

PitchPerfect

THE TOOLS THAT TURN BRIGHT IDEAS INTO BUSINESS

Business essentials for creative talent workshop
A step-by-step guide to getting paid to do what you love

School of Visual Arts – May 4th, 2011

The 12 simple steps to turning your bright ideas into business are:

- 1) Define your unique idea or service
- 2) Craft your elevator pitch
- 3) Build your perfect client profile & list
- 4) Create a compelling Personal Brand
- 5) Curate & present your work
- 6) Make your pitch to prospective clients
- 7) Conduct the pitch perfect follow-up
- 8) You're up for a job – now what?
- 9) Write and negotiate your proposal
- 10) Make your presentation
- 11) Manage your project like a pro
- 12) Turn your client into a repeat client

1) DEFINE YOUR UNIQUE IDEA OR SERVICE

We all have a unique skill or service - whether you dream up inventions in the shower, or take incredible photographs. But what makes your service something that a client cares about?

A client cares because your skill or service will benefit them.

So, it's important determine what it is about your skill or service that makes you stand out from the crowd and will make a client want to work with YOU. What you come up with will become the bases of all that follows, including:

- (a) Defining what clients will be interested in your idea or skill
- (b) Communicating your unique skill effectively and consistently to your target client.

As an agent, I realize it's a lot easier to toot someone else's horn that to do it for oneself. So we're going to start out with a little exercise that will help you define your unique skill.

Refer to worksheet #1

PITCH TIP: When defining your idea, focus on the benefits for your client, rather than on what you can do, or how you'll do it.

2) DEVELOP YOUR PITCH

Now that you've defined your skill or service, it's time to create your pitch. It should be compelling, consistent and clearly articulate your idea or service to your client. You never know when an opportunity might arise, or how long you'll have someone's attention, so you need to develop an **expandable pitch**.

The expandable Pitch consists of

- (a) The classic Elevator pitch – 30-second summary of what you do
- (b) Add on elements – 30-second vignettes that expand and support your elevator pitch

PITCH TIP: Your expandable pitch will serve as a script when you make your client calls as well as the basis for your letters and emails.

The Elevator Pitch

The elevator pitch is the 30-second “calling card” for your idea or service. It should communicate the essence of your idea and will be the first thing you say to a potential client. The elevator pitch is the foundation of the expandable pitch.

It should include the following:

- Introduction
- The need your services will meet
- The benefits to the client
- A request to follow up

This is my elevator pitch:

Hello, my name is Justine Clay and I have a company called Pitch Perfect. I teach freelance creative talent the business, interpersonal and project management skills that they need to transform their creative ideas into paying projects and lasting professional relationships.

I work with creative talent of all disciplines and levels – from students leaving college and starting their creative careers to established professionals looking to stay relevant or change fields – tailoring an approach that’s perfect for them. We offer seminars, workshops and one-on-one consulting, where we break the process down into simple steps – from how to define and connect with your ideal clients, to how to write a proposal and manage multiple projects like a pro. Our clients leave the workshop with a plan that can put into practice immediately.

If you’re interested, I’d love to send you an email with a link to my website where you can check out some of our workshops and events.

Refer to Worksheet #2 and write your own elevator pitch

PITCH TIP: Practice your elevator pitch. It might sound forced at the beginning, but the more you get comfortable with it, the more genuine and persuasive it will sound.

Add – ons

You can add on facts/stories that communicate more information about your idea/service as the environment allows e.g. a phone call, a meeting or chance conversation at an event.

Develop a list of facts or stories (each around 30 seconds). They might include:

- Relevant experience/background
- Examples of how your skills have been utilized well
- Clients you've worked with that have similar 'problems' to your target client
- Your most successful project
- Particular client benefits they will gain from your idea/service
- What you charge

Refer to [Worksheet #3](#) for your add-ons

PITCH TIP: Include the facts into your add on stories – dates, people, dollar amounts, timeline so you can easily recall this information

3) BUILD YOUR PERFECT CLIENT PROFILE AND LIST

i) Define your client type

Let's do the broad strokes first and look at the **types of industries** or clients that would have a genuine need for your services. Write down anything that comes to mind from an industry, a general target group or a specific client.

[Refer to Worksheet #4](#)

ii) Build your target client list

You've done your homework, on what **types of clients** would benefit from your skill or services and what needs you will fulfill, so now it's time to get specific and develop a list of people you can pitch your services to.

The easiest people to target are those who have worked with you in the past and liked what you did for them. The hardest people to sell your skills to are people who have no idea who you are and no experience of the benefits you can offer them. Use the following grid to list your hot, warm and cold leads.

[Refer to Worksheet #5](#)

PITCH TIP: Think outside of the box – don't just target the obvious. What parallel clients or industries could you approach?

Tips on how to research and populate your chart:

Know your industry (or industries) and make client research a part of your daily routine. Know who the players are, who's doing what and who has moved where.

- Read trade publications
- Go to networking events within your industry
- Talk to your peers
- Participate in webinars
- Review client's websites
- Participate in social networking – Twitter/curated content

4) CREATE A COMPELLING PERSONAL BRAND

Your Personal Brand is comprised of the touch-points that your audience uses to build their perception of you and what you do.

The 3 main elements of your Personal Brand are the following:

- 1) Your visual identity – logo, color palette and it's application to your communications
- 2) Your brand tone – the language you use to communicate with your audience
- 3) Your personal image – the way you dress, speak etc.

Let's approach each element one at a time:

1) Your Visual Identity

- Does your visual identity reflect who you are?

If you're a massage therapist with a penchant for bo-ho chic, a super clean, ultra modern identity will seem incongruous. Let your personal values and aesthetic inform the look and feel.

- Think about your color palette.

My sister runs a children's ballet school and everything is pink and purple (and features more than the occasional starburst). Alternatively, the color palette for business, Plum Creative (which represents high-end creative talent such as art directors, copywriters and illustrators), is muted grays, plums and white. You get the picture.

- Ensure that your identity is consistent

Make sure that your brand identity is communicated consistently across all communications – from your business card and stationary package to your website or blog.

- Create a good website.

Your website is probably your most important communication tool so make sure it's well designed, easy to navigate, consistent with your visual identity, well-written and informative.

Refer to [Worksheet #6](#)

PITCH TIP: Your identity isn't written in stone and may change as your career evolves. Just be sure to approach any changes strategically to ensure your customer is not confused.

2) Your brand tone – the language you use to communicate with your audience

Your Brand Voice is the language and tone you use to communicate (both verbally and in written form) with your audience. By developing a distinctive and relevant brand voice, you emotionally connect with your target audience and distinguish yourself from your competitors. Developing your voice doesn't have to cost you anything, but it does take time and energy to define and implement. Here are 4 ways to find YOUR Brand Voice.

1) Are you talking to me?

Who is your target audience? Think about what's important to them and how your brand adds value to their life. How are you speaking to them? Does it resonate?

2) Do you sound like 'you'?

The more authentic your voice sounds, the more your audience will identify with your brand. Your brand voice allows your customers to get to know, like and trust you. Skip the jargon and speak to your customers as if you were face to face with them.

3) Work on it.

A great way to work on your voice is to write a blog. I know from personal experience that this can be a daunting prospect at first, but when you find your voice you'll know it and the more you do it the easier it comes. Oh, and edit yourself ruthlessly - the easier it is to read, the more it will connect.

4) Consistency is Key

From your website and new business letters to how you answer the phone, it's crucial that your brand voice be consistent across all your communications. If more than one person is writing on behalf of your brand create a brand language manual. It needn't be complicated (a binder will do), but it should outline the structure and tone of each of your communications.

5) Think twice before you write

I'm sure you've heard this before, but it's crucial that you monitor what you write and post on social media sites. Your posts are not as private as you think, they are stored forever and I promise that if you say something you shouldn't, it'll come back and bite you. Now that's not to say you can't be yourself – just be conscious. If you wouldn't want your grandmother or potential boss to read/see it, don't post it.

[Refer to Worksheet #7](#)

3) Your personal image – the way you dress, speak etc.

It's one of life's unfair truths, but the way you present yourself influences how people perceive your skills or service so having a personal image that aligns with the impression you want to make is really important. Your personal image is not so much how you **look**, but rather, how your **present** yourself. So before we share some helpful tips, let's clarify what it's NOT about:

- It's not about spending every last cent on a brand new wardrobe
- It's not about losing 10 pounds
- It's not about being someone you're not
- It's not about spending \$1,000 on a handbag

So what IS it about? Well, there are a number of factors involved - from how you dress and carry yourself to your conversation skills and table manners - but stripped down to it's most simple definition, ***it's the impression you make when you walk into a room and how people feel when they interact with you.***

Here are some tips on how you can put your best foot forward:

1) Look at people you admire.

Check out people within your industry that you admire (for whatever reason). How do they present themselves? What exactly is it that resonates with you? How do they distinguish themselves from others? By answering those questions you'll learn what qualities you value and would like to incorporate into your own personal image.

2) Be true to yourself.

People can spot a fake a mile away, so make sure your personal image feels authentic to you. For example, when I got my first 'proper' job, I rushed out and bought several suits that were more appropriate for Hillary Clinton than a 20-something wanting to work in the creative field. Then I went too far in the other direction and rocked my version of 'Cool Britannia' - sneakers, jeans and funky t-shirts. Once I figured out that *my* best professional look was 'ladylike-with-a-little edge', I was on the right track.

3) Think about the big picture

It's not just about how you put yourself together - it's how you carry yourself, the confidence you have when you enter a room, your body language, etc. Now that last thing we want is for you to feel self-conscious about how long is too long to maintain eye contact etc. so instead of getting caught up in the details, focus on the other person and the impression you'd like them to have of you.

4) Don't hide what makes you special

Have you noticed how the 'special' factor comes up again and again? That's because what makes you unique is what your audience will respond to and remember. If you're known for your great sense of color, work it. Who cares if black is the new black?

5) Ask friends or family how they would describe your style. The image you want to project might be different from the perception others have of you.

Refer to Worksheet #8

PITCH TIP: Your personal identity will evolve as your career does. Continue to pay attention to it and tweak it as necessary.

5) CURATE AND PRESENT YOUR WORK

Cast your mind back to the first worksheet you filled out. You wrote down what you love to do, what people come to you for etc. Now, combine that with the types of clients you've defined as ideal for you (worksheet # 5) and use that information to curate your work. So, if you love typography and layouts and your target clients are magazines and publishers – showcase work that speaks to that.

It used to be that all you needed was a portfolio, but now your work is going to appear in several applications – a portfolio (maybe), a PDF that you can email and on a website. Whatever the application, the CD (or whoever you've sent it to) will most likely flip through it, so it's got to make a great and lasting first impression.

What makes a good presentation?

A good presentation tells a story that connects with the viewer. Your book should communicate what you do, what you stand for and what you can offer the viewer. It should also stand alone – meaning you don't need to be there to take them through it.

Here are 10 tips on how to tell your story:

1) Stay focused. Keep your target client in mind when deciding what to include.

2) Less is more. If it doesn't support your vision, don't include it. I'd rather see a slim book of great work, rather than one padded with work that would be best left out.

3) Go with the flow. The order in which you present your work has a huge impact on the viewing experience. You probably know this trick, but print out the work, lay the pieces on the floor and switch them around until it feels right.

- 4) Fake it till you make it.** If you feel your book is a bit light on the projects you'd like to be doing, create some mock-projects. They'll showcase your aesthetic applied to a client-targeted format.
- 5) Show your thought process.** If you designed a logo, application to stationary package and seasonal catalog for a client that shows how you can develop an identity and extend it across multiple platforms.
- 6) Edit.** Edit your book to suit your client. Make sure that the work that will speak to them is up front.
- 7) Design it.** Your presentation should be a piece of design in itself. As your career develops your work will become stronger and more consistent. In the meantime, a cohesive presentation design will help tie the pieces together.
- 8) Use your voice.** Remember in the Personal Branding chapter we spoke about brand voice? Well, now is the time to use it. An introduction, a word or 2 about each project, who you did it for and what solutions you created. Use language to tell your story (I love a witty bio, it personalizes the book) and typeset the copy pages so that it becomes a part of the design.
- 9) Get Creative.** If you decide to make a physical book, make sure it looks impressive. It doesn't have to be leather embossed but it should look good. I can't tell you how many books I've seen with ads literally torn out of magazines and put crookedly into the sleeves. It should look professional, stand out and represent you well.
- 10) Be Consistent.** Make sure that your presentation is consistent across all mediums from portfolio, PDF and website to social media (where possible).

Refer to Worksheet #9

6) MAKE YOUR PITCH TO PROSPECTIVE CLIENTS

You've spent a lot of time and energy determining who has a need for your services – now it's time to track them down and connect with them. This is a combination of sleuthing, guts and persistence. Your first step:

Get their digits

You've now got a list of target clients - some you have the names and numbers for and some you don't. While it's much easier than it used to be (I used to use a phone book!), getting to the right person takes a bit of sleuthing. Here are a few tips on how to get those unknown names and numbers...

1) Find out the title or position of the person who has the power to hire you .

Note: that person will hold different titles depending upon where they work e.g. a magazine, an advertising agency or a brand.

2) Use your existing contacts to gather information

People like to help each other. Take people you know and have worked with out for lunch or coffee – run your idea by them and get their thoughts or feedback. Again, think outside of your direct industry.

3) Use LinkedIn – invaluable to getting to the right person

4) If you're interested in a particular brand, but have NO contact – call the corporate HQ. Once there, speak with the receptionist and ask to speak with the **title position**

5) Sometimes, said receptionist won't put you through without a name – ask if you can be put through that department. Someone will generally pick up there and will probably point you in the right direction.

Get in touch with your client

This is where all the work and research that you've done until now comes into play. This is your **opportunity to connect** with your client. You can use a variety of methods, in a variety of orders, but let's start with the main 3 – the phone call, in writing (letter or email), and social media.

MAKING THE PITCH PERFECT COLD CALL

Now I know that 'Cold call' are two words that send an icy shiver down the spine of most people, but this is usually due to a fear of the unknown, or being rejected. We can eliminate the fear of the unknown by being prepared, and as far as rejection goes – you just need to get over that. The reality is that 9 times out of 10 you'll get a 'no', but each 'no' gets you closer to a 'yes'.

- 1) know the title of who you're trying to reach
- 2) have your expandable pitch ready
- 3) have any research in front of you
- 4) a pad and pen
- 5) your phone number and any other info in front of you.

Now take a deep breath and pick up the phone!

DO's AND DON'Ts

DO practice

DO call first thing in the morning

DO visualize the desired outcome from this call e.g. permission to send materials, to get a meeting, a project etc.

DO ask how they are and ask if they have a moment? If they say they're heading to a meeting, ask when a good time would be to call back.

DO speak well

DO stand up when you call

DO be prepared to leave a well-articulated message, including your name, the time you called and when/how you'll follow up (more of this in the next section)

DO follow up when you said you would

DO take notes so that when people call you back you know who they are

DO be prepared to discuss money

DON'T make the call if you don't feel enthusiastic and confident in your pitch - it will come across.

DON'T leave repeated messages

DON'T rush your pitch. Nerves tend to make us chatter, try and slow it down and actually listen to the other person's responses.

DON'T plough into your pitch without gauging the recipient's mood. If they're not feeling receptive, they'll feel ambushed

DON'T take it personally if they don't call back. People are busy and usually call when they have an actual need.

Potential scenarios/responses

We already mentioned the 'fear of the unknown' factor when it comes to making cold calls. You've done your research, so you're in good shape. It's helpful to think about the possible scenarios ahead of time – that way when they crop up, you're not thrown off and you can respond accordingly.

The chart on the next page might help you. It was developed by Tom Missler (<http://www.misslerdesign.com/>) as a visual guide that he could use when making calls. Tom kindly gave me permission to share his tool with you.

WRITING THE PITCH PERFECT LETTER OR EMAIL

You can send an introductory letter or email in any order/combo with the cold call.

Refer to worksheet #12

DO's and Don'ts

DO spell / grammar check

DO create a new business pitch template that you can adjust to suit each client

DO make sure it's succinct and well written

DO run it by a colleague or someone you trust

DO attach a visual where appropriate.

DO email the assistant. If your prospective client is very senior, chances are the assistant goes through the emails and if yours stands out, puts it in front of the boss (at a time when he/she can actually review it)

DO sign off with 'best wishes', 'regards' etc. and your name.

DO end your email by stating that you'll follow up in a couple of days with a call

DON'T assume that an email is informal. Write it as you would a letter – if you would not print it out and post it, don't hit 'send'

DON'T send the same email each time and just plug in a new name. Create a template by all means, but adapt each one so that it's relevant to each client's needs.

DON'T bombard prospective clients with email blasts – you don't want to be a spammer.

CONNECTING ON-LINE

Depending upon how digitally savvy your client is, see if you can follow them on social media. Perhaps the creative director you just spoke with is really active on twitter or facebook. The more you know about the company, the better you'll be able to tailor your communications.

This is another reason why you want to be sure your on-line image is on-point. If they follow or friend you back, that last thing you want them to read is how drunk you got last night.

If you put some effort into reaching out and making connections, you'll build a focused network of connections upon which you can build relationships.

7) CONDUCT THE PITCH PERFECT FOLLOW UP

You've reached out to new people and, while they may not have an immediate need, something perfect for you may arise and you want to be sure they think of you. If you never reach out again, you may as well have not made the call, so it's important to follow up.

Here are some tips:

- 1) Stay in touch with them indirectly via social media. By posting articles, work of other designers/artists/illustrators that may appeal to them. Position yourself as someone who has great taste and judgment.
- 2) Ask if it would be OK to add them to your mailing list. Specify what you will be sending e.g. recent work and how often (don't bombard them). Focus on the benefit to them when you make that request.
- 3) Check in via email every 3-6 months. Make sure you have something new to share/say in the email. Perhaps you want to share a recent project that you thought might be of interest.

You might find that your potential client doesn't immediately connect the dots. People are busy and often they're just thinking about what's on their plate right now. It helps to think ahead to possible responses and what your answer might be. The best possible outcome is that you always leave the door open. Here are some possible responses to help you do that:

We like what you do, but we're not sure how to use you

Use the info you've already gathered on why your service or skill will benefit this particular client. You may have suggestions that they haven't even thought of

We have an in-house creative team or agency

Position yourself as a resource that can be used in tandem with their in-house team, as well as an independent resource.

We don't have an immediate need

Ask if you can check in periodically with news and updates.

You're not the right fit for our company

Accept it graciously and thank them for their time. But remember, not all people in a company think the same way, so don't totally write them off.

No Response

Treat this the same way as you would with your calls. Check in one more time via phone or email. After that, reduce contact to check-ins every few months.

Refer to worksheet #13

8) YOU'RE UP FOR THE PROJECT – NOW WHAT?

You now need to wear 2 hats – you're the creative talent and you're the project manager. So let's start with a list of things/information you'll need to get so that you can be fully prepared for the task.

The first thing the client's going to ask for is a proposal or estimate (sometimes called and RFP). This will serve as the roadmap for the project, so it's important that you give it careful consideration. Remember, just because it works on paper is no guarantee that it'll work in real life, but if it doesn't work on paper, it doesn't have a hope of working in real life.

You will need to understand the scope of work, timing, budget and deliverables so set up a time to briefed (preferably in person) by the client. The brief is your chance to get all the information you need, so be sure ask strategic questions so you're fully prepared when it comes to writing the proposal and executing the creative. Here are some questions you might ask:

- What is their objective? e.g. to reach a younger audience, to resolve a specific issue
- What is their creative vision?
- Who is their audience?
- Is the creative project in alignment with their current brand positioning or are they re-positioning the brand?
- If they are re-positioning – why? Are they not connecting with their audience? Do they want to reach a wider demographic, do they want to feel more modern and fresh?
- What do they like about how they present themselves and what would they like to change?
- What brands do they associate themselves or their customer with?
- Do they have reference materials/assets?
- What's their timing?
- What's their budget?

9) WRITE AND NEGOTIATE YOUR PROPOSAL

There are 2 parts to this section – first you have to write a great proposal and then you have to negotiate it with your client and close the deal.

1) Writing your proposal - A good proposal should:

- Be based upon the creativity of your work or pitch (after all that's why they're hiring you), while also presenting the project as a viable business proposition.
- Clearly define the scope of the work
- Establish expectations & clarify the terms of your agreement.
- Serve as a road map the project.
- Give both parties the opportunity to discuss any issues, questions, concerns before the project starts.

Refer to worksheet #14

PITCH TIP: It helps to visualize the creative process as you write the proposal

2) Negotiate your proposal

Before sending the proposal, establish a time for a follow up call with the client so that you can review the proposal with them and answer any questions.

- **DO** be prepared to negotiate. Know where you can budge (and how much) and where you can't.
- **DO** build a negotiation buffer into your fee – the client will always try and talk you down. This allows you to still make what you need, while making the client feel accommodated and understood.
- **DO** ask what their budget is
- **DO** have legitimate reasons why you can't negotiate on certain points
- **DO** hear your client out before responding
- **DO** remember, as close as you are to your idea, this is business
- **DO** revise your proposal accordingly so that the client can sign off.

- **DON'T** aim too low with your fees. Find out what the industry standards are (there are pricing guides, you can also ask around) and ask for what you, your experience and your idea are worth
- **DON'T** say 'no' or 'can't' outright if you can help it. Try to work it into a positive statement
- **DON'T** take any questions personally
- **DON'T** feel obliged to give answers on the spot. If you're not sure, or need more time to think about it, it's perfectly acceptable to tell the client you'll be happy to get back to them on that.
- **DON'T** feel intimidated.

10) MAKE YOUR PRESENTATION

The most successful creatives are those who can present their work effectively - establishing a connection with the client, focusing on their objectives and showing them how you have met them. If you don't lead the presentation, or worse still, just email the work, you're leaving a lot to chance.

I understand that presenting work can be intimidating, but it gets easier the more you do it. Here are a few tips.

- 1) Make the presentation in person if at all possible. If not, set up a conference call and present it over the phone. Tip: Don't send the presentation through until 15-20 mins before the meeting and ask the client not to look at it until you're all on the phone.
- 2) Have the presentation available in digital & printed form. The printed version should either be bound or mounted (I prefer bound as it's more convenient for the client and takes up less room in their office). By leaving a printed version with the client, you give them the opportunity to spend more time with it, absorb it and share it with colleagues. It also looks more impressive in printed form.
- 3) Use copy to help tell your story. Include a written intro in your digital/printed presentation and clearly delineate concept directions, which should be like chapters.
- 4) Once you're set up and ready to go, start with a verbal introduction of yourself to the team and re-cap the objectives for the project, as well as a brief outline of what they can expect to see.
- 5) Sell it in – As you take them through the presentation, speak to their objectives and reinforce how you have met them with each direction.
- 6) Take your time and make eye contact. Read how your audience is receiving the presentation and invite questions or feedback.
- 7) Be yourself.

Now some presentations go like a dream, but not all do. It happens to the best of us, so what do you do, if things aren't going well?

- 1) Remember, creative projects are about finding a creative solution. Think of this as a valuable opportunity to get feedback that will help you find that solution.
- 2) Take your ego out of the equation. This is about the client and their needs NOT about their rejection of you.
- 3) The reason we build in refinements is so the creative can evolve (or change direction totally). This is all part of the process.
- 4) Try not to take it personally. It will be much easier to determine what things aren't working and what things have potential if your emotions aren't in the way
- 5) Engage the client. Ask them directly for feedback. Ask if there are any aspects that they do like and offer suggestions on how they might be developed. Gauge their response to your suggestions to see if you're on the right track.
- 6) Be professional and thank them for their input. It's natural to feel disappointed, but you don't want to show it.
- 7) Leave the meeting with clear next steps outlined – what you will do and when you will present it.
- 8) Go back to the drawing board.

11) MANAGE YOUR PROJECT LIKE A PRO

Project Management when done well can **turn your prospective client into a satisfied client into a repeat client**. It's important that you develop a **system** that allows you to spend less time managing your projects and more time doing the actual creative.

TIPS:

1) Create a Project Blueprint. (aka a proposal). The Project Blueprint will be your roadmap and taking the time at the start of the project will help it run smoothly.

2) Manage expectations. Establish expectations in the 'closing the deal' phase and before starting work. This gives you and your client a chance to discuss these when nothing is on the line and is your best insurance against misunderstandings.

3) Have a point person. Agree with your client on who this will be before starting work. This will be the person who traffics all information, feedback, and request from the client side. Your point person should compile all feedback and give that to you at one time.

4) Get organized. Refer to [worksheet #15](#) for the project management must haves

5) Plan your time before your day starts

When you've got lots of plates spinning at the same time, it's very easy to slip into a reactionary work mode. Break your day into blocks of time and start with the priorities. What you don't achieve goes on your 'to-do' list for the next day.

6) Sign off on creative

At the completion of each phase, have the client physically sign off. This will be your insurance if they say they didn't approve it.

12) TURN YOUR CLIENT INTO A REPEAT CLIENT

It takes a lot of effort to build trusted client relationships. Continually evaluate how your skill or services benefit the client. Do you:

- Fulfill an on-going need?
- Make their life easier?
- Make them look good?

I have a list that I call '**MY TEN**'. These are the top 10 clients that I either do a lot of business with already, or I feel I could turn into repeat clients. These are the factors I use to compile this list:

- Current clients - I'm a 'known quantity'
- Clients I've worked with in the past, but they never became repeat clients
- People that I've worked with at one company, who have now moved to another

Refer to worksheet #16 for your 'TEN'

Now, nurture these clients. Successful working relationships are just that....relationships. You weather tough times together, you do each other favors, etc. Be there for them. Let them know that whatever they need you'll do everything you can to meet that need.

Helpful Resources:

Website Design/templates

3SL Design: <http://3slcreative.com/>

<http://www.wix.com/>

<http://www.squarespace.com/>: (in conjunction with slideshowpro as a slideshow for your portfolio)

<http://www.jimdo.com/index.php>

Industry organizations

AIGA: <http://www.aiga.org/>

Art Directors Club: <http://www.adcglobal.org/>

Freelancers Union: <http://www.freelancersunion.org/>

Books

Pricing & Ethical guidelines

Creative Inc. by Meg Mateo Ilasco and Joy Deangdeelert Cho

Rework by Jason Fried and David Heinemeier Hansson

Making Ideas Happen by Scott Branson

Blogs/websites

Behance: <http://www.behance.com/>

Seth Godin <http://sethgodin.typepad.com/>,

Marketing Mentor - <http://www.marketingmixblog.com/>

Copyblogger: <http://www.copyblogger.com/>

Down to Earth Finance - <http://downtoearthfinance.com/blog/>

Good Cents Bookkeeping: www.goodcentsbookkeeping.com

Thanks for coming today!

If you'd like to know more about Pitch Perfect, please do sign up for my newsletter at <http://www.pitchperfectpresentation.com/> Just click on the green rectangle in top right corner for news of upcoming workshops, helpful tips, resources and offers.

As a gift to you, I'm offering a 15% discount off of any of my one on one consulting packages. Just mention that you were at senior week, 2011 when you call and book.

In the meantime,

*Happy pitching,
Justine*