

Framework For Creative Business Success

1. Define Your Why

- About Page
- Purpose
- Portfolio

2. Website

Video and audio

- We have been conditioned for the last several decades to view people on video and TV as experts or celebrities. Online videos can be an extension of that.
- Creates a sense of trust and familiarity or even celebrity with your audience using video to share your work, expertise and knowledge.
- Create interest by creating content that's entertaining as well as informative.
- Create a Youtube channel and share your content and work with the world via your social networks.
- Recrut the help of local artist friends to help produce videos with each other.
- Example: Lin Zy Promo video:

- Lead capture
- Blogs
- Keywords
- Shopping cart/ecommerce solutions

3. Unique Positioning– Playing a Bigger Game.

4. Finding clients

5. Have systems in place for your creative business.

6. Pricing and Money Mindset