

5

things you can do
this week
to grow
your creative business

kiadolby.com

hi, i'm kia



This workbook was created for solopreneurs, coaches and creative entrepreneurs like you as a tool for sparking ideas to help grow your business. If you are just getting started, feeling stuck, or looking for a few new ideas take some each day to complete the prompts included in this book. Enjoy!

day



write (or rewrite your mission statement)

Your mission statement should define your business, objectives and vision in a few short sentences. Having a clearly defined mission statement will help you set your goals, help you determine your ideal clients, and give you a roadmap for your business. A few questions to ask yourself when creating a mission statement:

- What is important to you? What are your values?
- What problem(s) does your business address or solve?
- Why are you in business?

my mission statement

day

review your website

A website can help you attract and pre-qualify your ideal clients. Your site may need a complete overhaul, but often small tweaks and updates are all it takes to maximize a site's performance. Take into consideration the following questions, review your sites content, determine actions items and a timeline for completion.

- Does your website reflect your mission statement?
- Can you measure traffic to your site?
- Is traffic on your website growing or converting into leads?
- Can you easily update your site?
- Does the content and design of your site attract the type of clients you want?
- Are you capturing contacts on your site?
- Is your site updated with fresh content?

action items

timeline

day

start a mailing list

Many small business owners in the creative field have stunning websites that showcase their stellar work. But besides just a website showcase, they have no real communication plan for staying in touch with their clients. An easy way to stay connected, is to create a monthly email newsletter. Regular communication with your past, current or potential clients will make sure you stay on their radar so that you are the first person they think of when they have a new project. Getting started is easy: sign up with a service like Constant Contact, Aweber or Vertical Response. Add your contacts and make sure to add an opt-in form to your website. It is good practice to send a welcome email letting clients know about your new email and an option to unsubscribe.

action items

timeline

day

create an editorial calendar

Your communication plan should include reaching your contacts through social media and/or email. An editorial calendar can help!

An editorial calendar is simply a tool to help guide you as you create and

publish content. Your calendar will help you define:

- what content to add to your social media channels.
- what to blog about.
- what to write about in your newsletter.
- what content that you can create can be repurposed across channels.

categories

timeline



day

find an accountability partner

If you have certain goals you want to achieve or are feeling unclear about what you are doing, finding an accountability partner is a great idea. Accountability partners can come in the form of a friend, a coach or a mastermind group. They can help you define your goals, create an action plan and stay accountable. Look for a person or group that is forward thinking, optimistic and shares your work ethic and values. Sometimes it takes someone who doesn't know you so well to give you a clear perspective. Determine check in points, times and a format and stick to it accountability partner

my accountability partner(s)

hope you
enjoyed!

Got a specific, marketing
or branding question?
Contact me!



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