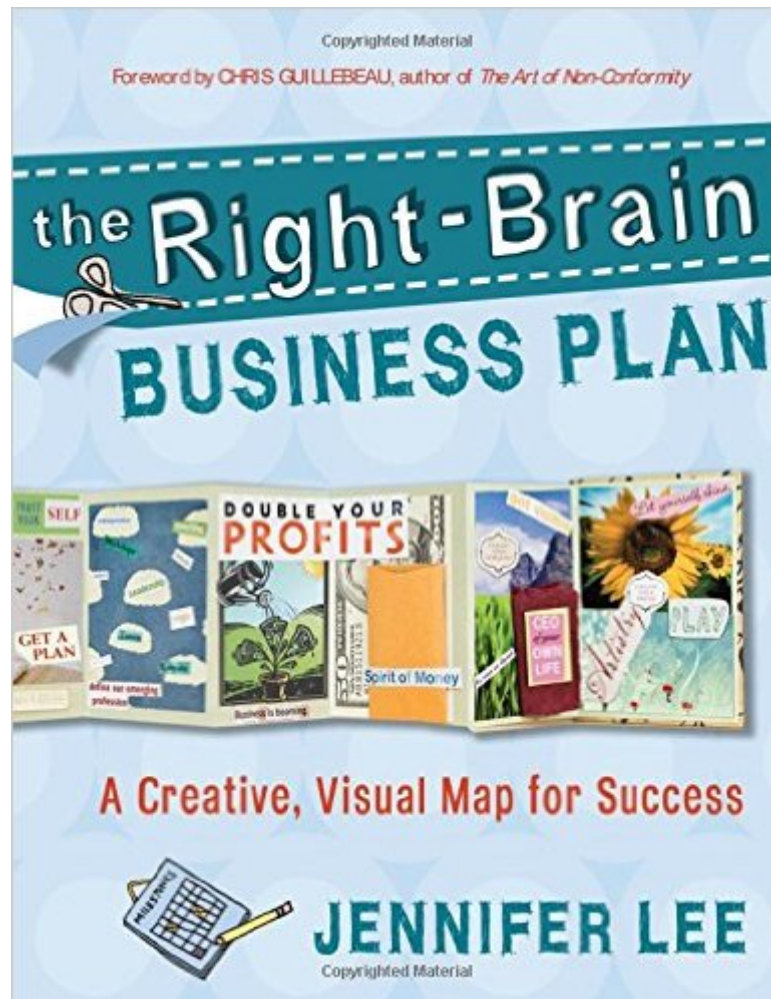


The book was found

The Right-Brain Business Plan: A Creative, Visual Map For Success



Synopsis

Turn Passionate Ideas into Profitable Enterprises Do you dream of making a living doing what you love but find the process of creating a viable business plan like trying to fit a square peg into a round hole? Jennifer Lee knows what it's like to make the entrepreneurial leap — and how to do it successfully. The key is using, rather than stifling, imagination and intuition. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. They'll enable you to define your vision and nail down plans for funding, marketing, networking, and long-term strategy. Discover how to:

- * Develop a financial plan with fun and flair
- * Select your circle of support to get the work done
- * Clarify your business values and goals
- * Paint a picture of your business landscape
- * Understand your competition and what makes you stand out from the crowd
- * Identify your perfect customers and create a marketing plan to reach them
- * Map out concrete action steps to bring your Right-Brain Business Plan to life

Book Information

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Customer Reviews

When I ordered this book, I was absolutely excited. I am a young professional looking to start my own art business, so I thought, "'The Right-Brain Business Plan'? That sounds perfect for me!" But as soon as I had a chance to look through the book when it came to my door, I realized that it was cheesy, condescending, and not at all what I had imagined. First of all: The majority of the visual exercises involve going through magazines and clipping out pictures that the reader is then encouraged to paste onto a sheet of paper to create a business plan. Are you serious? This takes me back to high school French class, when I had to create a poster about my favorite foods and

activities. Magazines were an insufficient source of self-expression when I was 16, and they certainly are now. Secondly: On a purely aesthetically driven note, I thought the book was poorly designed. And I know, I know, that's kind of superficial of me to say, but come on, people. If you are trying to sell a book to visually-minded people about being visually-minded, it sure as hell better look pretty. As a graphic designer, I found myself cringing when I flipped the page and saw some of the layouts in this book. Third: I've always disliked the idea that artists struggle with numbers and big words. I am an artist who tutors physics and calculus on the side to make extra money, and I know plenty of artists who are intelligent, hardworking, and (mostly) organized. Unfortunately, this author tends to go with the view that, to cater to the creative, she should use cool catch phrases and appeal to our "hip" side.

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