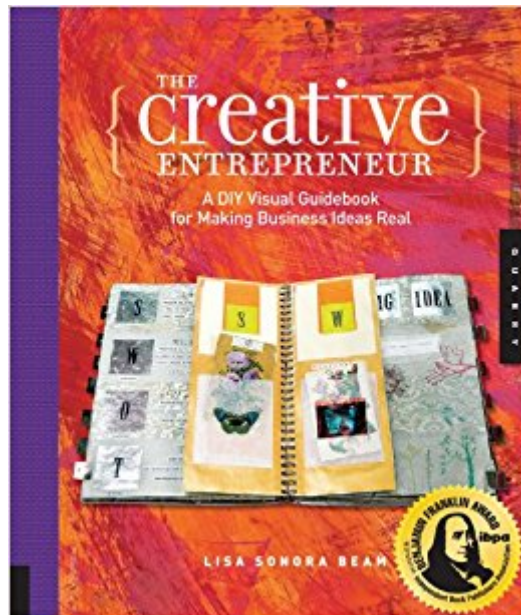


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# The Creative Entrepreneur: A DIY Visual Guidebook For Making Business Ideas Real



## Synopsis

The Creative Entrepreneur was voted Winner, in two categories--Craft and Business, of the 2009 IBPA (Independent Book Publishers Association) Benjamin Franklin Award which recognizes excellence in publishing. This book is for the large audience of artists, crafters, and creative individuals from all walks of life who desire to make a livelihood from their creative work, or who possibly have achieved some success, but don't know how to replicate it or move to another level of accomplishment. The Creative Entrepreneur takes readers on an inner journey of creative exploration to discover how to make their dreams of creative livelihood real. It's a visual, project-oriented, step-by-step approach to business development for anyone who is mystified and possibly frustrated by how to make a business out of their creative work.

## Book Information

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Average Customer Review: 4.7 out of 5 stars See all reviews (47 customer reviews)

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Entrepreneurship > New Business Enterprises #500 in Books > Medical Books > Psychology > Cognitive

## Customer Reviews

Books on helping creatives grow their own business are hard to find. I've read and reviewed Craft, Inc. and it was a good resource for starting a creative business. However, while it covered many aspects of running a business, I found that it wasn't good for actually teaching you how to set-up and create your own business from conception to reality. Enter Lisa Sonora Beam and The Creative Entrepreneur. Billed as a "DIY Visual Guidebook for Making Business Ideas Real", this book not only teaches readers the fundamentals of building a business to match their creative dream, but it presents the core business concepts in a way that makes them easy for creative personalities to understand. The Creative Entrepreneur developed out of workshops that Beam created and offered

"creatives" who wanted to take their craft and turn them into viable business opportunities. She does not believe that artists need to starve in order to succeed. This book is her legacy; it shows artists that they, too, can grasp business concepts that turn their artistic visions into concrete and functioning business plans--no matter what they are. At first glance, this book looks more like an art technique book than a business fundamentals primer. Don't let the shiny fool you; this book packs an informative punch. Beam introduces the book by explaining how the visual journalling process aides in the process of business creation. She encourages readers to follow along with the exercises in this book, just as if they were sitting in on one of her workshops. The rest of the book explains and shows examples for various business concepts that are key to uncovering exactly what form your artsy business will become. Beam helps you explore your strengths, develop a vision and goals plan, and set SMART goals for yourself.

This is an unique book where the author presents the visual journaling techniques and prompts to meet the three basic challenges faced by many creative/visual-oriented entrepreneurs: dealing with the emotional & psychological mental blocks, misunderstanding the creative process, and lacking the practical business knowledge. The first three chapters of this book focus on the self-analysis, discovery of skills and talents, and mental/psychological blocks. The last two chapters provide the strategic tools for managing and growing your business. The author show how a visual journal can be used as a living document that is subject to change over time, and also is adaptable to ever changing personal needs and business climate. The first chapter, the shortest one in the whole book, shows how various journaling techniques can be used for brainstorming, problem solving and gaining insights. Additionally, it lists the benefits of a visual journal, and also briefly mentions what supplies (simple) are needed to create one. Chapter two starts with the creation of a flower with four intersecting ovals that can be viewed as the creative entrepreneur's mandala. This enables one to see a "big picture" of the essentials needed for the realization of one's business vision. Chapter three, the largest of all, views the blocks not as personal barriers but opportunities for growth. It explains the characteristics of each side of the brain (left & right), and how they can work together rather than compete. It also shows that it is necessary to understand the four modes of functioning so that they can be controlled and managed more effectively.

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