



The Creative Entrepreneur: A DIY Visual Guidebook for Making Business Ideas Real

Lisa Sonora

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The Creative Entrepreneur was voted Winner, in two categories—Craft and Business, of the 2009 IBPA (Independent Book Publishers Association) Benjamin Franklin Award which recognizes excellence in publishing.

This book is for the large audience of artists, crafters, and creative individuals from all walks of life who desire to make a livelihood from their creative work, or who possibly have achieved some success, but don't know how to replicate it or move to another level of accomplishment. These crafty DIY artists are everywhere--they are holding alternative craft fairs, they advertise in the pages of *Bust* and *ReadyMade* and *Craft*, they are selling online by the thousands at Etsy.com, and are blogging at Typepad, LiveJournal, and Whipup.com. But many of them do not have the skills needed to take their business ideas to the next level.

The Creative Entrepreneur takes readers on an inner journey of creative exploration to discover how to make their dreams of creative livelihood real, as they craft their own Artist's Business Journal. The Artist's Business Journal is a visual, project-oriented, step-by-step approach to business development for artists from all walks of life who are mystified and possibly frustrated by how to make a business out of their creative work.

The Creative Entrepreneur: A DIY Visual Guidebook for Making Business Ideas Real Details

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Dianne says

I am really interested in visual journaling now and have read a handful of books on the topic. This book is different than most. Beam has a biz background so she uses business strategies and art journaling to help cultivate your business plan. It's very different to what's out there for collage and artist's sketchbook-type books. This is NOT a book for those wanting to use visual journaling for hashing out personal issues. There are plenty of other books out there for that.

Beam is very selective of where she is guiding you and what her objectives are. Furthermore, there is no real collage how-to like in many other books. She really is just using art journaling as a method to help you make your business ideas become tangible and grow into real (or more productive) businesses.

Webfrau says

At the beginning, this book says it's not a self help book but it is. On the surface it's a bit touchy feely but if you actually sit and read it, it poses some very thought-provoking and insightful questions. I really enjoyed all the accompanying artwork and inspiring quotes. A really good tool for the creative person, whilst aimed at business a lot of it can be applied to personal goals too.

Melinda says

Great visual journal for creatives and their businesses.

Robin Norgren says

This was an excellent resource for writing a business plan. Many of the exercises were geared toward visual exercises that could then be left for further introspection later. The key is to get the ideas down on paper which I was hindered by anytime I approached the idea of writing a business plan.

Highly recommend! I actually worked through it with a group of artists and we blogged about it over on <http://www.creativebizmarathon.blogspot...>

Megan says

Regular reading. Carl jung, creativity page 40.

Elsa says

Perhaps I'm not the right creative for this book. It invited the reader to take standard business terms and journal it. Adding collage materials and pretty pens didn't help me think differently about this very linear, constrictive business model. I so hoped for an alternative model.

Nelson says

Started out very different. Using visual business planing, creating drawings and pictures to represent were you want your business to go. Then the second half starts to get into the nuts and bolts of working your business. Which means using those artistic documents you put together in the first part of the book. In the end weather you use your Franklin-Covey 7 habits stuff and add pretty flowers and stuff to the pages or you use the ones Lisa has you create, you still must be organized and use the materials correctly and often or it just wont work. For most creative types discipline and consistency are not high on our lists of personal goals outside of the per suite of our art itself.

Sheri Maple says

This book helps guide through the process creating your ideas to bring your business through fruition. Of course I recommend that a person who thinking about starting a business to read this book. You can always get detail information of starting and running your business through the Nolo series and Entrepreneur Magazine online site. I happened upon this book through an interview on Craftcast with Allison Lee interviewing the author, and purchased the book to help with the creative and ideas of the business. Creating a visual journal is a great idea.

Teri Temme says

Great book! I read it first and then waited a few days to do the exercises. A lot of fun. Great right brain/left brain tip: grow mentally and emotionally as you develop your non-dominant side of your brain. I had never heard of that before. It makes sense and opens you to more creativity. The book also has some great business advice and exercises.

Tammy says

Mixed thoughts on this book - it's beautiful - but not a big value-add for those with a business or analytical background as the concepts are fairly straight-forward. The journal pages are gorgeous, and I like that they are about concepts that we don't always see in art journal pages.

Debbie says

I really enjoyed this book. Ms. Beam provides an alternative to the traditional written business plan via visual journaling. Her template follows the traditional categories of a written plan but she demonstrates with many pictorial examples of visually demonstrating the content (her examples and those of other individuals). If you don't like writing, you will love this approach!

I have longed to begin my own business. I found this book, not looking for anything in particular and loved the idea of visually journaling/writing my business plan. I began my visual journaling following her format. Then I gave my copy to my sister to read and use with the caveat I wanted it back, so I could finish. But, haven't seen it. Sigh!

Jenny says

This book outlines a great approach to thinking about business, whether it's one you're already running or just thinking about. Notice I said "thinking about business." This book isn't about the mechanics of starting or running a business. So, no checklists, no discussions of branding or legal issues, and no marketing tips. This book is far more esoteric than that, which is helpful if you've lost your way in your business or you just know you want to strike out on your own but you're not sure what's at your core, creatively. Although the book is aimed at "creatives" (right-brainers, essentially), analytical types like myself will find the journaling prompts very helpful as thinking exercises. I'd probably go as far as to say "meditative" given the level of introspection that's required to answer each prompt.

I've read through it once and found it delightful. I'm going to read through it again later, and do all the exercises, to give things some time to percolate.

Holly Holt says

I love many of the exercises in the book. And it's lovely to look at! The deeper I go into my creative business, the more helpful this book becomes.

Jillian says

This is one of those books that seems like it was made by someone like me, for me, and I found it at just the right time. I'm a writer that's working on a t-shirt line, and I don't know why I never thought of creating a visual business plan for my apparel company...when I created one for my book outline. I suppose when it came to shirts I was all business, like, "Okay, gotta get a business plan, gotta set deadlines..." and now I realize why I felt so stuck. I sucked ALL the fun out of it!

I was so afraid of spending and wasting money with so many bills that I became scared of making any bad decisions, and then I started procrastinating. I think once I mix up all the inspiring pictures, business ideas, etc. into a notebook, like I did for my other hobbies, I'll be motivated to go through the next steps of obtaining a trademark, business license, etc.

This book may not be for everyone, but if you know anyone who can't seem to make the next logical steps forward--tell them to put the business plan books aside for a moment, and start a journal.

Jeannine says

lots of fun...
