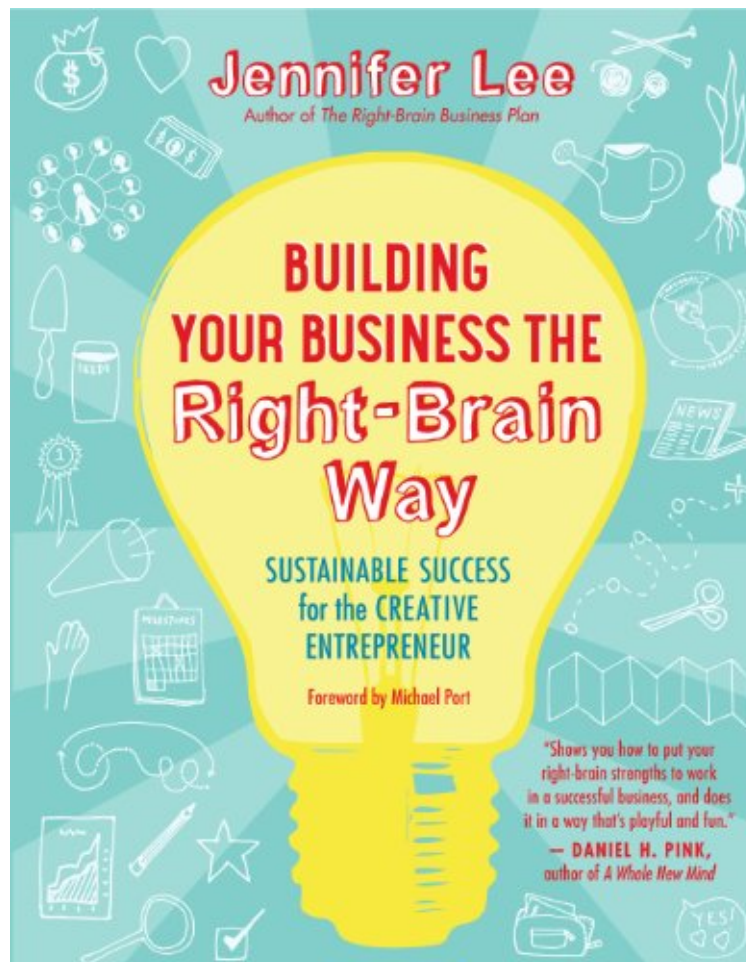


Building Your Business the Right-Brain Way: Sustainable Success for the Creative Entrepreneur

Jennifer Lee

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Jennifer Lee : Building Your Business the Right-Brain Way: Sustainable Success for the Creative Entrepreneur

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Your Business the Right-Brain Way: Sustainable Success for the Creative Entrepreneur:

8 of 8 people found the following review helpful. Cheerful, colorful business tips for everyoneBy QuinnCreativeA good way for creative business-owners to take a look at their business building and do something to change or increase it.It's not packed with revolutionary business ideas, but it IS packed with new ways to tackle those odious business-building efforts and administrative tasks that make most right-brain people dither and stumble.The book is cheerful, helps point out where the dark spots are and how to shine a light in there. It has solid ideas, uses sketch-notes (illustrations for directions and concepts) and makes reading it easy.0 of 0 people found the following review helpful. Five StarsBy ScoutLooking forward to reading...1 of 1 people found the following review helpful. Creative play with my paints and rewarded with a successful business planBy Bobbi WinslowI dislike paperwork and business

organization - I just want to market my service. With the method of planning that Jennifer has developed, I found clarity and direction. I got to play with my paints and had fun in the process.

Grow a Profitable and Lasting Business on Your Terms 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 Leers'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

Includes play sheets and color illustrations to inspire action and propel your success

Shows you how to put your right-brain strengths to work in a successful business, and does it in a way that's playful and fun. — Daniel H. Pink, author of *A Whole New Mind*

This book shines a brilliant light onto HOW to make it all REAL. Jennifer Leers's book is an inspiring combination of kindness, fun, and extremely practical wisdom. You'll be able to engage meaningfully with your perfect customers and create unique products and programs — and make real money from your very real unique gifts. — SARK, author and artist of *Succulent Wild Woman*

You'll walk away from this book feeling empowered, motivated, and ready to accomplish your biggest creative business goals. — Kari Chapin, author of *The Handmade Marketplace*

Many creatives get tripped up when it comes to the tactics of running and growing a business. Good news: they can now turn to Jennifer Leers's refreshing new book for practical guidance that speaks their own language. Her visual approach makes even the more left-brain activities — like sales and marketing — achievable and even fun. — Chris Guillebeau, New York Times bestselling author of *The \$100 Startup*