you want help, **reach out to me.**

### Ilise Benun

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## 3 Marketing Tools & 3 Marketing Activities

One big problem is that there are thousands of marketing tools.

The ones people tend to choose are the easiest ones and the cheapest ones, but those are predictably not the most effective ones.

Or, you may be diligently doing some marketing, but getting no results because you're not connecting the dots: using the right marketing tools in tandem on the right prospects.

We're going to focus on the 6 that work best together: 3 to put in place (although they are constantly evolving and need to be updated):

1. **Your Elevator Pitch:** Develop one that shows how you're perfect for your ideal clients and how you're different from your competitors.
2. **LinkedIn:** Use it to support your positioning message and to research and connect with your ideal clients.
3. **Your Marketing-Smart Website:** Use it so that when your ideal prospects land there, they say, "This is exactly who I need!"

### 3 marketing tools & 3 marketing activities (cont.)

These 3 marketing tools set the foundation for the 3 most effective marketing activities that work hand-in-hand as a system and that you will do 30 minutes every day, every week, and every month:

- 1. Networking:** Talking to your ideal clients in real time and in person, if possible. If not, find a virtual space online where you can network with them.
- 2. Content Marketing:** Cultivating trust with your ideal prospects and staying on their radar with “auto-drip” — usually an email marketing newsletter. That way, you come to mind when they have a need.
- 3. Outreach:** Reaching out in the most personal of ways, via LinkedIn and warm email messages and even very special snail mail. Introduce yourself, follow up and stay in touch with your ideal clients for as long as it takes.

Here’s how these activities work in real life:

When you attend a networking event, use curiosity to eliminate the stress of “What will I say?” and replace it with questions that allow you to learn more about your prospects and your market and therefore respond more naturally with solutions and ideas.

You build on the effect/results of your curiosity with generosity by sharing your ideas and solutions to the problems people share with you, ideally offering your services and resources as part of the solution.

Then, use what you learn from the people you meet to create a related blog post or content for your newsletter so that when you follow up with a prospect who was also there, you can point them to it.

Later, when you reach out to others in the group whom you may not have met yet, you can point them to that content and share what they might have missed. That’s generosity at work!

## A business expert for creative professionals



**[Ilise Benun](#) is the author of seven books for creative professionals, a national speaker and teacher to the creative class. Through her mentorship programs, courses and materials, she helps you build the creative business that provides the life and freedom you want.**

### **Industry-shaping programming and leadership**

In her more than 30 years in coaching, she's developed and delivered programming for creative professionals as instructor at the Maryland Institute College of Art and as "Business Coach" for the Savannah College of Art & Design. She's also co-founder and host of the creative business and design entrepreneurship

program for HOW Design Live, and has conducted marketing workshops for art schools and trade organizations catering to the creative community, including International Freelancers Day, the NYU Entrepreneurship Summit, HOW Interactive Conference and many more.

### **Advice for (and from) the independent worker**

After quitting her first two jobs out of college (and, OK, one of those may have been involuntarily resigned), Ilise declared herself unemployable and launched her own business as a professional organizer. She started out helping her friends in the creative community in New York stay on top of unpaid bills, unfiled paperwork, and all the other things the artists weren't getting around to doing. As she spent more time with these stacks of paper, she invariably came across some sheet at the bottom of the pile that piqued her curiosity. When client after client brushed these scraps off as unrealized self-promotion ideas, Ilise recognized the crux of the starving artist problem and set out to help them carve out lives of stability and prosperity through small, consistent acts of marketing. She's

passionate about helping creative professionals break out the feast-or-famine cycle to build the businesses and lives they love.

### **Nationally published author**

A nationally published author and speaker, Ilise hosts two podcasts, writes one of the 100 Best Business Blogs, and publishes a bi-weekly email newsletter read by more than 15,000 creative professionals. She's been featured in and contributed to Entrepreneur.com, HOW Magazine, Toronto Globe and Mail, Inc. Magazine, Nation's Business, Self, Essence, Crains New York Business, Dynamic Graphics, Working Woman, The New York Times, The Washington Post, The Denver Post, Fast Company, and more.

### **Live training, courses & events**

Ilise is programming partner for HOW Design Live and co-founder of the Creative Freelancer Conference, launched in 2008. She's also developed and delivered online courses and

content for the Maryland Institute College of Art's Graduate Program, and HOW Design University, covering topics from graphic design proposals, earning more, strategies for freelancers, successful online marketing plans, and how to start as a freelance business.

She was also the lead developer of and trainer for Freelancers Union's online program "Freelancer 360: How to Be a Better Boss of You," a series of workshops and panels led by expert freelancers covering work-life balance, thriving networks, lasting client collaborations, optimizing day-to-day operations and planning for growth.



**To buy the full version of Ilise's "The Marketing Blueprint - How to Connect the Dots of Your Marketing," [click here!](#)**