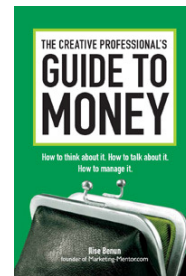


Preview...

# 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



## Can You Pick Your Ideal Clients Out of a Lineup?

This worksheet will help you discover what separates your Typical Clients from your Ideal Clients--the ones you can help the best--so you can find them and pursue them.

What do they say when they know they need your services and are ready to move forward? That's what you should be listening for. To help us determine what your Typical Clients and your Ideal Clients say, fill in the blanks for this blurb, by using the checklists below.

### Here is the Typical Client blurb:

*Our [new/successful] [type of business] is in the [industry] and we offer [what they offer]. This company has approximately [number of employees] with an estimated annual revenue of [annual revenue] and we do business in [location]. What we'd like from you is [what they need] and we need it [how often] and we are willing to pay [their budget]. Your services are [essential/a luxury] to us. For our survival we need you to [for survival]. We continue to do business with you because [loyalty] and when we are ready for the next level we know you will [moving ahead].*

### Part 1: To Fill In the Blurb, Let's Take a Look at Your Typical Clients

Your Typical Clients are the ones who come to you. They keep you afloat and you rely on them. Use the lists below to create a description of your Typical Clients and assess why they want you and need you. Select as many items from each column that apply.

### Describe Your Typical Clients: New in Town or Already Successful?

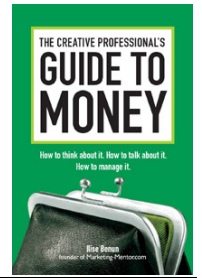
Type of Business	Their Industry	What They Offer
<input type="checkbox"/> for-profit	<input type="checkbox"/> finance	<input type="checkbox"/> services
<input type="checkbox"/> non-profit	<input type="checkbox"/> healthcare	<input type="checkbox"/> products
<input type="checkbox"/> corporation	<input type="checkbox"/> technology	<input type="checkbox"/> retail
<input type="checkbox"/> small business	<input type="checkbox"/> publishing	<input type="checkbox"/> online
<input type="checkbox"/> solopreneur	<input type="checkbox"/> government	<input type="checkbox"/> business to business
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

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



## Number of Employees

- 0-10
- up to 50
- up to 100
- more than 100
- thousands
- other \_\_\_\_\_

## Annual Revenue

- 10K to 50K
- 50K to 100K
- up to 500K
- millions
- billions
- other \_\_\_\_\_

## Location

- local to me
- regional to me
- US only
- US and international
- international only
- other \_\_\_\_\_

## Why Your Typical Clients Need You

### What They Need

- routine maintenance
- annual project
- on-going projects
- multiple projects
- one-off projects
- other \_\_\_\_\_

### How Often

- daily
- weekly
- monthly
- once in awhile
- rarely
- other \_\_\_\_\_

### Their Budget

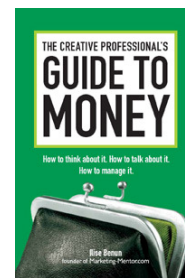
- high
- average
- low
- cheap
- obscene
- other \_\_\_\_\_

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



## Why Your Typical Clients Want You: Are You Essential or a Luxury?

Survival	Loyalty	Moving Ahead
<b>You:</b>		
<input type="checkbox"/> pump in the oxygen	<input type="checkbox"/> “without you, we die”	<input type="checkbox"/> “push us, we’re afraid”
<input type="checkbox"/> get them going	<input type="checkbox"/> “you rescued us”	<input type="checkbox"/> “Hold on: bumpy ride”
<input type="checkbox"/> provide a multi-vitamin	<input type="checkbox"/> “you’re like family”	<input type="checkbox"/> “Loan us your GPS”
<input type="checkbox"/> offer a hearty meal	<input type="checkbox"/> “we just like you”	<input type="checkbox"/> “Make our reservations”
<input type="checkbox"/> are like a candy bar	<input type="checkbox"/> “you’re the best”	<input type="checkbox"/> “Rev the engine”
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

Now, remember the blurb from above? It’s time to fill it in with the items you checkmarked from the lists. This will create the language you want to hear when your Typical Clients call.

### Fill in the blanks for your Typical Client

*Our [new/successful] [type of business] is in the [industry] and we offer [what they offer]. This company has approximately [number of employees] with an estimated annual revenue of [annual revenue] and we do business in [location]. What we’d like from you is [what they need] and we need it [how often] and we are willing to pay [their budget]. Your services are [essential/a luxury] to us. For our survival we need you to [for survival]. We continue to do business with you because [loyalty] and when we are ready for the next level we know you will [moving ahead].*

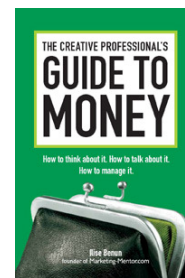
That’s your Typical Client. You’re ready to move on to Part 2 of this worksheet to see how the qualities you value in your Typical Clients can be found in your Ideal Clients.

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



## Part 2: Let's Dream Up Your Ideal Clients

Now that you know the language you value from your Typical Clients, use the same lists of choices to create the language you want to hear from your Ideal Clients. Select as many items from each column that apply.

### Describe Your Ideal Clients: New in Town or Already Successful?

Type of Business	Their Industry	What They Offer
<input type="checkbox"/> for-profit	<input type="checkbox"/> finance	<input type="checkbox"/> services
<input type="checkbox"/> non-profit	<input type="checkbox"/> healthcare	<input type="checkbox"/> products
<input type="checkbox"/> corporation	<input type="checkbox"/> technology	<input type="checkbox"/> retail
<input type="checkbox"/> small business	<input type="checkbox"/> publishing	<input type="checkbox"/> online
<input type="checkbox"/> solopreneurs	<input type="checkbox"/> government	<input type="checkbox"/> business to business
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

Number of Employees	Annual Revenue	Location
<input type="checkbox"/> 0-10	<input type="checkbox"/> 10K to 50K	<input type="checkbox"/> local to me
<input type="checkbox"/> up to 50	<input type="checkbox"/> 50K to 100K	<input type="checkbox"/> regional to me
<input type="checkbox"/> up to 100	<input type="checkbox"/> up to 500K	<input type="checkbox"/> US only
<input type="checkbox"/> more than 100	<input type="checkbox"/> millions	<input type="checkbox"/> US and international
<input type="checkbox"/> thousands	<input type="checkbox"/> billions	<input type="checkbox"/> international only
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

As you did for your Typical Client, fill in the blanks below with the items you checkmarked to create the language you want to hear from your Ideal Clients so you will recognize it when you find it.

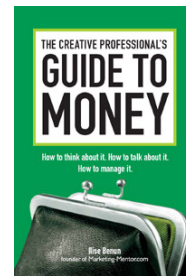
*We are a [new/successful] [type of business] in the [industry] and we offer top-quality competitive [what they offer]. This company has approximately [number of employees] with an estimated annual revenue of [annual revenue] and we do business in [location]. What we are looking is [what they need] and we need it [how often] and we are willing to pay [their budget].*

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



To spot your Ideal Clients you must listen for and be ready to respond to the language you just created. As soon as you hear it your next move is to set up an interview. Use the lists below to create the language you want to hear in that interview.

## Why Your Ideal Clients Need You

What They Need	How Often	Their Budget
<input type="checkbox"/> routine maintenance	<input type="checkbox"/> daily	<input type="checkbox"/> high
<input type="checkbox"/> annual project	<input type="checkbox"/> weekly	<input type="checkbox"/> average
<input type="checkbox"/> on-going projects	<input type="checkbox"/> monthly	<input type="checkbox"/> low
<input type="checkbox"/> multiple projects	<input type="checkbox"/> once in awhile	<input type="checkbox"/> cheap
<input type="checkbox"/> one-off projects	<input type="checkbox"/> rarely	<input type="checkbox"/> obscene
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

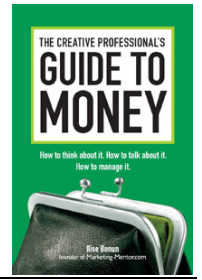
## Why Your Ideal Clients Want You: Are You Essential or a Luxury?

Survival	Loyalty	Moving Ahead
<b>You:</b>		
<input type="checkbox"/> pump in the oxygen	<input type="checkbox"/> “without you, we die”	<input type="checkbox"/> “push us, we’re afraid”
<input type="checkbox"/> get them going	<input type="checkbox"/> “you rescued us”	<input type="checkbox"/> “Hold on: bumpy ride”
<input type="checkbox"/> provide a multi-vitamin	<input type="checkbox"/> “you’re like family”	<input type="checkbox"/> “Loan us your GPS”
<input type="checkbox"/> offer a hearty meal	<input type="checkbox"/> “we just like you”	<input type="checkbox"/> “Make our reservations”
<input type="checkbox"/> are like a candy bar	<input type="checkbox"/> “you’re the best”	<input type="checkbox"/> “Rev the engine”
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

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



### The Interview with My Ideal Client:

**You:** What brings you here today?

**Them:** Our company is looking for someone reliable who can offer us [what they need] on a schedule that is [how often]. For this type of work we have funding that is [their budget].

**You:** Would my services be essential or a luxury for your company? In other words are you struggling or thriving?

**Them:** Your services would be [essential/a luxury]. For our company right now I would describe our ability to survive as we are ready to [survival].

**You:** What do you think is most important for us to work together successfully?

**Them:** Two things: we know we can count on you because [loyalty] and when we are ready for the next level, we hope you will [moving ahead]

**You:** Let's get started!