

MARKETING
MENTOR

advice, accountability & assistance
for creative businesses

The **30** *Minutes* *a Day*

Marketing Plan for Creative Professionals

Get better clients in 2016

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Every year, I try to create a marketing plan that is simpler than the last. This is the simplest plan I've developed so far, although it may not be obvious from the 250+ page count.

The premise is that if you commit to spending 30 minutes each day on your marketing, your business will grow in the direction you want it to. I know you rarely have big blocks of time to devote to marketing. That's why this plan is designed so you can get a little something done — make a little bit of progress — every day without having to wait for an entire afternoon to open up.

I know you you're running a business (and a life) so you don't have much time to do your marketing. That's why this plan gives you a smorgasbord of proven techniques that work well together. Choose from the 20 most effective marketing tasks that can be done in 30 minutes each.

I know your workload ebbs and flows and you can't focus on marketing for days at a time. That's why it's designed so you can dip in and out, depending on how much is on your plate on any given day and where you are in your growth process.

I know that things are constantly changing and you may find yourself needing to cultivate relationships one day and connect with people the next. That's why this plan is designed to be really flexible. Each day, you ask yourself: What do I need to be doing today: choosing, connecting, cultivating or credibilitating?

You find where you are in the process, which stage you're in and you do the tasks for that stage, day after day if that works for you or stay on one task for 30 minutes a day until it's done. You can use this flexibly. You can start at the beginning and work your way through it. Some tasks will take you one day, others will take you a week. I can't control that, but you can.

We know that things happen and you won't spend 30 minutes every day. But what's important is that you commit — and recommit — to trying. Over the years I've noticed that it's not by perfectly following a plan word for word that gets the results, but rather by moving toward your goals each day, cumulatively, almost without your awareness. Try it and see what happens.



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Overview

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
	Choose	Connect	Cultivate	Credibilitate
Where to start? Click to jump				
If you are:	<p>Just starting out or ready to take your business to the next level</p> <p>...</p> <p>Feeling scattered and unfocused</p> <p>...</p> <p>Ready to narrow your focus and pick a niche (or 2)</p>	<p>Getting clearer on who your ideal clients are</p> <p>...</p> <p>Identifying your target markets</p> <p>...</p> <p>Ready to try out your pitch on them to see how they respond</p>	<p>Clearer on who you want to work with and speak to</p> <p>...</p> <p>Building positive relationships with better prospects on the horizon</p> <p>...</p> <p>Clearer on what they care about and where they hang out</p>	<p>Clearer on where your content comes from</p> <p>...</p> <p>Clearer on what your best prospects care about</p> <p>...</p> <p>Leaning toward particular formats</p>
Then you need:	<p>To make some decisions so you can take action.</p>	<p>To connect with real people.</p>	<p>To find the content that will speak to them, engage them, make them see that you get them.</p>	<p>To build your platform and content library.</p>

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 "30 Minutes/Day Marketing Plan for Creative Professionals: Become a Thought Leader (Advanced),"
[click here!](#)