

BUILDING YOUR BUSINESS



- 1 Consider what a **SUSTAINABLE CREATIVE PRACTICE** means to you.
- 2 Given the demands of life, assess the **TIME** you wish to devote to your business.
- 3 Focus on making your niche your **PRIMARY SOURCE OF INCOME**.
- 4 Consider other ways you might be able to **DIVERSIFY YOUR INCOME**.
- 5 Create a **NICHE STATEMENT** that clearly defines your brand.
- 6 Ensure your **ABOUT PAGE** accentuates your experience, expertise, authority, and trustworthiness.
- 7 Make your website the primary **BASECAMP** of your brand.
- 8 From your website **EXTEND YOUR BRAND** to as many other platforms as possible.
- 9 Know your **TARGET AUDIENCE** and create content that appeals to them.
- 10 Identify your dream clients and **ENGAGE** with them in multiple ways.

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