Framework For Creative Business Success

- **1. Define Your Why**
- **2. Website**
- **3. Unique Positioning- Playing a Bigger Game.**
  - Take stock of all of your current talents, skills and expertise.
    - What's your claim to fame
      - This does NOT need to be fame in the sense that the whole world knows who you are.
      - Your claim to fame in the niche you are in is what we are talking about here.
      - What?! You don't have anything you're known for? I beg to differ. Chances are high you have experience in an area that people are willing to listen to you about.
        - There are many steps along the journey up the ladder to success.
        - You can be the voice of experience for those who have not yet traveled as far as you.
        - Just remember: "To every third grader, a fifth grader is a god." We all have something to offer.
    - Create a movement and/or partnership. Leveragepower and reach of already existing companies by working together for mutual benefit.
      - Velicia Weymer – Fashion illustrator / graphic designer
        - combined love for face painting, fashion and interest in Cancer awareness.
          - Partnered to do live events including Susan G. Komen fashion show project
            - Calendar
            - Fashion shows
            - Gift cards
            - Live painting events
            - Gallery showings
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      - Alejandra (Aleloop) Leibovich
        - Art Basal show 2010 and 2011 – 10 mobile Mini Copper wrapped car installation.
          - Media exposure: WSVN Deco Drive – CBS Miami – Trendsetter.com
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      - Carlos Castellanos – Baldo Comic– diabetes story arc
        - Partnered with National Alliance for Hispanic Health
          - CNN en Español TV and Radio – Multiple national radio news programs
            - Was able to leverage appearance and position myself as a celebrity or expert in a given space.
            - Gave me something to toot my own horn about
            - Opened the door to do more interviews and live events.
          - Request for NPR radio interview about the diabetes story line.
            - Was able to leverage interview and position myself as a celebrity or expert in a given space.
            - Gave me something new to promote to my audience.
            - Also pened the door to do more interviews and live events.
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    - Do you have a unique point of view or take on your industry?
  - Make a list of things you are not proficient at yet, but are interested and committed in them enough to learn about.
  - Unique Selling Proposition–What sets you apart from others offering the same creative product or service.
- **4. Finding clients**
- **5. Have systems in place for your creative business.**
- **6. Pricing and Money Mindset**