

# Creators Club Checklist

## WEEK 3 MARKET POSITIONING

- Areas of value activity Pg3
- Possible groups activity Pg4
- Service Preferences activity Pg 5
- Top 3 Sectors activity Pg 6
- Ideal Client Profile
- Market Proposition Defined

X  
X  
X  
X  
X  
X  
X

X  
X  
X  
X  
X  
X

X X X X X X

# MARKET POSITIONING

NOTES ON VIDEO 1



# MARKET POSITIONING

WHAT CAN YOU OFFER PROSPECTIVE CLIENTS?

SET A TIMER - NO MORE THAN 10 MINS - LIST EVERY SERVICE & AREA OF VALUE YOU CAN THINK OF THAT YOU COULD OFFER TO CLIENTS

# MARKET POSITIONING

WHAT GROUPS COULD YOU WORK WITH?

SET A TIMER - NO MORE THAN 10 MINS - LIST EVERY DIFFERENT GROUP YOU COULD POTENTIALLY WORK WITH. DON'T FILTER. BE AS SPECIFIC AS YOU CAN - CATEGORIES LIKE 'BUSINESS OWNERS' OR 'EMPLOYERS IN SCOTLAND' OR 'SME'S' ARE FAR TOO VAGUE

# MARKET POSITIONING

## DEFINING YOUR SERVICE PREFERENCES

GO BACK TO THE OFFERS SECTION IN THE WORKSHEET (P3). PUT THEM INTO THE TABLE BELOW.

WOULD LOVE TO DO	AM PREPARED TO DO	DEFINITELY DON'T WANT TO DO

# MARKET POSITIONING

## NARROWING DOWN YOUR SECTOR

GO BACK TO THE GROUPS SECTION IN THE WORKSHEET (P4). CROSS OUT ANY LISTED THERE THAT YOU DON'T WANT TO WORK WITH. THEN CHOOSE YOUR TOP 3 FROM THE ONES THAT REMAIN - THEY SHOULD BE THE GROUPS THAT YOU WOULD LOVE TO WORK WITH . LIST THEM BELOW IN ANY ORDER

---

---

---

# MARKET POSITIONING

## SHOE ACTIVITY

LEAVE THIS BLANK - WE WILL USE IT AT THE WEDNESDAY SESSION

# MARKET POSITIONING

## IDEAL CLIENT PROFILE

LEAVE THIS BLANK - WE WILL USE IT AT THE WEDNESDAY SESSION



# *My HR Freelancing Business*

## MARKET PROPOSITION

QUESTIONS FOR THE WEDNESDAY Q & A CALL

WHAT AM I COMMITTED TO DOING THIS WEEK?

# *My HR Freelancing Business*

## MARKET PROPOSITION

WEEK 3 NOTES