

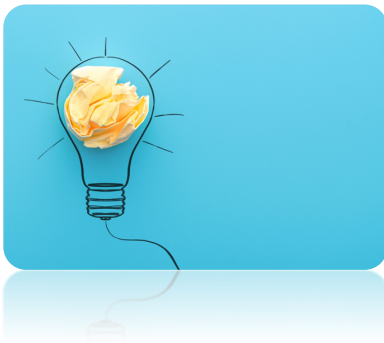
14 Ways Creative Business Owners can do Better Business

Attract the clients you want, be more commercial and get visible in your marketing.

creative

/kri:'etiv/

adjective - relating to or involving the use of the imagination or original ideas to create something.



If you see yourself as a creative business owner, you are innovative, full of imagination and open to new ideas. A glorious combination!

However, if circumstances mean you are predominantly working alone, may be leaving you doubtful on what ideas are the best ones to progress with..

Lone working may be leaving you sensitive to opinions on your work, making you feel unable to shout about the value of the work you deliver, keeping you in a state of procrastination This all means you stay invisible to your audience.

This results in: **Indecision**, **Inaction**, and **Invisibility** - three killer combinations to your creativity.

This inaction prevents you from experimenting, personally and professionally growing and stops your audience from engaging with you and your work in any meaningful way.

Is it time for change?

- ✓ Do you want to **be visible** in a *more* meaningful way?
- ✓ What would a more **self-assured** you achieve if you took action that felt clear, had focus and direction?
- ✓ How would it be to develop a more **decisive and confident** mindset...

More money?

Increased fulfilment with your work?

Better clients

A happier you...

Here are 14 ways that will enable YOU, the *Creative*, to feel like the Business Owner you want to be - to mix your creative flair with practical entrepreneurial activity to get your business in front of the right people, who will love what you do and will want to work with you time and time again!

14 Ways Creative Business Owners can do Better Business

1) Write your social posts from your #1 Fan perspective.

- "My clients share they work with me because..."
- "My best friend said I..."
- "I love this fellow artist/copywriter/photographer because..."

Taking this approach will help you get more comfortable with how others see you and your work. This will enable your audience to appreciate your unique approach to creating and get to know your personality through shared stories and an external perspective.

2) Look up the ladder to people in your industry.

Check out the big guns, they all started somewhere. Who do you believe has made it and are exactly or close to where you want to be? Get to know their stories.

Once upon a time, they were exactly where you are now. What is **ONE step** they took to get there, could that work for you and how you work?

3) Create a portfolio of your best work or have you reviewed your portfolio lately?

More than likely, you showcase your work already but consider an upgrade with a slick photobook or digital brochure that you can use to showcase your work in meetings or with prospective clients. Is your current portfolio still your best work? Remember to always keep it fresh and up to date... differentiate yourself through your favourite pieces of work.

This approach will not only work wonders and reap dividends when you are in potential client meetings, but it will give you the gravitas and confidence along the way that your work is exceptional and deserves to be showcased in the best light.

4) Enter industry competitions & awards.

e.g., For artists check out @SVSlearn on Instagram. This will help you to hone your skills, get noticed in all the right places and will build up your confidence in your area of expertise.

It's also great content for your social channels and who doesn't love adding 'Award Winning' to their comms?!

5) **REALLY** think about who engages with your work the most...

Create a clear profile of **who** you have loved working with in the past or who you would love to work with in the future – their demographics, personality attributes, language they use, likes, and loves. Knowing who they are will help you increase clarity on **how** to get your work in front of these people with more ease.

Niching your business with those people in mind will hone your marketing message and set you aside as an expert in your field.

Note: I am a straight-talking, no nonsense business coach who works with creative business owners who want to create more profitability and balance. Guess who I attract...?

6) Collaborate with like-minded creatives.

Who can you work with to deliver an even bigger and better solution to your clients? Join groups to meet and be inspired by others in your field i.e., two of my current creative clients have joined forces with their branding and copy writing skills to offer their target audience a full branding solution.

Seek out creatives who work with a similar client base who you are not in direct competition with.

7) Know what makes YOU unique... What's Your Superpower?

Your uniqueness, if you are anything like the creative business owners I've worked with, may make you feel very uncomfortable. Perhaps you don't know what that is right now. This 'What's Your Superpower?' exercise will be hugely beneficial. It will get you feeling more comfortable with your offering, will help form your unique marketing message and will differentiate yourself from your competitors and 'show' any potential clients why they should work with you.

Is your uniqueness, like Kate? Kate is a brand photographer and has an ability to instantly help people 'feel extraordinarily comfortable in front of the camera' or like Anita – Copywriter, whose words enable her clients 'genuinely excited to publish.'



[Download this template.](#)

8) Create a set of Pre-Qualifying Questions - to sort the wheat from the chaff!

A handful of questions that you always ask potential clients when you are fact finding about their needs will deliver 5-fold to them and to you!

They will; save you valuable time - using these questions in your initial chat with a potential client will help you to feel more in control and confident at this important point of the conversation; they will help you to build rapport more easily and show your potential client that you are professional and able to lead the conversation and project; you will uncover their needs more easily and help them gain more clarity in the solution they are seeking from you.

9) Find your social media platform/s - You don't have to do them all!

For many creative business owners, especially those who have a very visual product or service it can be Instagram. However, LinkedIn can often be overlooked for being too corporate or serious and formal. I'd invite you to think about **where** your potential clients are hanging out the most and where business is being done. Choose quality posting over quantity platforms.

10) Ask your clients for testimonials.

It's obvious but so many creative business owners do not do this. Through fear. Fear of what will they say, think or do. Create a template email that you will always use to request a testimonial. This will take the thinking part out of it *and* reduce the fear. Request a Google review, LinkedIn Recommendation, or any other platform you use. Reviews will not only help build your confidence and that of any potential client looking for you and your services, but they are also useful to use in your marketing and SEO. (e.g., see #1)

11) Never negate your background – *be proud of your roots.*

Whatever path got you to this point was valuable and instrumental to *how* you got here. What stories can you share in your marketing that will help any future clients understand you better and how your past experiences influence your current work?

12) Use professional high-quality imagery!

Images for creative businesses are highly important, but you may be surprised at how often imagery doesn't reflect the true talent of what you deliver. *Check* – does the imagery you're sharing reflect you, the personality of the business and what you deliver? If you're unsure get a trusted friend and colleague to do a sense check.

13) Think about your customer's journey.

What steps does your ideal client go through from the minute they interact with your business and brand. Does it look and feel professional, timely, on point?

Map out a clear process of what you want this journey to look like from the moment they enquire and create a simple system that you can follow each time. Think about your favourite coffee shop and why do you love them so much. It probably has a lot to do with how they make you feel each and *every* time you purchase from them.

14) Surround yourself with people who make you a more rounded business owner.

As business owners it's an impossibility to be great at ***everything***. Creativity is your thing, so you are right-brained. Right-brained people are good at right brained activities, such as: being creative, intuitive, artistic, non-verbal, emotional, musical, and using your imagination.

You'll likely need help with the more analytical part of your business. Left-brained activities.

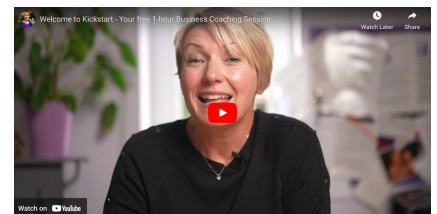
So, who can you reach out and connect with in your network to fill in the gaps that involve left-brained activities – the ones you need to engage in that help develop a fully rounded business to deliver a sustained income? Activities that involve being Logical, Analytical, Linear, Verbal, and Factual?



Clare Whalley, Meta4 Business Coaching, has been working with creative (and creative thinking) businesses for 15+ years, from video production to copywriters and marketing consultants to graphic design agencies.

All beautiful creative thinkers who wanted help developing their 'business-running' skills to enable them to achieve more profitability and balance. Helping them to develop a business they are proud of, one that inspires and motivates, so they can create more of what they love.

If you would like to chat and find out how business coaching could help you and your business, book in for a Business Kickstart session and you will gain lots of clarity, focus and direction as to your best next steps to grow your business...



Book a free Business Kickstart meta4coaching.co.uk/kickstart