Framework For Creative Business Success

- **1. Define Your Why**
- **2. Website**
  - About Page
  - Purpose
  - Portfolio
  - Video and audio
  - Lead capture
    - Your email list is the most valuable asset you have as an artist. The purpose of collecting an email list is of course to develop and nurture a relationship with people whom have shown an interest in your art.
      - Likes and Follows
        - Social media is great for exposure and making yourself omnipresent. But you do not own the 'ikes' and 'follows' on those platforms. Platforms such as Facebook reach a very small 5 of people who like your pages. Building your own email list is by far the best and most profitable way to grow your client base and income.
    - Opt-in box
      - An opt-in box is created with autoresponders which supply you with a script that creates fields to capture visitor information, such as name and email address in exchange for something of value to the visitor. That information is then captured and stored in a data base allowing you to communicate with your subscribers at any time. Because it is permission based, it is not spamming. Never spam your intended audience, it is illegal and unethical, not to mention absurdly annoying. Don't do it.
      - What can you offer a potential buyers to sign up on your list?
        - Free Email card designs
        - small limited (5 x 7) signed print
        - subscriber first advantage
        - contests
        - newsletter
        - Top 10 FAQ
        - Short behind the scenes video series
        - Free report-How to Commission art successfully
        - Works in progress
        - Ebook
        - Royalty free music files
      - placement
        - Above the fold
        - Include them after blog posts
        - In forum signatures, be sure to include a link that drives people back to website where you have an opt-in box waiting to accept their contact information.
    - Autoresponder
      - Aweber
      - Mailchimp
      - Emma
      - GetResponse
      - ConstantContact
  - 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**