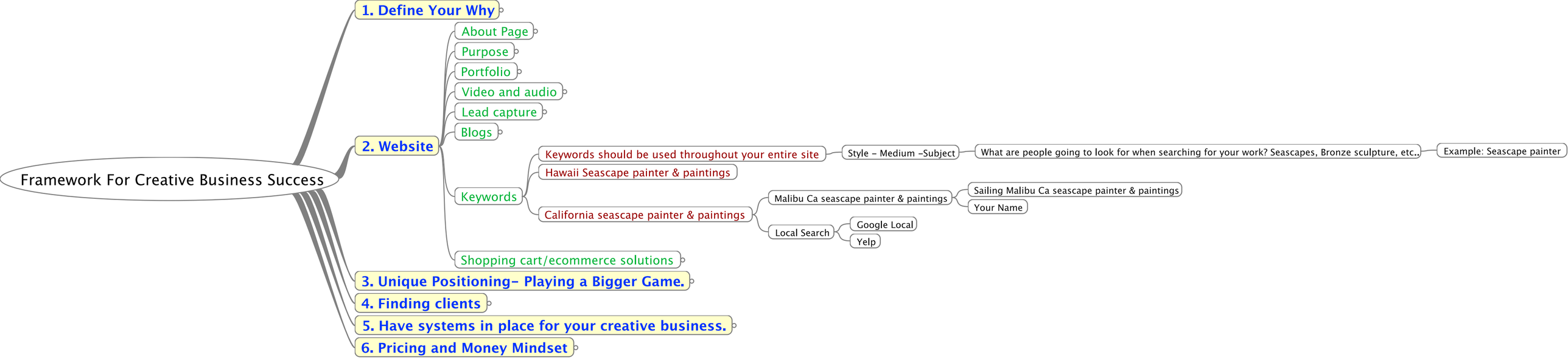
Framework For Creative Business Success
1. Define Your Why
2. Website
About Page
Purpose
Portfolio
Video and audio
Lead capture
Blogs
Keywords
Keywords should be used throughout your entire site
Style – Medium –Subject
What are people going to look for when searching for your work? Seascapes, Bronze sculpture, etc..
Example: Seascape painter
Hawaii Seascape painter & paintings
California seascape painter & paintings
Malibu Ca seascape painter & paintings
Sailing Malibu Ca seascape painter & paintings
Your Name
Local Search
Google Local
Yelp
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