

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

Survival Blueprint

for Graphic Designers

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>> Avatar

01 >> Who is your dream customer?

Answering this question impacts everything you do. Getting clear on who you want to serve and provide value to gives you a level of clarity that can make you stand out from the crowd of Graphic Designers. Serving your dream customer at the highest level can create an attraction to you and your business. Imagine creating a scenario where your dream customers seek you out and want to work with you.

How would that change your business?

Track Time: See Workshop Session on next page >>



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Brand

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Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Avatar...02



01 >> Workshop Session: Time To Get To Work

Lets figure out who you want to work with if you don't already have this nailed down, by first looking at what motivates you.

1. What kind of Graphic Design mediums do you absolutely love to work with?

2. Do you have any mediums or subject matters for Graphic Design projects that come up and demotivate you because you are not into them, they take up too much of your time and you can't get into a good design flow? Hint: It feels like you are forcing it.

3. Do you have specific subjects or themes you love to work with? Hint: An example of this would be that you love to work on Technical Illustrations, or you love to work on Logo's for sports brands.

4. What kind of people do you like to hang out with?

5. Do you like sports, or music, plays, movies or other entertainment? If you do, which ones are you passionate about and love to talk about?

6. When you are with family and friends, are there any topics that you talk about often, that you keep bringing up because you are really passionate about and can't stop talking about it? Write these down, they will fuel your drive!

7. Do you know what kind of lifestyle you want to live? Hint: Example would be an active lifestyle where I am in shape and have the financial means to provide a comfortable lifestyle for myself and my family and live in a nice neighbourhood with good schools.....

8. Are you involved in any clubs, groups, have a membership anywhere, belong to a cause or movement? Do you love volunteering for specific organizations? List all of the things you are into and make you feel good.

9. Where do you like to spend your time online? Hint: List out the social media platforms, blogs, forums, podcasts, youtube channels, forums, portfolio sites etc.

Avatar

01 >> Who is your dream customer?

Brand

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USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

01 >> Workshop Session: Time To Get To Work

Ok, now that we have done a bit of soul searching, lets start to define your ideal avatar, your Dream Customer.

1. What kind of person do you want to work with? Do you care if they are honest, trustworthy and operate with integrity? If that does not matter to you, or maybe you like to work with people who are abbrasive and take a hard line because that somehow motivates you to get things done, that is ok, just be as honest as you can with how you like to work.

2. What market niche(s) do you want to serve and provide massive value to? Is the kind of person you just identified working in this market niche?

3. What kind of medium do you want to work with? Is that medium often used in the market niche you just listed?

4. Does genre matter to you? Are you looking to serve men or women, or moms or single dads? Pay close attention to this, it may be that you are looking to serve any genre, that is fine.



5. Does the ideal person you want to work with love sports, music, plays, movies, are they a car buff or into nature.

6. Does your dream customer hang out anywhere you like to go? Hint: bars, restaurants, events, conferences, clubs, meetups

7. Is your dream customer in shape and eat healthy or live a specific lifestyle you can identify with? Do you live the same way?

8. How does your dream customer experience the content they love to consume about their niche market? Do they listen to podcasts, watch youtube videos, do they read blogs or magazines or specific books?

9. What are the challenges and struggles your dream customer has in their niche business?

Avatar...04



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01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

01 >> Workshop Session: Time To Get To Work

Now it is gut check time. This is where we align what you think you want with what your ideal dream customer needs and see how they match up.

1. What are the challenges or pain points that your dream customers are having in their business, that you can help them solve? What pain points are specific to the Graphic Design services you are offering?

2. Would you hang out with the type of dream customer you have identified that you want to work with? Hint: On a personal level.

3. Do you consume content the same way your dream customer does? Do you listen to the same podcasts, read the same magazines, books etc.? If you don't, are you interested in them?

4. Are you passionate about the same things your dream customer is when it comes to sports, music, movies, or clubs?

5. Do you constantly think about your dream customers and try to figure out different ways you can help them?

6. Are you obsessed with the market niche your ideal dream customer operates in? By obsessed, we mean that you cannot stop thinking about it, consuming content around it, and wanting to learn everything you can about it?

7. Do you have your dream customer nailed down? Be super honest with yourself. Are you happy with your choice? Remember, this is a choice, no one is forcing you in one direction or the other. If you are not comfortable with your choice, then start over, it is that important.

8. Have you talked to your dream customer about their challenges and pain points or are these assumptions you have made based on your observations? You have to communicate with your ideal customer to get these right.

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01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Avatar...05



01 >> Workshop Session: Time To Get To Work

Time to picture your dream customer and describe them. Have fun with this but realize that you are looking to create an Avatar (or customer persona) that will be used to drive decisions when you are growing your business.

1. Give your avatar a name

2. What do they look like, how do they dress?

3. Where would you find them on the weekends, what would they be doing?

4. What books do they read?

5. What podcasts do they listen to?

6. What clubs are they involved in?

7. What causes are they a part of?

8. What kinds of foods or diets are they into?

9. What is their job title?

10. What market niche do they operate in?

11. Who is their customer? What challenges do they have?

12. How is your dream customer solving those challenges? What do they provide their ideal customer?

13. Where are they positioned in the market? Are they a startup, a market leader or operate in the middle and are growing?

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01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Brand

02 >> Who are you and how do others SEE YOU?

As a **Graphic Designer**, 'Brand' reaches far beyond personal branding style or your company branding appearance in the market. What we are talking about here is how your customers see you and your company from a value standpoint. This is where you need to look in the mirror and ask yourself the hard questions about customer perception and being true to who you are and what you stand for in your business and to commit to providing value to your customers and to your community.

This is where you draw the line, become polarizing and attract your dream customers to you and turn off people who are not your dream clients.

Track Time: See Workshop Session on next page >>



Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Brand...02

02 >> Workshop Session: Time To Get To Work

Answer these questions, write the answers down in bullet point or go as long as you need to. *(positive stuff only, no negativity here)*

1. How would you describe yourself as a person, to your friends, your family and your community?

2. How would you describe yourself as a business person, to your current customers and your dream customers?

3. What are the things you say about yourself to friends and family that you do not say to your customers or potential clients?
Hint: You are looking for things you desire and are passionate about personally that you do not mention in your business.

4. If your family or friends were asked to describe who you are, what do you think they would say about you?

5. If your customers were asked to describe who you are as Graphic Designer or business owner, what do you think they would say about you?



6. What are the key differences you see about how your family and friends would describe you, versus your customers? Hint: You are looking for qualities that your friends and family love about you and who you are, that are not coming across to your customers. Stay out of the negative, only list positive stuff.

7. Are there any things that you are passionate about that your friends, family or customers do not know about or would not mention if they were asked to describe you?

8. Ask yourself, how can I take what I am passionate about, that my friends and family would mention about me, and tie that somehow to my business? Hint: What you are looking for are ways to connect with your customers and potential dream customers in areas you are passionate about, so that you attract customers who relate with who you are and what you are interested in and push those away from you that do not share the same interests or passions.
At this point, just identify and list the items and do not worry about how you are going to use them in your business yet. List as many things as you can here.

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Brand...03

02 >> Workshop Session: Building Your Brand

Ok, so now that you identified how people see you, how you see yourself and have outlined what you are passionate about, it is time to put these into action.

Why does that matter and what does it have to do with being an amazing Graphic Designer, or building a business?

When it comes to business, opposites do not attract. Your dream customers need to relate to who you are and what you and your business stands for. If they don't resonate with you, but a competitor does, who is more likely to be working with that customer, even though you are an amazing designer?

Look at your brand as more than a visual representation of who you are or how your business is perceived in the market. Decide what you like, what you are passionate about, what you like talking about or major things you stand for. Capitalize on those key points to help you build your brand, to attract customers to your business, who resonate with you. Build a business working with your dream customers you also want to be around you and your business. Once you have attracted their attention, give them massive value in return and keep them coming back for more.

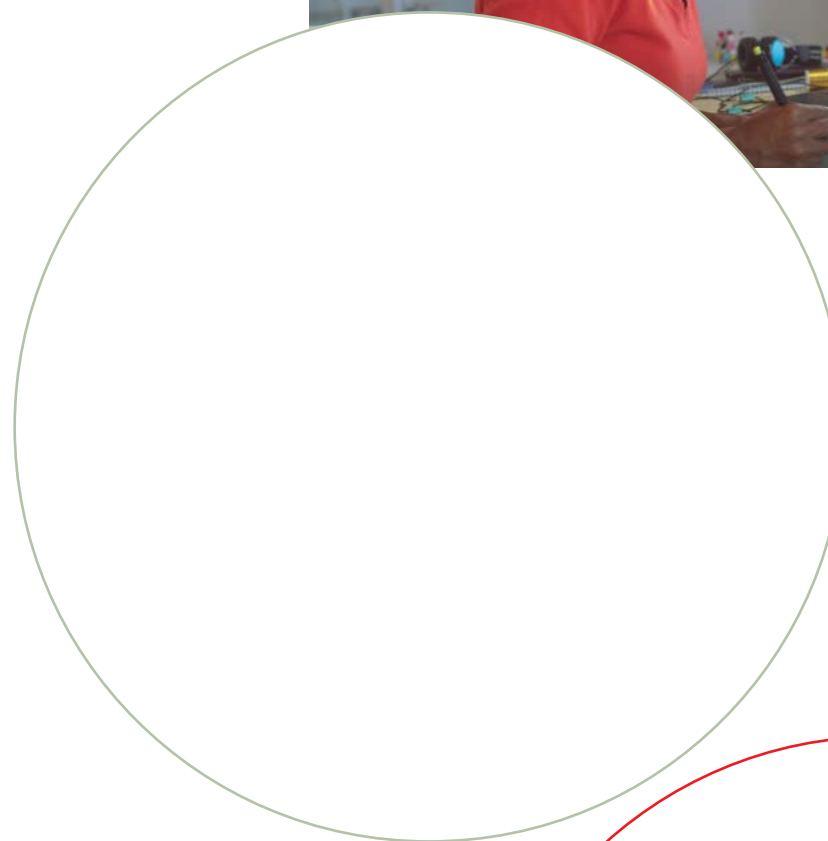
Hint: Be smart about your brand and what you are deciding out of your passions to add into your business. Remember, what you decide as a passion or belief to share, must be common with the passions and beliefs of the people you are trying to attract to your business.

Time to roll up your sleeves...

1. In the two circles on this page, list out all of the things you are interested in, desires, passions etc, that you identified on the previous exercise. In the other circle, list out all of the things your dream customers are passionate about, even list the things they like that you don't, that is ok, you need to completely understand your customer, their desire and their needs.



>> YOU



>> YOUR DREAM CUSTOMER

>> Brand...04

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

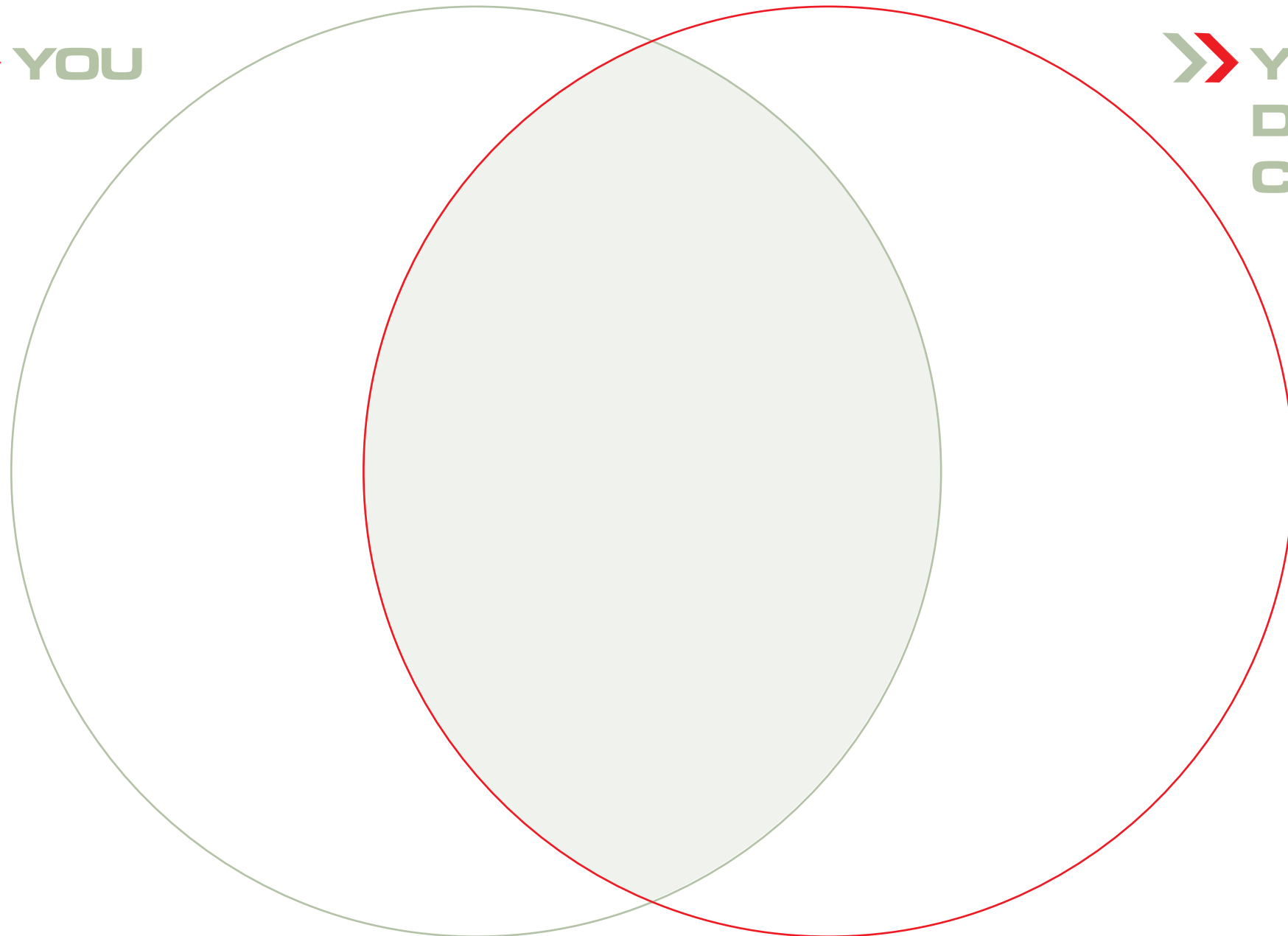
02 >> Workshop Session: Building Your Brand

Ok, now that you have listed out all of the desires you and your dream customers have, organize them, put all of the common ones into the area where both circles overlap. This is where your brand can live and thrive, where your customers will connect with you.



>> YOU

>> YOUR
DREAM
CUSTOMER



Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> USP

03 >> What is your USP (Unique Selling Proposition) Why should anyone want to work with you?

Now that you have defined your avatar and have dug deep into your brand, it is time to figure out how you are going to leverage what you learned and use it to stand out from the crowd. The key is to have a clear USP that you highlight when communicating with your customers, with your business partners and your vendors. It is not just what separates you from the crowd, it makes your brand memorable in the eyes of your dream customer. When your dream customer thinks about what you need that aligns with what you offer, you want them to immediately recall your brand and think about your company as the solution to their problems.

Track Time: See Workshop Session on next page >>



Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

USP...02

03 >> Workshop Session: Time To Get To Work

We are all unique in some way, so lets spell that out and use it to stand out from the crowd.

1. Do you stand for something that is polarizing, do you have a belief that often comes that ever sparks a heated debate?

2. What are personality traits that you feel are unique to you?

3. Do you have a unique design style you can leverage?

4. Do you have a unique back end system you use when you are planning out a design project with a client?

5. Are you certified in any design software like Adobe Illustrator that will set you apart from the crowd?

6. What design school did you graduate from?



7. Have you built a portfolio of work, list the type of work you have in the portfolio?

8. Do you have any customer testimonials? List the names and companies here only.

9. Is your physical appearance unique or striking in any way that would make you stand out from the crowd?

10. Write down anything else you feel is unique about your business, yourself and what you offer to the market.

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> USP...03



03 >> Workshop Session: Time To Get To Work

Define your USP (Unique Selling Proposition) right here, right now.

1. List all of the unique pieces from the previous page about you, your business and what you offer that you feel relate to your dream customer.

2. What are the unique things about you, your business and your beliefs, that you feel will push people away from you who are not your dream customers?

3. What is your top, number one USP that you should always have front and center in your offers to your dream customers?

4. Gut Check: Cutting straight to the point..... How does your Unique Selling Proposition solve your dream customers biggest pain point when it comes to their graphic design needs?

5. Be creative here, let your mind wonder on this one. Write down, sketch, doodle here to brainstorm the various ways you could showcase your USP to your dream customer.

>> Platforms

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

04 >> Where do your customers hang out?

You know your dream customer, you know what they need from a Graphic Designer like you and you know what you can provide that is going to help them with their business. Now you need to figure out where they hang out, online and offline so that you can put yourself and your business in front of them and learn about all the amazing work you are doing.

Track Time: See Workshop Session on next page >>





Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

04 >> Workshop Session: Time To Get To Work

Where do your dream customers hang out online or offline? You need this information so you can strategically get in front of them. Some of these should have been answered in previous workshop sessions, so group everything about platforms here in one place.

1. What blogs does your dream customer read?

2. What magazines do they read?

3. What online groups do they hang out and collaborate on? Hint: Facebook groups, LinkedIn groups, Meetup groups

4. What podcasts do they list to?

5. What conferences does your dream customers go to for their business?

6. Who are the major influencers that your dream customers follow and what platforms would they follow them on?

7. Do your dream customers search for answers to their business challenges on any of the following platforms?

Google Search	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Facebook	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Messenger	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Whats App	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Quora	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Medium	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
LinkedIn	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Instagram	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Pinterest	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Twitter	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
YouTube	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
SnapChat	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Bing	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Reddit	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Tik Tok	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure
Podcasts	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Platforms...03

04 >> Workshop Session: Time To Get To Work

Ok, lets reverse what we just did on the last page, where we identified where your customers hang out. On this page, identify where YOU hang out.

1. What blogs do you read?

2. What magazines do you read?

3. What online groups do you hang out and collaborate on? Hint: Facebook groups, LinkedIn groups, Meetup groups

4. What podcasts do you list to?

5. What conferences do you go to for your business?

6. Who are the major influencers that you follow and what platforms do you follow them on?



7. Do you search for answers to your business challenges on any of the following platforms?

- | | | | |
|---------------|------------------------------|-----------------------------|-----------------------------------|
| Google Search | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Facebook | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Messenger | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Whats App | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Quora | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Medium | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| LinkedIn | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Instagram | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Pinterest | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Twitter | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| YouTube | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| SnapChat | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Bing | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Reddit | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Tik Tok | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Podcasts | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Platforms...04

04 >> Workshop Session:

Ok, now that you have listed out all of the places both you and your customer hang out online, list out the common ones in the overlapping area. Also, make sure you list out the areas that you hang out on that your customers do not and list the areas that where your dream customer is that you are not.



Overlap

These are your top priority areas to dive into first, not just because your dream customer is here, but because you also understand these platforms, so you can get moving faster.

>> YOU

>> YOUR DREAM CUSTOMER

Green Zone

If you are hanging out here and your dream customers are not, you have to ask yourself why? Do you have other interests that are not aligned with your customers? That is ok, but ask yourself, is there another version of your dream customer that is more aligned with who you really are? Or are you wasting time on platforms that you can refocus on what matters to grow your business?

Red Zone

If your customers are hanging out here and you are not, you have to ask yourself why? Be honest, you need to be all in with your dream customer. If they like to do things that you don't, that is ok, but if you are not interested in areas that specifically relate to their business, this is a red flag and you need to understand why.

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Funnels

05 >> What are Funnels? Why you need Funnels? How Funnels can grow your business?

So far, we have defined who your dream customers are. We know what your customers want and you have identified exactly what you can offer them as a Graphic Designer.

Funnels are designed to take your potential dream customers on a journey, delivering them value along the way, building a relationship with them and ultimately connecting the dots between what your customer wants and what you offer. Funnels use methods that dramatically increase your ability to sell your products and services and set you apart from any competitors who are not using the power of funnels. Instead they are stuck reducing their prices to the bottom as their main strategy to earn clients. Funnels set you up for success and allow you to provide massive value to the right customers, while giving you the potential to earn profits that allow you to continue to re-invest in your business and serve your customers at the highest level.

Funnels setup a win win relationship between you and your dream customers.

Track Time: See Workshop Session on next page >>

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Funnels...02

05 >> Workshop Session: Time To Get To Work

Where do you start with funnels? Lets break is down and we will start at the beginning and work our way up to the top level. At each point, you are increasing the value you are offering to your customers. Russell Brunson calls this the value ladder and if you have not read DotCom secrets, where he walks you through this very important concept, it is time to act now and buy it without hesitation. If you are not following Russell, it is time to start now.

Optin Funnels

If you are reading this, then you downloaded this Survival Blueprint for Graphic Designers by coming through what is called an Optin Funnel. Basically, you need to provide enough value on an Optin page, that someone is willing to exchange their email address for the thing they are downloading. You need to create enough value in the eyes of your dream customers, that they will gladly provide you with their email address in exchange for the thing you are giving them.

1. What are your dream customers main pain points in their business?

2. What are the questions your customers are asking in Facebook groups and user forums or other social media platforms about their business challenges?

3. What could you offer to help solve their pain points or challenges? Hint: You are looking to create an information product.



4. Write down some ideas here, doodle, sketch it out, brainstorm away on what you could offer? Think of your output method that aligns with how your dream customer consumes content. If they like audio, maybe your free offer involves an audio recording for example.

5. **Download your free Bonus Optin Share Funnel** that has already been built for you to add in your free downloadable asset and then you are good to go. All you need is a Clickfunnels account and you can be up and running quickly. [Download Bonus Optin Funnel>>](#)

Avatar

01 >> Who is your dream customer?

Brand

02 >> Who are you and how do others see you?

USP

03 >> What is your Unique Selling Proposition? Why should anyone want to work with you?

Platforms

04 >> Where do your customers hang out?

Funnels

05 >> What are they? Why you need them? How they can grow your business?

Spotlight

06 >> Get eye balls on your business. Attracting the attention of your dream customer.

>> Funnels...03

05 >> Workshop Session: Time To Get To Work

This is where we concentrate on building strategies that help position your Graphic Design business, so that you can avoid driving your prices to the bottom to compete for business. Offering as much value as possible to your customers and over-delivering, separates you from your competitors.

Application Funnels

You want to work with your ideal dream customers, but not at all costs. In order for you to run a strong, growing business that can stand the test of time, you need to stay profitable. You can do this by positioning your business so that your dream customers self-select and self-qualify as being the right fit to work with your business. Using the power of an Application Funnel, puts a spotlight on the value you intend to provide your customers who are the right fit to work with you, instead of making the relationship all about price. This can be a game changer for your business as it allows you to focus on value creation.

1. List the personality traits your dream customers have?

2. Think about describing your ideal dream customer, what they want and the graphic design services and product you intend to sell to them, and come up a list of questions to ask a prospect that will align with your goals. Hint: You are looking to create a small set of questions that will quickly help narrow down the right kind of customer to work with.



3. Now that you have put some general ideas together, it is time to get specific. Lets nail down the first question to ask. Suggestion: What industry are you in? Then have a small drop down selection listing the sub-markets (niche markets) that you serve with an option for other. List no more than 5 here.

4. By now, you should have a very clear picture of your ideal customer and what their revenues are within a specific range. Suggestion for question 2: What is your annual revenue? List a some ranges, make sure you list ranges both above and below your ideal customer revenue target?

5. List up to 8 Job Titles for this next question, make sure you list at least 3 to 5 that are your ideal customer, and a few that are very closely related to your ideal customer.

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6. **Download your free Bonus Application Share Funnel** that has already been built for you to add in your branding and then you are good to go. All you need is a Clickfunnels account and you can be up and running quickly.

Download Bonus Application Funnel>>

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06 >> **Get eye balls on your business. Attracting the attention of your dream customer.**

Time to roll up your sleeves and put your message out there and attract the attention of your dream customers. You know where they hang out. You know what platforms you resonate with and which ones overlap. That is where you start. You start to get your message to your dream customers by delivering value on the platform where both you and your dream customers like to spend time in.

Don't start with more than 3 platforms, but work on one at a time and get the traffic campaigns up and running and optimized before you move onto the next platform.

Track Time: See Workshop Session on next page >>



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Traffic (aka eye balls on your message) is like fuel for your business. Picking the right engine to put the fuel into matters.

Content Marketing

Every business needs to be leveraging the power of content marketing, but if you are just starting out, this is a long-term strategy that will help you build sustainable growth. Content marketing by itself will take a while to build your audience, but if you combine this strategy with some of the other audience building strategies, it can be very powerful for your business on many levels. One, content marketing helps you build authority in your niche.

Email Marketing

Everyone needs a list and you have heard this a million times by all of the guru's talking about marketing strategy. This is more challenging than it looks on the surface. There are many different sides to running a successful email marketing initiative for your business. One, you have to build something to attract someone to sign-up to get onto your email list (lead magnet). Two, you need to deliver valuable content to your email list on a regular basis to keep your audience engaged. Three, you need to leverage the email list to actually help you sell something and offer more value to your audience while still staying relevant and valuable enough that they do not unsubscribe.

Social Media Marketing

Be where your customers are and publish to them their regularly, engage with them, provide value and become an authority. Publish on a regular basis and connect the dots between all of your channels, while driving traffic to strategic points in your business, more on that later. Remember, if you are not on the same platforms that your customers hang out on, they will not see your business, full stop.



Referral Marketing

This is such a broad topic, lets focus on a couple of key points here that are central to a Graphic Design business. If you are looking to grow your graphic design business and take market share in a niche in your local community for example, you need to move faster than your local competitors. You need to become the local authority, to gain local status as being the goto graphic designer to get things done on time, professionally and to offer more value than the customer feels they are paying for. If done correctly, this opens up your network and your business starts to take advantage of referrals. You want to get to the point where a few customers are recommending your business to other businesses in your dream customer niche. This reduces your customer acquisition costs to zero, making you more profitable so you can concentrate on providing even more value to your customers.

Online Paid Marketing

This is where you can leverage the true power of the information you have gathered and put together from going through this Survival Blueprint for Graphic Designers. There are so many online paid opportunities on social platforms, online magazines, search engines, ad networks, blogs, YouTube, podcasts, where you can identify and get your message in front of your exact avatar to help drive the right people to your business. You know who your dream customers are, what their job titles are, what they like and what they are interested in. You know what problems they are search for that you are there to solve for them, in the geographic region you want to serve. Craft your graphic design business campaigns to hyper-target your exact avatar with messaging that attracts the right customers and puts a Spotlight on your business and reduce wasting your budget on off-target customers. Spend your budget wisely because you have to.

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Time to pull all of this together. Where do you send traffic to grow for your Graphic Design business?

Content Marketing

Publish content on your website in the form of blogs, articles, your portfolio, etc. If your customers watch videos, publish to YouTube and embed those videos on your website and funnels. If your customers listen to podcasts, start a podcast, get interviewed on other podcasts and drive traffic back to offers you have on your website and sales funnels. You get the idea, create content your dream customer wants to consume and drive traffic back to your business through those content marketing efforts.

Email Marketing

Do not just pitch your list all the time, send them information that provides value all the time. If you publish a podcast or videos, or write blog post, you could highlight the content marketing you are putting out and provide links to those pieces of content. This keeps you audience engaged and drives traffic to the content you want your dream customers to consume.

Social Media Marketing

Cross post your content marketing efforts on your social media platforms of choice. Put out messages about topics that you are passionate about. Engage with your community and provide value to them wherever possible. If you think you could serve your customers at a higher level, start a Facebook group and get your dream customers to join and engage with them. This is an amazing way to grow your authority, to provide value and to discover what your customers want.



Referral Marketing

This is all about the value you deliver to your customers. If you provide quality work, ask for a testimonial and leverage the testimonial in your marketing efforts to help you build your brand. Referral marketing will build on itself. Think of it like word of mouth marketing that is accelerated. There are other ways to incentivize your clients to also provide referrals to your business. For example, you could offer to give a referral fee for each client they pass over your way.

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