

7 CRITICAL STEPS TO STARTING YOUR

Creative Business

(Or any business for that matter.)

How to Get Your Gig Off the Ground
Quickly and Easily

with

KATHRYN PRICE

How to get the *most* out of this e-book

STEP 1

Print out this e-book to work through and file when you're finished, so that you have it to refer to later.

STEP 2

Take a highlighter, coloured pen or pencil, and as you read, and make notes.

STEP 3

Complete the action plan on the last page and work through each item step by step.

Before you get started, here's what I want you to ask yourself:

How will I feel in 12 months time, if I don't start my business now?

It's never too late to start your own business. Even if you are working a full-time job, and have limited time or money, it's still possible.

By making a start now, you'll be that much further on this time next year.

Starting your own business is overwhelming when you think of everything you need to your head around, and do. To make it all so much easier, follow this 7-step system I've created for you!

Yes, it's an incredible amount of hard work. But it is worth it. No more fronting up day in and day out to a job you really don't like, in an industry you have no passion for, with people you'd rather not be working with.

Let's get your gig off the ground!

A little bit of *background* before we get started

So, you've made the decision to start a business.

This is so super-exciting! I'm proud of you.

At this point you might be feeling a number of things; extremely anxious about telling anyone in case you fail or never actually do it, completely overwhelmed because you have no idea where to start, or excited and ready to get on with it. All of these are very normal feelings to have. You are not the only one to feel this way. You are not alone.

In order to get your business off the ground there are 7 steps you'll need to take. Each of these will cost you a little money, maybe more of your time (depending on your skill set), and a lot of courage.

And, one last thing before we get started. If there's anything in this e-book that you don't understand, Google is about to become your best friend. You will hear me say over and over, that as a business owner, you need to become a master researcher. No longer will you have a team of marketers, finance or IT people to call upon when you have a question. You will mostly be left to your own devices, literally. If you can accept this from the beginning, your journey as a business owner will be a whole lot easier.

Since 1998 I have started 5 creative businesses. With each experience I learned more and more about, what to do, and what not to do. In this e-book I'm sharing my proven 7-step process for getting your business off the ground.

STEP 1

Give your business a *name*

Decide on the name of your business.

This may sound like a simple task, but a play on words can result in a name that makes complete sense, or none at all.

Think of the name A J Services for example. Now I'm sure AJ knows exactly what he or she does, but from this name, no-one else has a clue. If the name was A J Copywriting Services, then we'd all know exactly what the business is all about.

The name of your business also needs to work as your website domain, and your Facebook page. Check in both of those places to ensure your name is available before making your final decision on the name of your business.

STEP 2

Grab your *domain* name

Next, purchase the domain for your business.

A simple process you can easily do yourself which has an annual cost of around \$15-30 per annum depending on where you buy your domain from.

For mine, I use 1st Domains here in New Zealand. The reason being, that they have great support, either by email or phone. There are however many domain providers to choose from.

It is recommended that you purchase more than one domain extension to ensure you protect your brand. If for example you buy ajcopywriting.co.nz and do not buy the .nz extension, someone else in New Zealand can easily start a website with the domain ajcopywriting.nz. This will cause confusion in the marketplace and could mean you lose business.

STEP 3

Get your *email* package

At the same time as purchasing your website domain, I recommend that you also purchase an email package.

Why? It is far more professional to have an email address @yourdomain.com (e.g. kathryne@upcycledandco.com) than an @gmail.com or @hotmail.com one. If domains and email are things you're not familiar with, call 1st Domains and discuss it with them and they'll help you get it all figured out.

STEP 4

Create your *Facebook page*

Setting up your Facebook page is next.

Why do I need a business Facebook page?

There are a few reasons why you need a separate Facebook business page:

- It is against Facebook's rules to use your personal page for business (and I have seen people have their personal ones shut down).
- You can only have 5,000 friends on a personal one.
- Facebook ads are not able to be run from a personal page.
- Your friends and family won't want to see you talking about your business .
- You won't attract and grow an audience which is critical to business growth.

Facebook has its own business training to teach you everything you need to know and you can access that here <https://www.facebook.com/business>. The other option is YouTube videos, but just make sure you are using recent ones.

Next you're going to post on your business page every single day. You'll need to be inspiring, entertaining, educating and telling everyone how excited you are about the business you're establishing.

For more ideas about what to post on Facebook check out my 30 Facebook Post Ideas list at the end of this e-Book.

STEP 5

Order your *business cards*

Today, many people do not have business cards, but I recommend you do. Why?

When you're out and about talking about your business and someone says, "Oh, that sounds great, I'd love to know more. Do you have a card?", you will feel a whole lot more professional when you can hand one over, rather than having to say "I don't have one".

You can easily design a business card in <https://www.canva.com> which you can then download, and upload to <https://www.vistaprint.co.nz> to have printed. This process is very simple, and very cost-effective. Again, if this is not your thing, get someone to do it for you.

STEP 6

Create your *Facebook group*

You may or may not want to start a Free Facebook group.

There are two thoughts on this; some people love them, some loathe them.

For Upcycled & Co. my free group has been a massive part of getting my brand known. With over 6,5000 people now in that group, it's a place where people talk about how great Upcycled & Co. Furniture Paint is, and how much they love my workshops. So those people, are actually selling my products for me.

You'll need to have strict rules and make sure everyone adheres to them, but if you do that from the beginning, you'll be fine.

Our group is a great space where people are kind, respectful and love sharing ideas and supporting each other.

STEP 7

Build your *website*

At the same time as you're talking about your business on Facebook, you will need to be creating your website or having it done for you.

Why do you need a website as well as a Facebook page? Your website is the only piece of real estate you own on the internet. So, it's crucial that you have one. Initially a one-page website is all you need. If you're relying solely on social media, and you get locked out of your page, you get hacked or the platform rules completely change overnight, you have no other way of selling your products and services. Please never put all of your eggs in one basket. Ever.

What you absolutely must have on your website though, is a lead magnet. This is a free offer in exchange for email addresses. It must be a valuable piece of free content like a video, cheat sheet, workshop, how to guide, e-book or something else that your followers will consider to be useful. The people who sign up become your list, which is often what you'll hear it referred to as (or your database). These are the people you will market your products to (there's more on that in Creatives' Blueprint).

We use <https://www.mailchimp.com> for our list but there are many others.

Here's a couple of examples of the value of having an email list:

- On the eve of COVID-19 lockdown I emailed my list at 6pm and by midnight had record paint sales in any one day in 4½ years in business.
- During the same time period, I launched Upcycled & Co. Business and along with it, Creatives' Blueprint for Business (our online course) and we had 23 people sign up to the program without any other marketing.

Building your audience is the most important thing you'll do in your business, because this is where your sales are going to come from.

In real life, this is how it works. I'm at a cafe and I get chatting to the lady serving me. She says she knits socks to sell but would love to sell more. I tell her I help creatives start and build their business and that I have a free 7-step guide on my website that she can download. I give her my card. And, more than likely, she'll go and sign up.

Finally, email marketing works. If you don't have an email list, you're literally missing out on sales.

SUMMARY

Congratulations, you're in business!

Now, obviously you'll also need to start thinking about a whole lot more than just these things, but this is how you're going to get started. Once you have these in place, you're going to start telling EVERYONE you know and this is how you're going to build your audience, which is the most important thing to do in the beginning.

Here's how you're going to do just that:

- Invite all of your friends on Facebook to Like your business page.
- Share your business page in Facebook groups that allow you to do that.
- Tell people you are starting a business, your friends, family, school mums, church parishioners, community group members, work colleagues and anyone else you come into contact with.

The next part of the process is to consider whether you'll be a company or a sole operator, what products you're going to sell, how to price, market and sell those products, and how to get your name out there. All of these things and more are addressed in **Creatives' Blueprint for Business** my 7-module self-paced online course. For 10% off discount use the code CREATIVES10.

For more information check out www.upcycledandco.com/business

