

# The Art of Marketing Workshop

Are you generating a consistent stream of new, profitable clients? (or are you still struggling with marketing?)

If you're a Creative Professional and you are not attracting as much business as you'd like, there is a reason. You're avoiding marketing for one or more of the reasons below:

- You resist marketing because of fear of rejection or worry about doing it wrong.
- Marketing feels like a chore. It's not fun and not easy.
- You don't know how to get the attention of prospects.
- You're not good at writing copy for marketing materials.
- You are not sure which marketing tactics work best.
- You can't find the time to fit marketing into your schedule.
- You don't have a plan to put it all together.
- Add yours here \_\_\_\_\_

## There's a different way to market yourself

The above reasons (and many more) are what I've heard from Creative Professionals. Like you, I used to believe that Marketing is hard, it's not fun, there's no time, and besides it really doesn't work anyway! My personal favorite, my work speaks for itself.

But deep down, you know there must be a way to effectively market your services. You've seen other professionals do it. You've seen business associates with no more expertise and intelligence than you, gain more attention, attract more business and make more money with seemingly a lot less struggle and effort.



## So, what's their secret?

Well, it's not one secret, it's at least **seven secrets**. They are doing things that most Independent Professionals simply don't do.

- They make marketing into a **game** that they play to win. They realize there are certain rules to follow.
- They have a **mindset** about marketing that is positive, not negative. It's based on contribution, not fear.
- They know how to **speak** about their business in a way that naturally attracts attention and interest.
- They have a marketing **message** that stands out and makes it clear to everyone what value they offer.
- They have marketing **materials** that build trust and credibility because they explain what the client gets, not what they do.
- They implement a select number of marketing **tactics** or activities and they apply them religiously.
- They have **action plans** that guide their marketing, not random activities implemented sporadically, if at all.

**But these seven secrets really don't help you much unless you know how they actually work.** How do you change your mindset, make marketing into a game, get attention and implement successful marketing tactics and plans?

## How can you learn this quickly?

You need to grow your business now, not someday. You need the tools and skills for marketing your services as soon as possible. And you need a proven, reliable approach for learning how to do this.

## Becoming a better marketer

At this workshop, we will cover the fundamentals of Marketing Ball, Mastering your Mindset, and creating an effective Audio Logo that attracts your ideal clients.

**WHEN:** Friday, February 8, 2008

**TIME:** 9:45am – 1:00 pm

**WHERE:** Vintage House, 264 First Street East, Sonoma

**COST:** \$77 in advance, \$97 at the door

**LIMITED TO 25 PARTICIPANTS**

Workbook and snacks included

**BY:** Judy Baker, Certified Action Plan Marketing Coach

**RSVP:** Send payment (check, cash or credit card accepted) to:

**Completely Creative, 16881 Schiller Court, Sonoma, CA 95476-3449**

To pay by credit card, fax your registration to: **707.996.5185**

**QUESTIONS:** [success@creative1.com](mailto:success@creative1.com)

**VISIT:** [www.creative1.com/blog](http://www.creative1.com/blog)

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