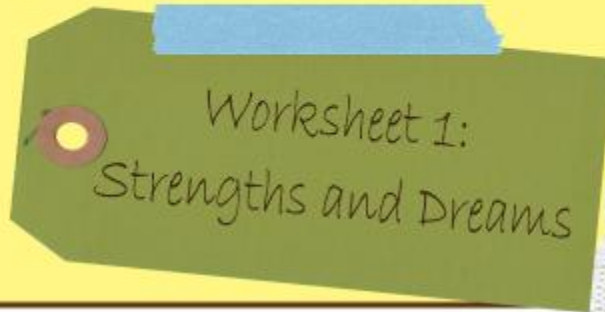


Developing Your Personalized Marketing Plan



1. How do others describe you? {If you don't know, ask a few friends and family members how they would describe you to someone you've never met.}

2. How do others describe your business? {If you don't know, ask a few friends and family members how they would describe your business to someone who knew nothing about it.}

3. What makes your business unique? {Consider your competitors and how you're different from them. If you don't know how you're different and unique, alarm bells should be going off. You need to know what sets you apart from other artists in your niche.}

4. What values make up your creative business? {For instance, do you only use eco-friendly products? Do you put customer service at the top of your priority list?}

5. If you had to name one quality that defines your brand, what would it be? {Get specific.}

6. What are your favorite work related activities? What ideas make you want to jump out of bed in the morning? What projects capture your attention, causing you to lose track of time?

7. What do you daydream about doing? Why haven't you done it?

8. What would your perfect work day look like? Start from the time you wake up until the time you go to bed and be as specific as possible.

9. What do you do that drains your energy? What aspects of your personal and business life would you love for someone else to take over?

10. What problem{s} does your creative business solve for your customers? This question will be a major factor in your marketing efforts, so spend time thinking about this one. {You don't have to solve major problems. For instance, if you make yoga clothes, you might provide eco-friendly clothes that are extremely comfortable.}

11. How do you exceed your customers' expectations?
