

Dream-Client Sprint.

How to win a dream client in the next 90 days or less

Length

2 Day Workshop a 6-8h
+ 1 Month Coaching
+ De-brief session after 6 month

Preparation

Preliminary studio audit with stakeholders

Requirements

- Willingness to change/innovate
- Registered firm
- Revenue above €500K

Participants

Decision Makers & Key Personal

Pricing

On request

Contact

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Marko Pfann

A designer turned business coach, changing the way creatives sell themselves.

I simplify sales, marketing, and business for creative studio owners so they can take action winning dream clients and changing the world.



This workshop is innovation-focused. The creative industry is changing rapidly. New technologies, globalization, and digital transformation attract new competitors and plenty of start-ups into the market. It's getting tighter. Prices drop while competition becomes stronger. The question is, where will you end up in this changing industry?

To stay relevant and top of mind in today's complex world, creative studios need to innovate the way they create value for their clients. Clarity about who you are, what you do, and how you're different provides a strong competitive advantage.

Now, you could do this on your own, working for several months, wondering if you're on the right track, OR you could kickstart a journey with this positioning focused workshop. This workshop helps to find your unique place in the market and teaches you how to strive.

What we'll cover

Day 1 (14h-18h)

- Business Strategy: What, why & how and the creative business model
- Innovation: Value & Core expertise

Day 2 (10h-14h)

- Positioning: Clients problems, pain-points, desires, and your credibility
- Outreach: Organic lead generation

Here's what we'll do

Layer by layer, we'll reveal your unique value and innovate the way you communicate your value to become credible for dream clients. We'll find your blind spot and reframe your expertise. We'll position your studio at a higher level; solving more significant and more rewarding problems. Next, we create touch-points for your dream clients and talk about how to implement this new positioning into your existing business. Lastly, I'll teach you how to battle test your new positioning via organic outreach methods. After this two day workshop full of templates & exercises, I help you in weekly calls to implement your insights and ideas into your studio.

This workshop is for you if:

- You've hit a plateau and want to escape the feast and famine cycle.
- Innovation doesn't scare you.
- You want to move up the value ladder.
- You're looking for new ways to stay relevant in an old industry.
- You want to get a fresh perspective.
- You want bigger budgets, creative freedom, and dream clients.
- You want a clear competitive advantage, fast.

Your benefits

- You'll walk away with certainty about your future, your goals, and how to get there.
- You'll save time and money and spare your nerves.
- You'll not only learn how to compete, but how to win in this changing creative industry.

Next: If you believe this is a fit or if you're curious, get in touch.