

# Framework For Creative Business Success

## 1. Define Your Why

Don't be afraid to tell your story. Whether you are a fine artisan or commercial artist, client's/collectors buy you as the artist as much as they buy your art. Sometimes more so.

Tell your story in as many mediums as you have available, print, audio and video. Many artists are shy about getting in front of the camera, but video can help create more connection and trust with art buyers.

Don't be afraid to show your personality on your website. Include a photo or video of yourself. It helps create trust and more connection with art buyers. people like to buy from people they know, like and trust.

Share your failures. Many times it is our failures that ignite us with the will and clarity to find a new way, to overcome and even succeed. Don't be reluctant to share those stories as well. We have all failed, and thus can relate to those experiences. We all hold hope to believe that even though we have stumbled, we can still recover and succeed. Let your story be the light in someone else's darkness.

### About Page

### Purpose

### Portfolio

### Video and audio

### Lead capture

### Blogs

### Keywords

### Shopping cart/ecommerce solutions

## 2. Website

## 3. Unique Positioning- Playing a Bigger Game.

## 4. Finding clients

## 5. Have systems in place for your creative business.

## 6. Pricing and Money Mindset