

IS THIS COURSE RIGHT FOR ME?

This course is definitely for creative businesses of all kinds, and it's ESPECIALLY for professional fine artists. I understand that you are unique and it can feel hard to classify what you do. To figure out if this course is for you, let me start off by asking you some questions. Now, you may not know the answers to all of these questions. You might answer with 'No' or 'I don't know.' And that's ok. Stick with me. But you need to do your own assessment:

- ☐ Are you running a business?
- ☐ What are you selling?
- ☐ What are you doing to make money?
- ☐ Are you evaluating how you're doing?
- ☐ Are you making improvements to the way you run your practice?
- ☐ Are you working hard?
- ☐ Do you spend time only on the fun parts of your craft, or do you dedicate time to the less pleasant tasks like bookkeeping, marketing, networking and billing?
- ☐ Do you have a reasonable expectation of making a profit in the future?
- ☐ Do you have a goal of making a profit?
- ☐ Are you making a profit already?

How did it go?

If those are easy questions, and the answers are yes—you're in great shape. Everything I say in this course is relevant to you, and you are in the best possible position.

If you answered NO to all or most of those questions, then you are probably a hobbyist. That's a fine thing, but this course is *not* for you.

If those questions make you squirm and you answered No, or I don't know: fear NOT. *This course is especially for you.*

