

# Studio Audit.

The objective outside perspective you're looking for

## Length

4h audit on location

## Deliverable

A report covering our findings, my outside perspective, and recommended actions to take.

## Preparation

A 1h Skype call with stakeholders

## Requirements

- Registered firm
- Revenue above €500K

## Participants

Decision Makers & Stakeholders

## 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 audit is objectivity focused. You want to know how you stand in the market and what you could to improve your business. As a consultant, I provide you with an objective outside perspective. We'll audit your existing processes, your routines, and reveal blind spots that hold you back. You talk, I listen. It's my goal to evaluate your risks, your chances, and your opportunities so you can take the next steps with your studio. You'll walk away with fresh ideas, new insights, and a written report about my finding and specific recommendations on how to move forward.

Possible audit areas:

### Business

- Business Strategy/Model
- KPI's, Cash-Flow & Finances
- Positioning & Website
- IP-Development

### Sales

- Sales & Negotiation Conversations
- Pitches & Presentations
- Proposals & Pricing Models
- Negotiation Practises

### Marketing

- Paid & organic marketing
- Marketing infrastructure
- Organic Outreach Routines
- PR & Publicity

### Operations

- Talent Recruiting
- Delegating Practises
- Infrastructure
- Digital Transformation

## Here's what we'll do

I visit your studio and talk with all your stakeholders and decision-makers in a short, half-day studio audit. I examine primary KPI's to find your weak spots. Together, we'll reveal your current state and your desired goals and evaluate your existing resources. You'll experience the benefit of an objective, outside perspective, and walk away with specific suggestions on how to improve your business, get better budgets or win dream clients. Within days, you'll receive a valuable report as a foundation for a new strategy.

## This workshop is for you if:

- You want to know how you compare to other studios.
- You want to know your blind spots.
- You want to get an outside perspective from an expert in the creative industry.
- You want fresh ideas and new insights that could help you to move forward.
- You want to evaluate a specific issue in your business.

## Your benefits

- Clarity – Get a fresh perspective and new insights on your current situation.
- Certainty – Know if there are any significant blind spots that you should address.
- Objectivity – Learn how other studios compare and what they are doing to succeed.