Framework For Creative Business Success

- **1. Define Your Why**
- **2. Website**
- **3. Unique Positioning- Playing a Bigger Game.**
- **4. Finding clients**
  - Marketing and promotions
    - Lead Generation
      - Online
        - Social media
          - Facebook
          - Linkedin
          - Twitter
          - Pinterest
          - Intagram
          - Periscope
        - blogging
        - Guest posting
        - Interviews
        - Video
        - Forums
        - Podcasting
        - Webinars
      - Offline
        - Post cards
        - Mailers
        - Business Cards
        - Networking
        - Cold Calling
        - Trade shows
        - Speaking
        - Gallery shows
        - Dimensional mail
        - Personal letters
      - Third party connections
        - What organization or company can you partner with parallel missions
      - Refferals
        - Clients
        - Alliances/channel partners
          - Friends
          - Friends of friends
          - Potential alliances
          - Partners
          - Vendors
- **5. Have systems in place for your creative business.**
- **6. Pricing and Money Mindset**