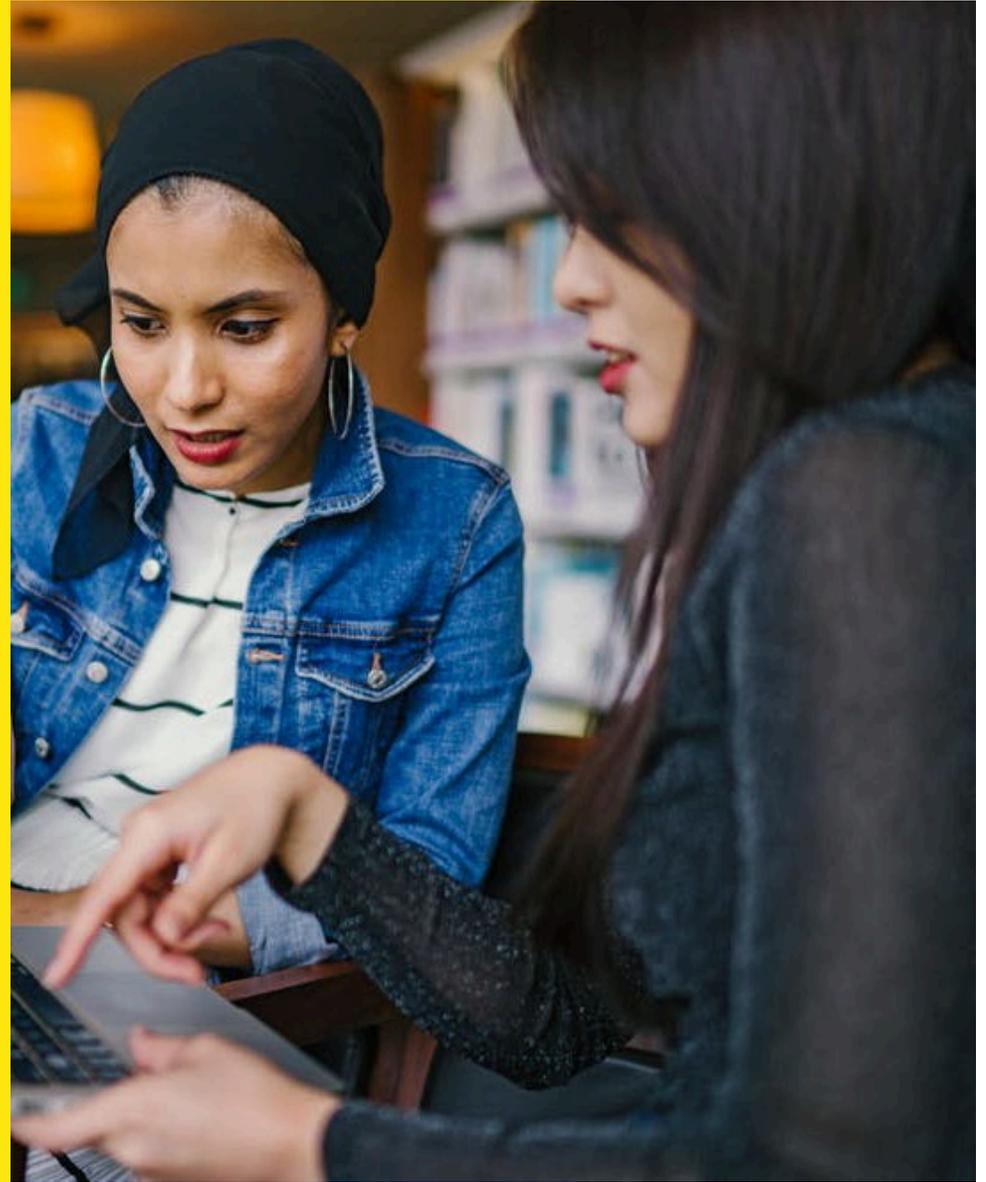


It's a match



It's a match

- Don't be afraid to start simply.
- Tailor your service offering to match your skills.
- Focus on the things you do well.
- Partner with others when needed.

It's a match: Researching industries & companies

If you are interested in working within a specific industry or niche, you must understand that industry's needs and trends.

- What type of internal staff do they have?
- What types of work do they commonly use freelancers?

Here are some example:

Company A, a manufacturing company, handles all their design needs in-house, except during the fall when they participate in several tradeshows and always need extra help.

Company B, a non-profit, hires a design studio every year to produce their annual report.

Company C hires freelancers every month because they have no dedicated creatives on their staff.

It's a match: Researching industries & companies

- You can research a specific industry using several methods.
 - Informal interviews and fact finding
 - Online market research
 - Trade publications
 - Trade organizations

It's a match: Customer personas

Once you have identified your skills and offerings, you can begin defining your target customers, and creating personas.

Personas identify key traits buying habits, and demographics about your customers.

For most businesses, there are 2-3 distinct customer personas.



Pro Tip:
Start by deciding
who your ideal
customers
are.

It's a match: Customer personas

- Personas can be based on Individual/Business
- Size
- Industry
- Needs
- Influences
- Competition
- Buying patterns



**It's a
match:
Finding
clients**

- Your network
- Networking
- Social media
- Job sites
- Government/business contracts



Take-aways and action items

- Create your own customer personas.
- Based on your personas, what services are your ideal customers looking for?
- What places can your idea clients be found? How will your customers find you?
- What regular communications or practices do you need to put into place to be found?