



# Framework For Creative Business Success

## 1. Define Your Why

- About Page
- Purpose
- Portfolio
- Video and audio
- Lead capture

## 2. Website

- Blogs
  - Great for generating traffic
    - Create content
    - Promote your work
    - Promote work of others
  - Preferably your own self hosted site.
    - Be sure to have clear link back to your main site.
    - Easy to use
    - Make sure design matches your main site
  - I recommend Intergrating blog into your website. So that traffic is going to your main site and building up your search rankings.
- 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

- Wordpress makes it easy
- You have complete control over your content hosted on your domain.
- Building up traffic and keyword rich content pointing back to main url giving better placement in search engine results.
- When writing a post, be sure to add cross links to other posts and pages of your site.