

WELCOME TO

The background of the image is a night-time photograph of the Chicago skyline, with the city lights reflecting on the water in the foreground. The logo for 'ASI! Show Chicago' is centered over the image. 'ASI!' is in red, 'SHOW' is in black with a red circle for the 'O', and 'CHICAGO' is in black. A large red exclamation point is positioned above the 'I' in 'ASI!' and the 'O' in 'SHOW'.

ASI!
SHOWTM
CHICAGO

“Hands-On Self-Promo Workshop: Get Creative with Your Brand” © QuicksellSpeaks 2024



Advertising
Specialty
Institute®

“Self-Promo Campaign Workshop: Get Creative With Your Brand”©

Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks



My Background,
Shifting Mindset,
Creating Differentiators,
Building + Impressions!

Today's Program Goals

- **Presenting yourself on a different level, developing a mindshift**
- **Uncovering challenges**
- **Know the elements of a unique, meaningful, and relevant self-promotion**
- **Drilling Down: learn what to ask and how to ask it effectively**
- **Learn how to unleash your creativity and innovation**
- **What “extra” components can you add to drive measurement**
- **Begin the initial stages of an effective self-promotion**
- **Change your mindset to think more creatively**
- **Have fun**

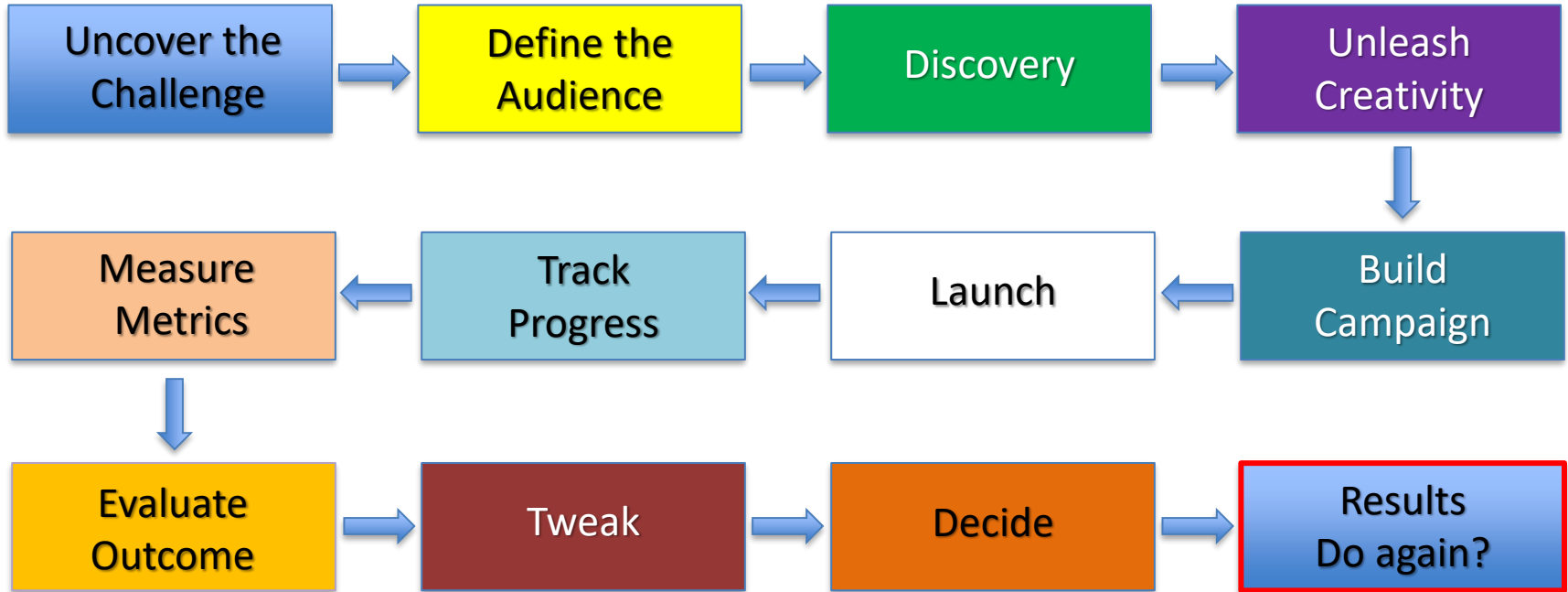
Elevating Your Game with Self-Promo



Journalize Your Ideas



The Process



Uncovering Opportunities

The challenges we face (and our clients face) in our respective businesses are where the opportunities lie!



Look beyond the product, what problems do you solve?

Starting Point for Successful Self-Promotion

List Some Marketing/Business Challenges



Budget Allocation

Where do you spend your dollars?

Who are the recipients?

How are funds allocated?

What are the KPI's?



A	B	C	D	E	F	H	I	P	TOUCH POINTS
<small>The best accounts, high sales, high profits with other positive characteristics</small>	<small>Great Clients, easy to work with but potential to grow, profitable and great sales volume</small>	<small>Average client buy regularly and reliably profitable, pay well, open a bit</small>	<small>Buy but not consistent, pay on time but rarely open to new ideas product driven only</small>	<small>Buy once or twice a year, no growth potential, but pay on time - friendly</small>	<small>No attention, marketing dollars of them will not take orders from this client</small>	<small>New clients, segmented only, not classified for 120 days</small>	<small>Inactive clients for more than 180 days unless their buying habits are as such</small>	<small>Prospects, these should only be A/B level client types</small>	<small>Consider these optional touch points, you are not limited to only these</small>
Touch	Touch	Touch	Touch	Touch	No touches, no marketing	Touch	Touch	Touch	3 D Campaigns please review Affiliate trackings @
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	EBLints: product based, content based, blogging & white papers
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Lunches
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Holiday touches
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Tradeshows
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Networking Events
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Postcard
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Catalog Mailer
Touch	Touch	Touch	Touch	Touch	N/A	Touch	Touch	Touch	Spec Samples & Over-run samples
Frequency	Frequency	Frequency	Frequency	Frequency	N/A	Frequency	Frequency	Frequency	Other

Marketing Budget Allocation	Calculation Area	General Comments/Questions
Gross Annual Sales \$ _____ () % of Gross Sales for Marketing Budget \$ _____ Allocation for A/B Clients \$ _____ Allocation from A/BS for Prospecting \$ _____ 20% Allocation for C/D/E Clients \$ _____ () % of C, D, E Allocation for Inactive Clients \$ _____		

Defining the Target


- Existing clients
- Prospective clients
- Inactive clients
- Referrals

				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Accounting		529.50	176.50	3	120.90	40.30	22.83%	945.65	315.22	3	330.11	110.04	34.91%
		Accounting		0.00	0.00	0	0.00	0.00	0.00%	514.24	514.24	1	209.64	209.64	40.77%
	Total Accounting			529.50	176.50	3	120.90	40.30	22.83%	1,459.89	364.97	4	539.75	134.94	36.97%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Automotive		703.99	703.99	1	260.71	260.71	37.03%	0.00	0.00	0	0.00	0.00	0.00%
	Total Automotive			703.99	703.99	1	260.71	260.71	37.03%	0.00	0.00	0	0.00	0.00	0.00%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Banking and F		55,316.76	1,843.89	30	18,828.15	627.61	34.04%	2,790.48	232.54	12	834.08	69.51	29.89%
		Banking and F		2,688.61	336.08	8	841.79	105.22	31.31%	1,258.84	419.61	3	199.66	66.55	15.86%
	Total Banking and Finance			58,005.37	1,526.46	38	19,669.94	517.63	33.91%	4,049.32	269.95	15	1,033.74	68.92	25.53%
				2016					2017						
Customer Code	Customer Name	Vertical Market	Class	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit %
		Construction		1,428.90	1,428.90	1	586.30	586.30	41.03%	0.00	0.00	0	0.00	0.00	0.00%
		Construction		297.40	297.40	1	74.40	74.40	25.02%	0.00	0.00	0	0.00	0.00	0.00%
	Total Construction			1,726.30	863.15	2	660.70	330.35	38.27%	0.00	0.00	0	0.00	0.00	0.00%

- Where do you spend your dollars?
- Who are the recipients?
- How are funds allocated?
- What are the KPIs?
- Manufacturing
- Hospitality
- Banking and Finance
- Healthcare
- Construction
- Fitness & Wellness
- Aviation
- + 23 others & subsets

- **A** – class act
- **B** – above average
- **C** – middle tier
- **D** – low tier
- **E** – questionable
- **F** – FAIL / Dump

Discovery


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Discovery Creative Brief is designed to set the expectation levels and goals up front, so everyone is on the same page as it relates to a specific project. Excellent way to streamline the process. If you have questions on its usage, refer to the detail sheet that give further explanation.

(Name of the Company)
Discovery & Creative Brief

Client Organization: _____ Contact Number: _____
Contact Name: _____
Contact Email: _____ City: _____ State: _____ Zip: _____
Address: _____

Project Summary:
Clear, concise description of the project – keep it brief

Target Audience:
Specifically, who are you trying to attract?

Key Message:
What one or two key points important to the success of the program?

Key Benefits:
What specifically is in it for the audience?

Competitive Positioning:
Discuss the competition, market realities, obstacles, hurdles.

Communication Strategy:
Additional media, or specific logos, mascots, key contacts.

Desired Message Tone:
Perception of the message...creative, innovative, fun, risqué, conservative.

Page 2, Client Discovery, and Creative Brief# 2021
Cliff Quicksell Associates

Project Timelines:
Indicate and determine major milestones.

Anticipated Budget:
Consulting, art & graphics, deliverables, packaging, kitting, freight

Area(s) of Concern:
things, ideas, topics, colors, messaging that need to steer clear of.

Other:
Any additional information that will aid in the success of the program.

Prepared by: _____ Date: _____
Approved by: _____
Client Name(s): _____

Approval Signature: _____
Date Approved: _____

Project Summary:
Clear, concise description of the project – keep it brief

Target Audience:
Specifically, who are you trying to attract?

Key Message:
What one or two key points important to the success of the program?

Key Benefits:
What specifically is in it for the audience?

Discovery

Competitive Positioning:

Discuss the competition, market realities, obstacles, hurdles.

Communication Strategy:

Additional media, or specific logos, mascots, key contacts.

Desired Message Tone:

Perception of the message...creative, innovative, fun, risqué, conservative, reserved, serious.

Project Timelines:

Indicate and determine major milestones.

Anticipated Budget:

Consulting, art & graphics, deliverables, packaging, kitting, freight

Area(s) of Concern:

things, ideas, topics, colors, messaging that need to steer clear of.

Other:

Any additional information that will aid in the success of the program.

Creative Elements for Dynamic Marketing

Periodic Table Elements for Creative Marketing

1 CA Cards	2 PA Paper	3 IK ink	12 SR Surface	21 DRW Drawings	30 INN Innovation	38 BRL Brilliance	46 EN Enrich	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Corner	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	119 RTN Retention	128 FIN Financial	137 HOS Hospitality	
4 BKL Booklets	13 CTV Conservative	22 PNS Pens	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Courier	87 EBS Emboss	95 GLT Gloss	103 PPD Pillow Box	111 TA Taste	120 TAU Target Aud.	129 INS Insurance	140 TVL Travel	127 RTL Retail	138 SPT Sports	139 IT Technology
5 FLY Flyers	14 UNQ Unique	23 APP Appeal	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Killing	80 FX FedEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	121 BGT Budget	131 MFG Manufacturing	142 AVI Aviation	118 ENG Engagement	128 FIN Financial	139 IT Technology
6 PC Post Cards	15 RQE Risque	24 CA Caps	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Killing	80 FX FedEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	121 BGT Budget	131 MFG Manufacturing	142 AVI Aviation	118 ENG Engagement	128 FIN Financial	139 IT Technology
7 BRO Brochures	16 FN Fun	25 TK Tech	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patterns	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Screenshot	97 TDP T-D Put	105 PBG Protobags	113 HR Hearing	122 AUT Automotive	132 MDA Media	143 ACC Accounting	118 ENG Engagement	128 FIN Financial	139 IT Technology
8 CAT Catalogs	17 ENG Engaging	26 DI Desk Items	34 IN Inspiration	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co. Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POS Point Sale	114 STE Sight	123 CON Constructive	133 HLC Healthcare	144 ERG Energy	118 ENG Engagement	128 FIN Financial	139 IT Technology
9 DIE Die Cutting	18 SMP Symptomatic	27 CGF Corp Gifts	35 VSN Vision	43 MOT Motivate	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SOM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	124 EDU Education	134 NPR Non-Profit	145 CAN Cannabis	118 ENG Engagement	128 FIN Financial	139 IT Technology
10 PAN Pantone	19 ADV Adventures	28 AWD Awards	36 STL Storytelling	44 CHG Change	52 PRV Pride	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP 4C Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objctve	125 ENT Entertainment	135 RES Real Estate	146 FIT Fitness	118 ENG Engagement	128 FIN Financial	139 IT Technology
11 BND Binding	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	126 EVT Events	136 RLG Religion	147 ASK Ask Cliff	118 ENG Engagement	128 FIN Financial	139 IT Technology

- Print
- Theme
- Products
- Creative
- Purpose
- Graphics
- Fulfillment
- Distribution
- Decoration
- Packaging
- Senses
- Measurement
- Industries
- Ask Cliff

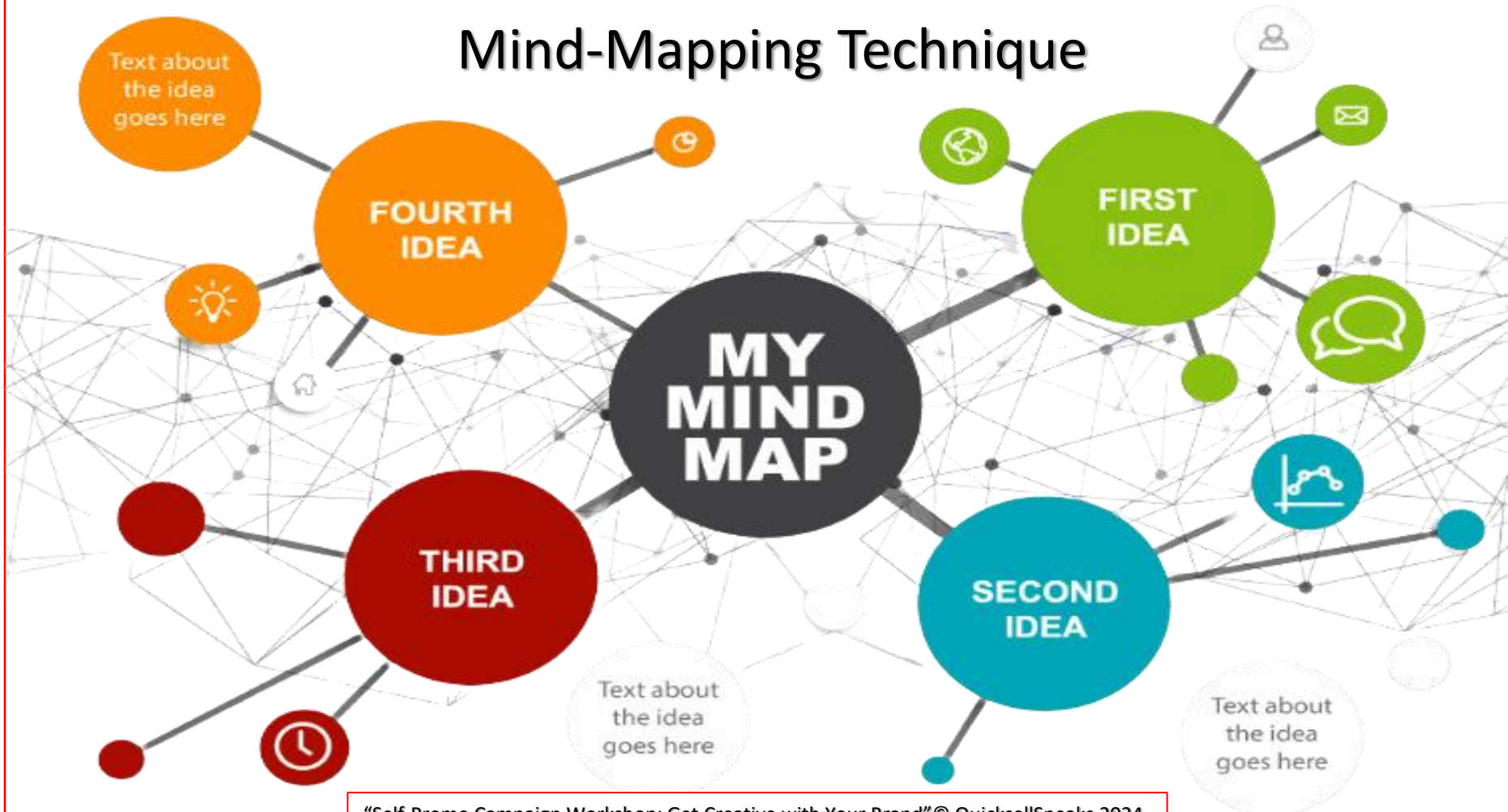
Critical Elements For A Successful Creative Campaign

Elements for Creative Marketing Campaigns






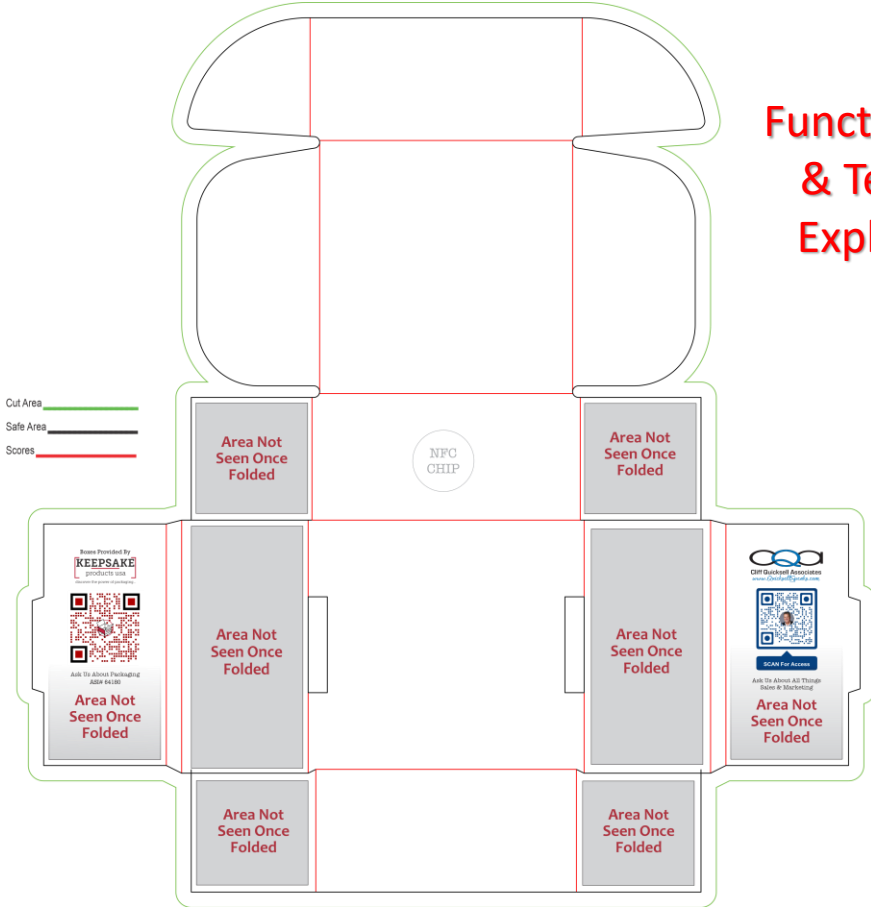
Cliff Quicksell Associates Periodic Table Elements for Creative Marketing ©2023 - www.QuicksellSpeaks.com




Mind-Mapping Technique

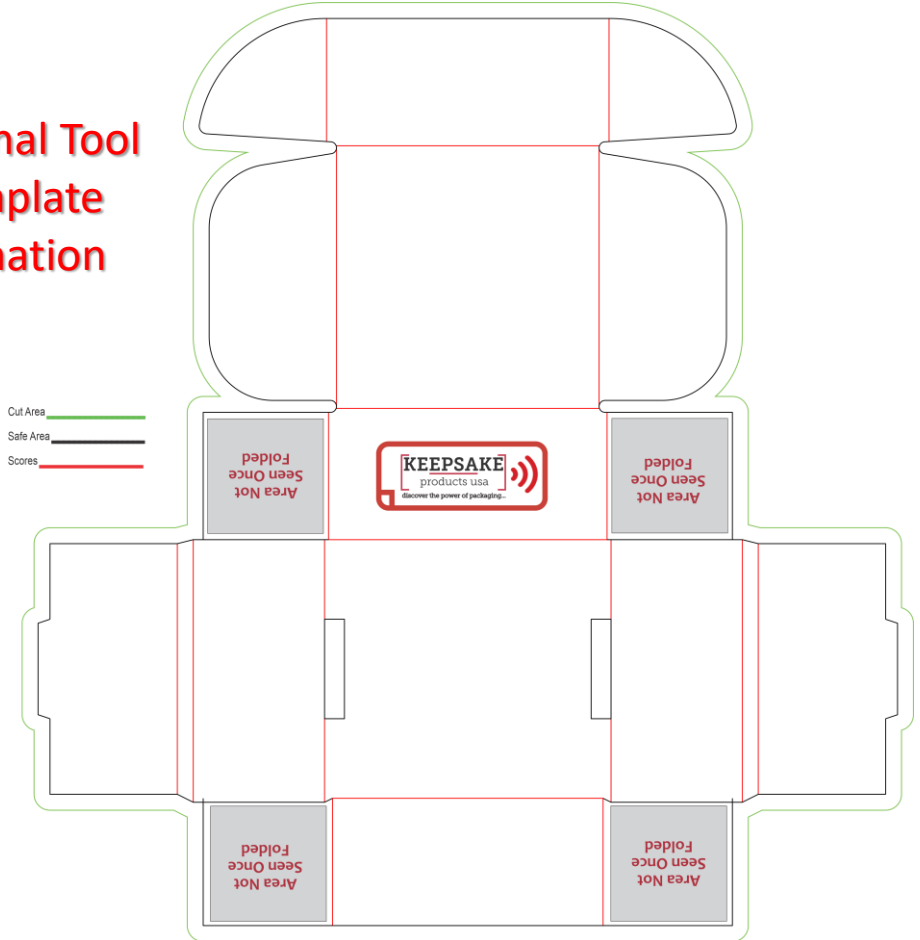


Functional Tool & Template Explanation

Cut Area 
 Safe Area 
 Scores 



Cut Area 
 Safe Area 
 Scores 



Add On's that Drive Engagement



NFC Chip



Light Activated Sound



SCAN For Access

QR Code



Light Activated Light



Scents





Packaging –Types and Styles

Tubes

- styles, custom wrap, specifications, vacuum

Poly-bagging

- clear, colored, blank and custom printed

Boxes, stock & custom

- styles, specifications, printed vs. non-printed

Paint cans, lunch boxes, jars... what else?



QUESTION

What is R&D?

Let's review some
Award-Winning Creative
Campaigns

EXAMPLE

Self-Promotion

Capturing Opportunities



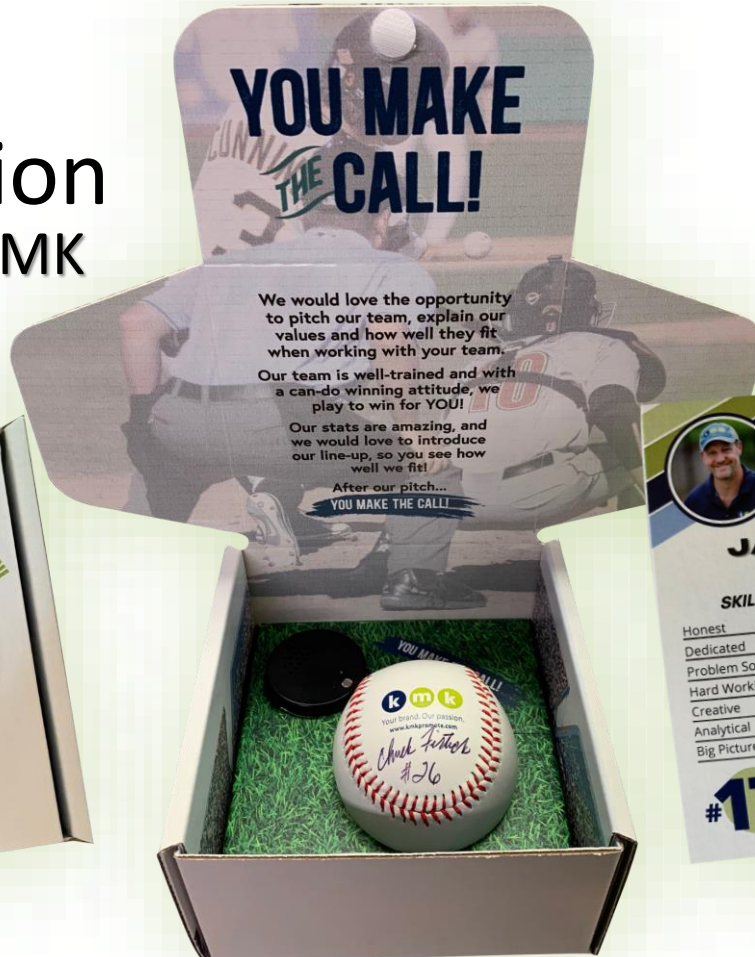
EXAMPLE

Self-Promotion Grabbing Prospect's Attention



EXAMPLE

Self-Promotion Home Run with KMK



EXAMPLE

Self-Promotion Apples to Oranges - Scented



EXAMPLE

Self-Promotion New View on Creative

How could a client use this? Marketing

“Reactivating Old Top-Level Clients”

Creative Self-Promo

- Simple
- Targeted
- Affordable
- Interactive
- Measurable



Using Our Tools to Promote Unique Ideas



30
seconds

TO GREATNESS®
BLOG

with Cliff Quicksell, CSP




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I would appreciate your candid feedback

Please Scan QR Code and Leave Comments



EVERY STEP OF THE WAY™



Questions & Final Wrap Up!



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