# Framework For Creative Business Success

- **1. Define Your Why**
- **2. Website**
  - About Page
  - Purpose
  - Portfolio
  - Video and audio
  - Lead capture
  - Blogs
  - Keywords
  - Shopping cart/ecommerce solutions
    - Make it as easy as possible for clients to get in touch with you and hire you. I know this seems obvious, but you would be surprised at how difficult some artists make it.
    - Make it easy for people to buy from you
      - clear call to action
      - Don't confuse/overwhelm buyers with too many steps or choices
      - Don't just sell original art - sell prints or replicas. Have different price points to increase sales.
    - Try and keep the style and look consistant as much as possible with your main site.
    - Embed codes into your site (These are just a few)
      - Paypal
      - Artfire
      - Etsy
- **3. Unique Positioning- Playing a Bigger Game.**
- **4. Finding clients**
- **5. Have systems in place for your creative business.**
- **6. Pricing and Money Mindset**