



Annual Self-Promotion Tasks

THIS YEAR IS...

I thanked my clients with... (all that apply!)

- Hand-written thank you notes
- On lovely branded stationary
- Sent a holiday or birthday card
- A small gift, souvenir, or edible treat
- A coupon or work-related goodie (consults!)

I analyzed my business, learning...

- Where clients came from & how
- My effective hourly rate (including overhead time)
- What kind of/how much value I deliver to my clients ([here's how](#))
- My profits/loss, average income per project, and typical overhead for each client
- What type of work was the most/least profitable, and most/least enjoyable
- How to avoid bad clients/projects ([here's how](#))

I did a marketing inventory...

- Learned which search terms people use to find me
- Learned which search terms were the most profitable
- Asked my clients how they'd describe my work
- Identified marketing techniques that worked, and didn't, & chose new ones to try in the new year

I decided & wrote up my intentions for the new year

- Yes!
- No :(

I surveyed & updated my...

- Online portfolio & client list
- Description of my services
- My bio and "origin story"
- Copywriting all around (maybe hired help!)

