



The 8 R'S to Create **Momentum & Growth** in Your Creative Business

QUICK WIN WORKSHEET



1. REFERRAL

How could you formally thank others who refer work to you? A gift, bonus or acknowledgement?

Could you offer an affiliate bonus or incentivise clients in another way to refer others to you?

Do you make it clear to clients that you 'love' receiving referrals and/or you explain your referral program as part of your client 'off-boarding'?

ACTION 1	<hr/> <hr/>	ACTION 2	<hr/> <hr/>
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2. RECOMMENDATION

How could you incorporate requests for client testimonials as part of your off-boarding process?

Do you ask for more 'credible' recommendations like video testimonials or Google reviews?

How could you make it easy for clients to write recommendations for you? A questionnaire, series of prompts or even write it for them so they can just approve?

ACTION 1	<hr/> <hr/>	ACTION 2	<hr/> <hr/>
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3. REPEAT

What services could you offer clients as additional to your core offering or as an upsell/cross sell?

How do you give your clients a champagne experience so they want to keep coming back to you?

What client relationship management strategies do you have in place to stay in touch with past clients and keep yourself top of mind?

ACTION 1

ACTION 2

4. REWARDS

What industry awards are there in your niche?

What do you need to do to qualify to enter? And what steps could you take to do that?

Do a cost-benefit analysis and do your research. Do your ideal clients put value in the award, is it worth the investment, are you willing to put in the work to enter, who else has won in the past?

ACTION 1

ACTION 2

5. RETAINER

What services or capabilities could you package to offer clients on an ongoing basis e.g. monthly?

What systems would you need to put in place to effectively manage a retainer service?

Could you upskill or extend your service portfolio to add additional revenue streams that could be provided as retained services?

ACTION 1

ACTION 2

6. RELATIONSHIPS

What complimentary skills are there to your business that you could build an affiliate network with?

What relationships do you already have in your business that you could leverage?

How could you leverage your affiliations or network relationships? Guest blogs, podcasts, recommendations on each other's websites, lives on socials, shout-outs, reviews etc

ACTION 1

ACTION 2

7. RESULTS

Pick 2-3 projects that you could use to create an in-depth case study to showcase your process and results.

How could you leverage those case studies? Social content, blogs, PR, on your website, a live with the client?

What tangible results can you demonstrate in the case study? Impact on the client's business, improved performance, increased enquiries, sales uplift etc?

ACTION 1

ACTION 2

8. REACH

Do you have a marketing plan that gives you clarity on your profile building actions each week/month? If not, what's stopping you creating one and what can you do to make progress with this?

If you're reluctant to step out and build your profile, challenge yourself on why that is? Are there ways you could make it easier for yourself, how could it be more fun or aligned to you?

What are 3 things you could do to build your profile in the next 2 weeks? For example, guest podcast pitches, write and share a blog, engagement in Facebook groups, community engagement on instagram?

ACTION 1

ACTION 2

DO YOU WANT MORE PRACTICAL, ACTIONABLE STEPS TO BUILD & GROW YOUR CREATIVE BUSINESS?

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Put them into **practice**.

Move forward.

See **results**.

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**CREATIVE
MEET
BUSINESS**

series

Everyday I see amazing, talented graphic designers and creatives doing their thing... solving creative problems, innovating and crafting wow worthy work.

But whilst they invest time honing their creative skills, who's teaching them how to run a successful creative business...? To manage the money, the clients and the projects to make a healthy profit, stay sane and hold on to their creative mojo.

For almost 2 decades, I worked in global agencies as a design, strategy and business lead. I helped those agencies grow and expand, whilst sticking to their guns, cultivating happy people and producing great work.

And for the last 7 years I've built (and stayed in love with) my own successful, multi-six figure creative consultancy... on my terms.

And now, amazing creative person, I want to help you do the same.

Bec



STAY IN TOUCH

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