



ACADEMY PEER GROUPS MONTHLY TOPIC: CLARIFY

INTRODUCTION: Freelance success starts with good positioning. Until you are clear about what you do, whom you serve, why you're different, and why those differences are important to your target audience, nothing else matters.

DISCUSSION QUESTIONS:

- 1) If a prospect were to ask you what kind of work you do, how would you answer the question? How do you answer that question when the person asking is not "in the business?" (For example, a friend or relative.)
- 2) What types of clients do you prefer to work with? How clear are you (on your website, in prospect conversations, etc.) when you're communicating the fact that this is your target audience? Is it clear to the other person what types of clients you serve?
- 3) Is your target audience an industry? Or do you use other attributes to describe them?
- 4) What relevant experiences, background, skills or track record make you different from most of your peers, as it relates to your target audience?
- 5) As you think about each of the differentiators you listed above, why is each of them relevant or important to your target audience?

NEXT STEPS: Take 30 minutes this week to work on just one of the four key elements of your positioning (what you do, for whom, what makes you different, why those differences matter). Don't worry about making it perfect. Just commit to spending that time getting better clarity on that item or refining what you already have.