

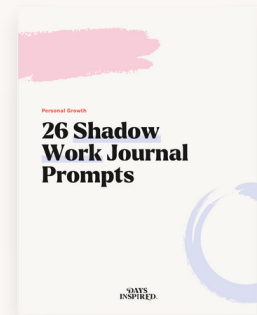


Start a Business

Creative Business Starter Guide



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PASSWORD

LIVELIFEINSPIRED

What type of creative business is right for you?

Your ideal business should be one that blends your skills and interests with your personality.

MY SKILLS

MY INTERESTS

What type of creative entrepreneur are you?

Educator

- You enjoy and value helping others
- You want to teach others about your skills and interests
- You are constantly building your skills & want to share what you learn with others.

Example offerings: eBooks, online video courses, workshops

Freelancer

- You are an expert in a specific field
- You enjoy variety in your work, and are able to receive frequent feedback
- You are not afraid to promote your skills to find new clients

Example offerings: freelance web design, illustration, graphic design, social media, content writing

Coach

- You excel at connecting with others and building relationships
- You value empowering others
- You are a good listener and will go the extra mile to see others succeed

Example offerings: business coaching, life coaching, creative coaching, mentorship

Artist/Maker

- You love to create physical products
- You have an eye for great designs & products that people will love
- You don't mind repetitive tasks like printing or packing orders

Example offerings: apparel, mugs, jewelry, houseware, art

Curator

- You are a skilled online shopper and love sharing your finds with others
- You always do your research before buying
- You have a persuasive personality

Example offerings: affiliate links in blog, curated store

Entertainer

- You love to put yourself out there
- Your personality can shine and capture an audience
- You are confident and persistent

Example offerings: sponsored posts/ videos, brand collaborations

Putting it all together

Now, combine your top skills or interests with your creative entrepreneur archetype into a cohesive mission statement for your business.

Ex. I coach women to pursue their photography passions at build a profitable business using their creativity.

Mission statement

Who is your ideal customer?

Enough about you! TBH, your business should be all about your customer. Get really detailed about who your ideal customer is, then refer back to this to make sure you create things they will love!



AGE:

GENDER

LOCATION:

JOB:

STYLE

HOBBIES AND INTERESTS:

BOOKS & MOVIES

HOW THEY SPEND THEIR FREE TIME

DESCRIBE THEIR PERSONALITY

CHALLENGES/ PAIN POINTS

Business mini brainstorm

Now, get a little more detailed with your business.

MY PRODUCT, SERVICE, OFFERING

CONCRETE WAYS THIS HELPS MY CUSTOMER

TOP COMPETITORS

WHAT I DO DIFFERENT

WORDS THAT DESCRIBE MY BRAND

BUSINESS NAME BRAINSTORM



LOGO BRAINSTORM AREA



How will you make money?

Based on your entrepreneur archetype, you may have some ideas of how to make money from your creative passions. Spend some time researching each of these ways you can make money with your business and decide whether or not they are right for you.

Selling digital products

YES

NO

- ✓ Low cost/ barrier to entry
- ✓ Passive income opportunity (not a ton of day to day work)
- ✗ Saturated market

Case study: [\\$93k selling digital products on Etsy](#)

Selling physical products

YES

NO

- ✓ Higher perceived value
- ✓ Opportunity to create products that are truly unique & well crafted
- ✗ Time consuming tasks like packing orders, dealing with shipping issues, etc.

Case study: [5 handmade business income reports](#)

Selling courses

YES

NO

- ✓ High profit margins
- ✓ Passive income opportunity (not a ton of day to day work)
- ✗ Works best if you already have an audience

Case study: [Making sense of cents \\$1M online course](#)

Affiliate marketing

YES

NO

- ✓ Doesn't require product creation
- ✓ Passive income opportunity in many industries
- ✗ Low conversion rate

Case study: [Affiliate Marketing Avg. Income and how to Get Started](#)

Sponsored content

YES

NO

- Immediate payment for sponsored work
- Higher engagement than ads
- Requires authority/audience to get started

Case study: [\\$3,000 a month with sponsored posts](#)

Selling services (coaching, design, strategy, etc.)

YES

NO

- High income opportunity
- Rewarding to help others
- Requires authority/audience to get started

Case study: [Sadie Smiley's \\$10k VIP program](#)

Display ads

YES

NO

- Easy to get started
- Need traffic to get accepted to better paying ad networks like Mediavine
- Requires a ton of traffic to make meaningful income

Case study: [worldtravelfamily's Mediavine ads income report](#)

How will people find you?

When you launch your business, how do you expect people to find out about it? Here are my top 3 recommendations for building an audience. Research each option and decide what your strategy will be at first. Pro tip: don't try to focus on too much at once.

Social Media

YES

NO

- Strong social media presence creates brand credibility and authority
- Saturated & difficult to grow an audience at first
- Requires long-term, consistent, and frequent activity to succeed on any platform

Resource: [Drive traffic from Instagram to your website](#)

Pinterest

YES

NO

- Easiest way to drive traffic for beginners without a following
- Only works well in certain industries (home decor, fashion, beauty, etc.)
- Pinterest is slowly removing opportunities to drive followers to external websites

Resource: [How to drive traffic with Pinterest](#)

SEO (Search engine optimization)

YES

NO

- Creates consistent, long term traffic
- Builds credibility and brand awareness
- Requires a ton of work that can take months or years to see progress

Case study: [Neil Patel's SEO Unlocked free Course](#)

Creative Business Launch Checklist

IMPORTANT: This launch checklist won't work for all types of creative entrepreneurs. Want to become a TikTok influencer? You probably don't need a website at first.

This launch list is for you if you:

- want to create a distinct brand and website
- want to promote your offerings on social media
- want to include a blog as part of your business

Even still, the exact steps you may take will vary based on your unique business. Use this as a starting point, not an exact step by step.

The Basics

- Finalize your business name & logo
 - I recommend [Canva](#) to create a professional logo quickly
- Finalize your [mission statement](#)

Launch a website

- Buy a domain name
 - I recommend [Google Domains](#)
- Decide on a host and sign up
 - I recommend [Showit](#) for blogs, and [Shopify](#) for ecommerce
- Get a template/ design for your website
- Customize your website design with your logo, colors, etc.
- Fill out the content on your website (about page, contact page, etc.)

Email

- Set up an account to manage email subscribers.
 - I recommend [Convertkit](#)
 - [Why build an email list?](#)
- Create a freebie to encourage people to subscribe
 - [How and why to create a freebie your audience will love](#)
- Add your email subscription form to your website

Analytics

- Set up [Google Analytics](#) on your website
- Set up [Google Search Console](#)

Content

- Brainstorm ideas for content you can create using trending keywords.
 - Use [Ubersuggest](#) for keyword research
- Create a content plan and calendar
 - [How to build a content calendar](#)
- Create your first blog post

Social Media & Pinterest

- Decide what forms of social media you will focus on at first. (I recommend Pinterest)
- Create a [Pinterest business account](#)
- Start creating boards and save pins relevant to your brand
- Create a [Canva](#) account to make graphics
- Use Pinterest templates on Canva to create graphics around your first blog post
- Schedule pins on Pinterest or Tailwind

Affiliates & ads

- Read the [requirements for Google AdSense](#) and apply when you meet them
- Read the requirements for [Amazon Associates](#) and apply when you meet them
- Research other affiliate opportunities for your business

Setting Goals

- Create goals for your first month. Focus on goals you can control.
 - How many posts will you create?
 - Will you start building a product?
 - How much will you post on social media?