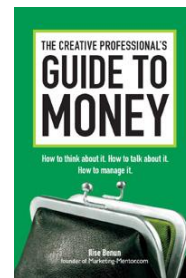


Preview...

The Creative Professional's Guide to Money:

How to think about it. How to talk about it. How to manage it.

By Ilise Benun, founder of Marketing-Mentor.com



Title?

Goal #1 Balance your client roster

Who does your work come from? List your major clients and the percentage of your overall work they provide:

1. Client: _____ Total 2010 Revenue: _____ Percentage: _____
2. Client: _____ Total 2010 Revenue: _____ Percentage: _____
3. Client: _____ Total 2010 Revenue: _____ Percentage: _____
4. Client: _____ Total 2010 Revenue: _____ Percentage: _____
5. Client: _____ Total 2010 Revenue: _____ Percentage: _____

Goal #2 Get more of your favorite projects

What was your favorite project in 2010? What did it entail? Did it involve working with your brains or your hands? Or what kind of combination of both?

What are the pros and cons of one-off projects vs. campaigns?

Goal #3 Get more of the most lucrative projects

Which projects are most lucrative? Which ones take the least time and bring in the most money?

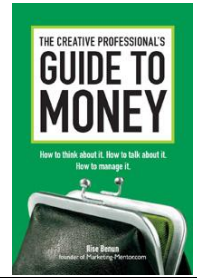
Which projects are most profitable when contracted out to others, and which are most profitable when you do all the work yourself (or in-house)?

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Goal #4 Make more money

My revenue for 2010 is: _____

This is an increase/decrease from 2009 by: _____

If I increase my 2010 revenue by:

10% it will be: _____ 15% it will be: _____ 20% it will be: _____

What is a realistic revenue goal for 2011? _____

What could you do to reach that goal? (Most of the time, it's just a question of effort.)

