

THE CREATIVE BUSINESS

BLUEPRINT

CREATIVE SUCCESSFUL ENTREPRENEURS

Hi - I'm Melissa McFarlane, Master Coach and Founder of Creative Successful Entrepreneurs.



I've helped thousands and thousands of Creative Entrepreneurs to start and grow successful businesses, simply by focusing on business building basics.

Here is our Creative Business Blueprint as requested. The blueprint will help you to prioritize exactly where to put your time and effort for reliable, repeatable results.

I know that downloading, saving and stockpiling potentially useful tools like this to read at some point in the future can FEEL like you're doing something for your business, but I'm committed to actually helping you get results. Deal? In order to do that, let me explain how this Creative Business Blueprint can actually lead to success.

This Creative Business Blueprint is a part of a comprehensive Creative Successful Entrepreneurs Success Pathway. It's nearly everything you need to organize a successful business **IN ONE PLACE**. This minimizes confusion and helps you prioritize effective action.

Also, it is organized in order of priority, so you know what to work on first, second and so on, based on decades of experience and client success. You're welcome :-)

You're not alone. Need help implementing? Use the QR code below to grab 15 minutes with one of our coaches for FREE.

I hope you'll find the Creative Business Blueprint useful as a roadmap to build your business.

To Your Success,

Melissa



THE CREATIVE BUSINESS BLUEPRINT

How to start or grow your own successful creative business

MINDSET

Understand Foundations for Success

Laws of Commerce vs. Laws of Creativity

The Crosshair of Commerce

Dependence, Independence & Interdependence

Self-Management

Life Goals Defined

Powerspectives articulated aligned with Life Goals

Practices - Daily/weekly/monthly/annual

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MARKETING

Identify Target

Pains/Hunger - What are their biggest challenges?

Symptoms - How do these challenges show up in their lives?

Desired Gains - What do they want more than anything?

Develop Your 4-Leaf "Marketing Clover"

Business Name (Avoid esoteric or "cute" names)

Tagline (Presence: Pain/Gain/For Whom/How)

Heighten the Hunger Statement (3-5 Sentences)

Signature Talk - a 20-90 minute talk

Create Your First Funnel

Give (Freebie - educates about a piece of a larger problem/promise)

Share (Webinar - demonstrates journey to success)

Sell (Call to Action: Purchase of Package or Program)

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SALES

Have a focused conversation

Use a script

Find the problem & investigate it completely

Present a solution

Describe the offer's benefits and features

"How does that sound?"

Respond to objections

Money (Price or How to Pay)

Belief (In Self, Offer, Or You)

Logistics (Time; Structure; Agreement Terms)

Capture commitment

Clarify terms of agreement/get signature

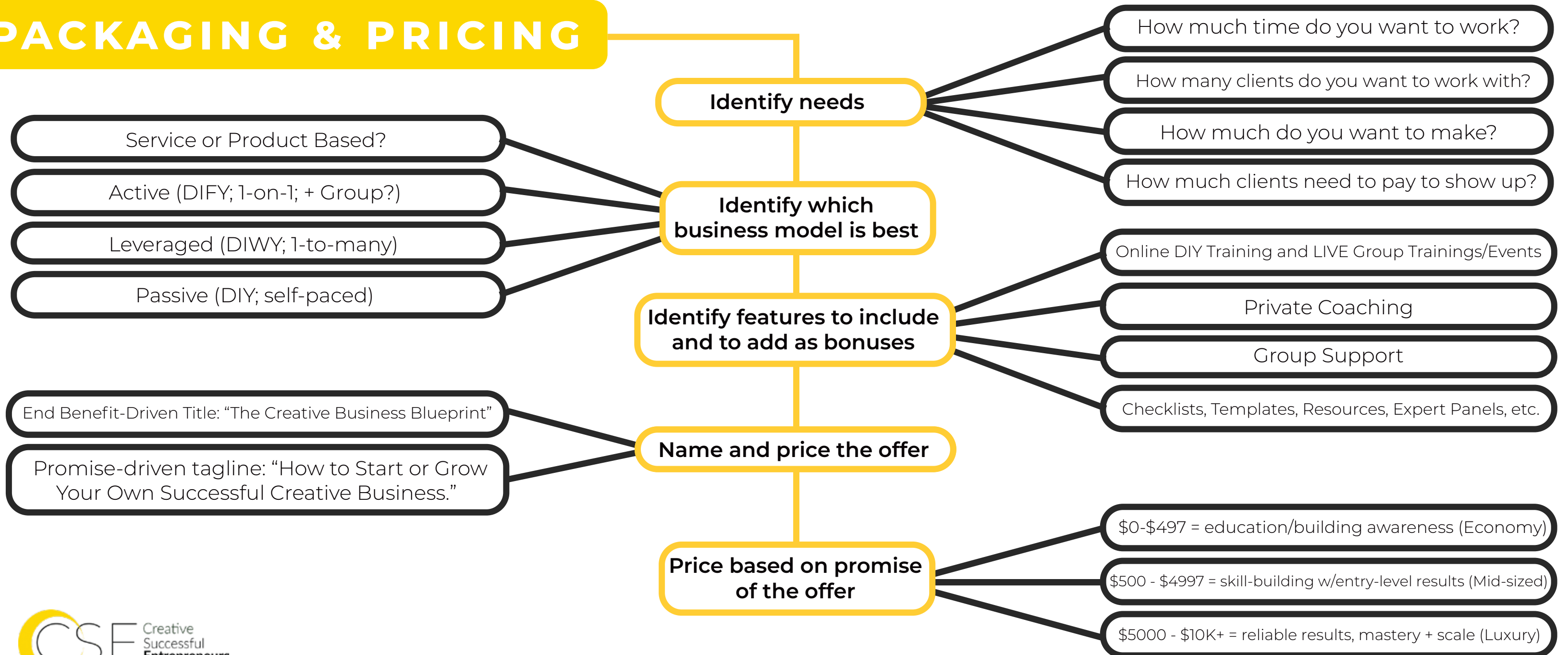
Collect deposit or entire fee

Set first point of service or next steps

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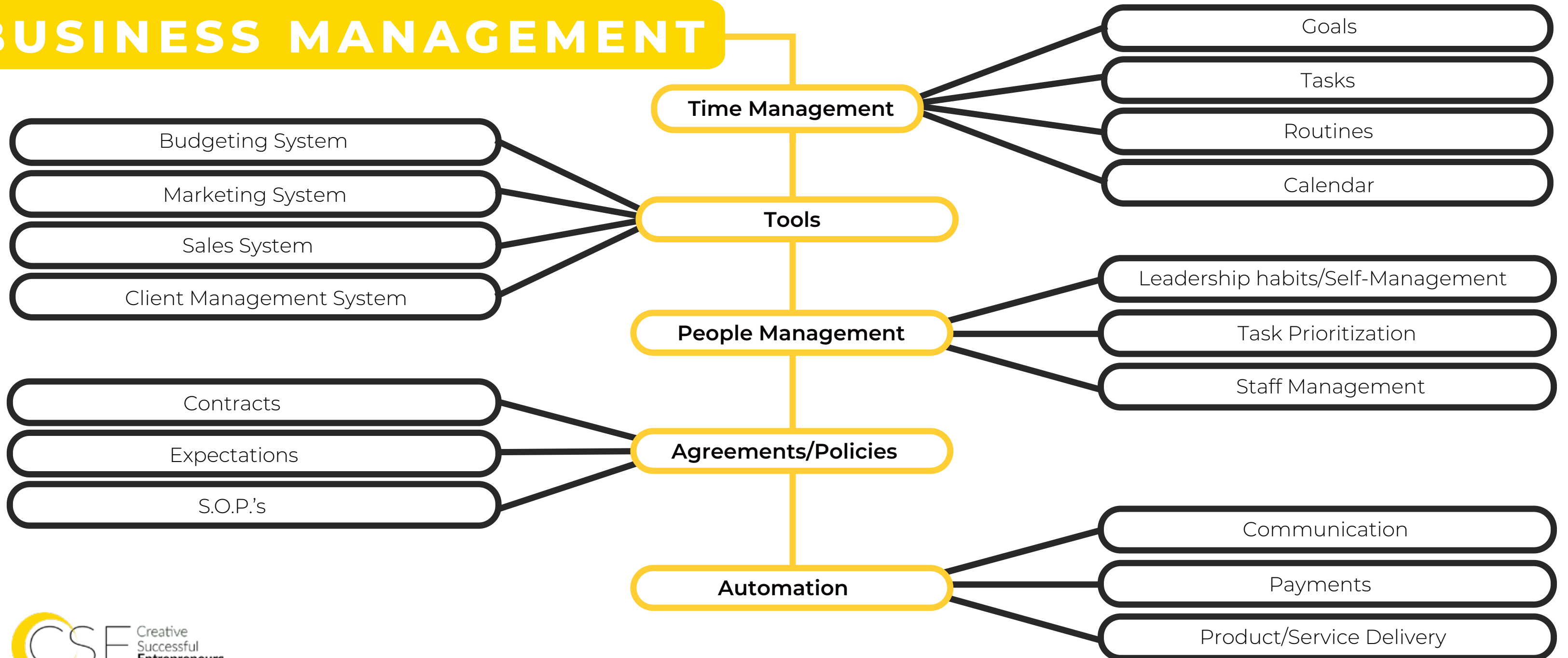
PACKAGING & PRICING



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How to start or grow your own successful creative business

BUSINESS MANAGEMENT



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LEADERSHIP

Self-Management

- Life Goals defined; 1 year Goals Chart created
- Powerspectives articulated aligned with Life Goals
- Practices - Daily/weekly/monthly/annual

Strong Character & Leadership Capability

- Values
- Beliefs
- Actions/Behaviors/Habits

Company Direction

- Company Vision: Who do we help? What problem/hunger do we solve? Why?
- 1, 5, and 10 year Impact & Income Goals
- Internal Company Values and Team Credo/Philosophy



CONGRATULATIONS

ON WORKING THROUGH THE BLUEPRINT!

Need help implementing?

[Grab 15 minutes with one of our coaches!](#)

The session is completely FREE. Your coach will help you determine your next best steps. :)



www.creative-successful-entrepreneurs.com