

# THE BLURB WORKSHEET

with **ILISE BENUN**

author of **THE ART OF SELF PROMOTION**  
**THE DESIGNER'S GUIDE TO MARKETING AND PRICING & DESIGNING WEBSITES:// FOR EVERY AUDIENCE**



1. What do you currently say when someone asks what you do?

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2. First (if this isn't different from above) say what you do by labeling yourself. For example: I'm a database marketing consultant.

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3. Your 15-word Blurb should answer the question "what do you do?" with three important pieces of information: what you do, who you do it for and what they get. Complete the formula:

What You Do \_\_\_\_\_

For Whom \_\_\_\_\_

What They Get \_\_\_\_\_

4. Turn that into your 15-word Blurb

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5. Now write that blurb from a helping perspective"

I help (who?) \_\_\_\_\_

(do what?) \_\_\_\_\_

(so they can) \_\_\_\_\_

6. Write a version that your mother would understand. Make it as clear as possible since she doesn't get your work, much less the specifics of what you do

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