

The Right-brain Business Plan: A Creative, Visual Map for Success

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✓ Verified Book of The Right-brain Business Plan: A Creative, Visual Map for Success

Summary:

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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

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