

MARKETING MENTOR

Marketing-Mentor.com

the sky's the limit for Fearless Freelancers



Creative Freelancer Business
Conference 2014 (HOW Design Live)
with Ilise Benun of Marketing-Mentor.com

Part 1

do you have what it takes?

There are **12 qualities you need to be a successful freelancer.**

For each one, rate yourself on a scale of 1-5 (1 is lowest, 5 is highest).

1	CURIOSITY	1	2	3	4	5
2	SELF DISCIPLINE	1	2	3	4	5
3	PROFESSIONALISM	1	2	3	4	5
4	ORGANIZATIONAL SKILLS	1	2	3	4	5
5	COMMITMENT	1	2	3	4	5
6	SELF AWARENESS	1	2	3	4	5
7	SELF CONFIDENCE	1	2	3	4	5
8	PATIENCE	1	2	3	4	5
9	FLEXIBILITY	1	2	3	4	5
10	PERSISTENCE	1	2	3	4	5
11	COMMUNICATION SKILLS	1	2	3	4	5
12	DEALING WITH CHANGE	1	2	3	4	5

Part 2

networking prep

To make the most of your CFBC/HOW Live experience, you must be at your networking best. To prepare you for that, here are **3 ways to approach your "Elevator Pitch."**

Version 1 *emphasize client needs*

What do your clients come to you for? What is the deliverable that they are looking for and what words do they use to ask for it?

With that language in mind, use this formula for your elevator pitch: *I work with (blank and blank) and I provide (blank, blank and blank) for them.*

Version 2 *emphasize client results*

What result is your client expecting from your work? More sales? More traffic? Increased awareness? Time saved?

With that language in mind, use this formula for your elevator pitch: *I work with (blank) and I help them achieve (blank and blank).*

Version 3 *emphasize client pain*

What pain or problem is your client hoping you will solve? Low sales? Low traffic? Embarrassing, out of date or confusing marketing materials? Time or resources wasted?

With that language in mind, use this formula for your elevator pitch: *I work with (blank) and I eliminate or improve (blank and blank) for them.*

Find us: Marketing-Mentor.com + [@MMToolbox](https://twitter.com/MMToolbox)

If you are serious about **growing your creative business** and want **guidance** and **accountability**, take advantage of the FREE mentoring session with Ilise Benun. Fill out the form here: www.marketing-mentor.com