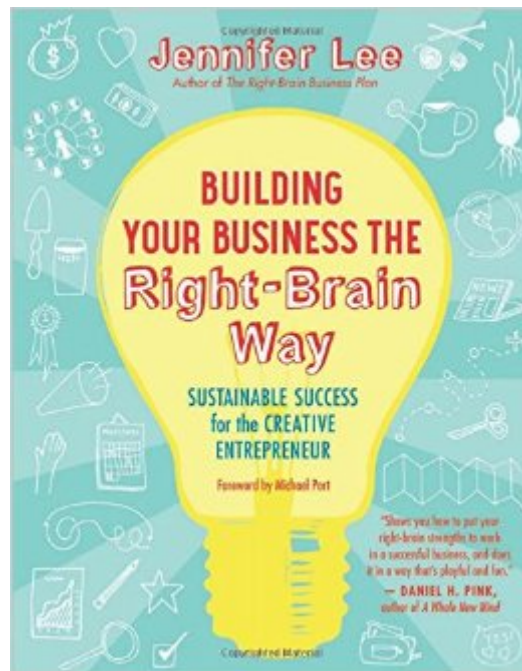


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# Building Your Business The Right-Brain Way: Sustainable Success For The Creative Entrepreneur



## Synopsis

If you've started a business, you know that the journey toward success can be both invigorating and confusing, so where can you find advice that is practical and focused but still as playful and passionate as you are? Look no further than this book, which combines solid business expertise with a right-brain perspective that inspires creativity and innovation. Jennifer Lee's fresh, empowering approach emphasizes taking action and continually improving to achieve extraordinary long-term results. *Building Your Business the Right-Brain Way* offers real-world-tested techniques that can benefit all sorts of businesses, whether you're a sole proprietor running a coaching practice, a crafter looking to license products, a wellness professional with a team of employees, or any creative soul making a meaningful difference with your work. You'll discover how to:

- \* assess your business's unique "ecosystem"
- \* build your brand and attract, engage, and keep ideal customers
- \* develop new income streams that better leverage your time and resources
- \* promote your products and services with authenticity and ease
- \* grow your team (virtual and in-person) and manage staff and vendors
- \* establish infrastructure and procedures to keep operations running smoothly
- \* carve out vital white space to pause, reflect, and celebrate

## Book Information

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## Customer Reviews

Although Jennifer Lee says she wrote this book for "right-brain entrepreneurs around the world who courageously take inspired actions and make their big visions real, step by small step," the fact remains that the information, insights, and counsel she provides can be of substantial value to almost anyone, include school students, who may lack confidence in how "creative" they are but,

nonetheless, are determined to accelerate their personal growth and, once embarked on a career after formal education, their professional development. The entrepreneurial mindset is not limited to those involved with start-ups or companies with less than a dozen employees. This mindset can be developed by almost anyone, whatever the given business may be. Lee wrote this book for a wider audience than her dedication suggests. I urge everyone to complete the "Sustain Success Survey" (Pages 7-11), then after reading the first two Parts of the book, review responses and make whatever revisions may be necessary, given what has been learned thus far. Then repeat the process after reading Parts III and IV. Keep in mind that Lee concludes with additional resources (Pages 213-217). As is also true of sources that offer a wealth of learning and -- yes -- re-learning opportunities, the ROI of this book will depend almost entirely on how much time, energy, attention, and reflection are invested while reading it. I commend Lee on her brilliant use of various reader-friendly devices.

Many creatives don't see themselves as business orientated, which is why today's book is so useful for creatives interested in promoting and selling their art. I am an avid reader so when I heard about Jennifer Lee I watched some of her workshops during her last online summit and read her book *Building Your Business the Right Brain Way*. I enjoy reading books on business from different perspectives and I can see from the start why Jennifer Lee resonates with creatives. She is a creative herself and created resources to visually express and map out our business needs as working artists. She connects the creative process for art making with the creative process of developing and refining our business strategy. Lee's advice comes from a place of pragmatism, with smart, actionable steps we can take to reflect on and develop our business. Her work also acknowledges the importance of our intuition and soul-connection to our art. Included are fun and playful worksheets that get down to the nitty gritty details of business while also acknowledging our creative spirit. I enjoy the activities Lee created because they are visual and expressive. It takes the bite out of the daunting nature of creating and managing an arts based business. It also gives us practical reflections for us to consider to build the business we want to run. I really enjoyed one of the first exercises in the book, the entrepreneurial ecosystem. It's a great way to get a literal picture of your ideas/goals/practice when it comes to the business side of your creativity. One really good tidbit that resonates with me: Be willing to take action and put yourself out there, even when you don't feel ready and even if your idea is not yet perfect.

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