



Now it's time to get your hands messy by reviewing your current marketing plan. Don't freak out if you don't have a marketing plan. You should fill out this worksheet regardless of how you currently market your creative products and services. This will help you pull everything together tomorrow when you make your personalized marketing plan.

1. Mark the items below that you currently do to market your products/services. Add any that you don't see below {Marketing doesn't necessarily mean promoting your products. For instance, you could have a blog in which you interview other artists while you only link to your own art. If you use any of the things below as a way for customers to get to know you, you should include it.}

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|---|--|
| Blogging  | Podcasting                                     |
| Video Blogging  | Teaching/Providing Tutorials                   |
| Tweeting  | Leaving comments on other blogs                |
| Using Facebook  | Participating in forums                        |
| Engaging on LinkedIn  | Connecting with others in your niche           |
| Uploading photos on Flickr                                      | Selling in person {craft/trade shows}          |
| Sending out business cards with each purchase                   | Sending out updates via a newsletter           |
| Giving a away a free item with purchases                        | Wearing your products                          |
| Providing valuable content to potential customers               | Sending out press releases                     |
| Submitting creative products to magazines                       | Hosting giveaways of your items on other blogs |
| Paying for advertising space                                    | Offering coupons to repeat customers           |
| Including website/blog/twitter/facebook info in email signature | _____  |
| Getting to know other local artists/creative women in your area | _____  |

2. How much time per day do you spend on the above marketing tactics? If you're being realistic, how much time can you set aside to spend on marketing each day {yes, I think you need to work on marketing daily}?

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3. Note any items from the list above that you can't stand doing:

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4. Note the top five things from the list above that you like doing/think you would like doing:

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5. Note any items from the list above that you've tried that haven't helped your business {blogging sporadically, tweeting once a month, participating in forums every couple months and any other half-assed attempts at marketing don't count}:

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6. Pull out worksheet 1 and reread your answers for the first 5 questions and question 10. Do you include this information in all areas of your marketing? If you don't, how could you incorporate your strengths, unique characteristics, values, brand identity and the problems that you solve for your customers in your marketing efforts? Really spend some time on this one.

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7. Reread your answers from worksheet 2 before moving on. Which items from the list above could you implement immediately to help you reach your short-term goals?

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8. Which marketing efforts will help you reach your long-term goals?

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