

Freelancer Reveals Why 75% Of New Freelance Businesses Fail Within The First 12 Months!



The economy continues to reek havoc for creative service professionals. Especially hard hit are those in the publishing industry, which employs the largest number of freelance photographers, graphic designers and illustrators worldwide. A weak economy coupled with rapid advancements in digital media and online delivery systems have left many freelancers scratching their heads wondering how to leverage their talents and remain relevant to clients.

When you interview Creative Marketing Strategist **Rodney Washington**, your audience will be excited to learn how the current economy & recent developments in electronic content delivery systems & social media can actually work to their advantage.

Washington has successfully helped his clients explore their options and leverage their talents into new income generating opportunities. Washington will reveal:

- 📁 Why Your Portfolio Is A Secondary Concern To Prospective Clients
- 📁 The 5 Top Marketing Strategies Creatives Must Use Right Now
- 📁 2 Reasons Why Creatives Don't Market As Often As They Should
- 📁 Why Taking An "Inspiration Day" Is Very Important To The Bottom Line
- 📁 The **#1** Thing That Shuts Down New Businesses Faster Than Anything Else



CREDENTIALS: Rodney Washington is a freelance photographer and 12 year veteran in the areas of web design and electronic media. He enjoys helping creative service professionals develop strategies to leverage their talent and attract audiences online and off. Washington wrote the book **Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits** a daily action guide designed to turn creative service businesses around in six-weeks or less.

AVAILABILITY: CA, nationwide by arrangement and via telephone

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