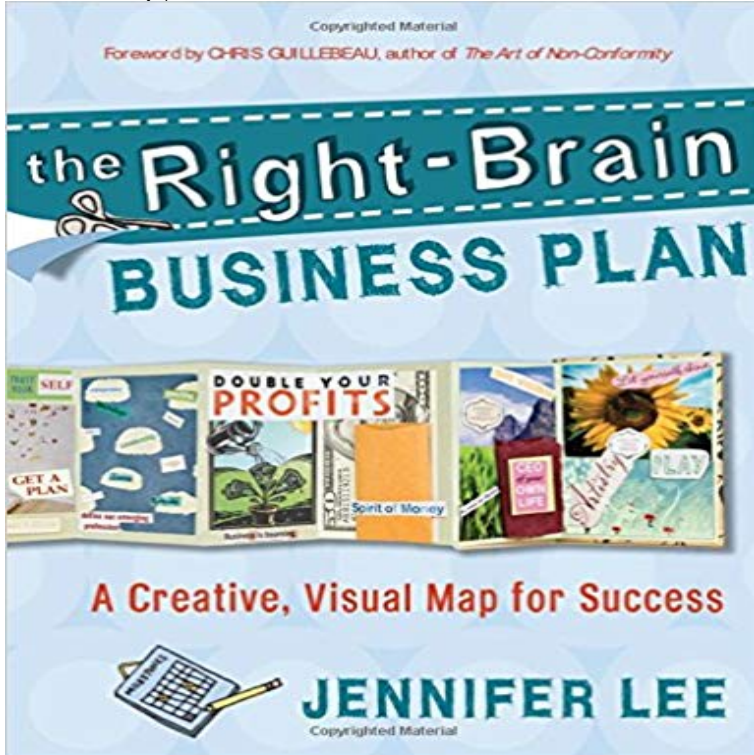


The Right-Brain Business Plan: A Creative, Visual Map for Success



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 its like to make the entrepreneurial leap and how to do it successfully. The key is using, rather than stifling, imagination and intuition. Lees illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. Theyll 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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for Success is visual inspiration for BUSINESS PLAN. A Creative, Visual Map for Success plan to reach them Map
out concrete action steps to bring your Right-Brain Business Plan to lifeThe Right-Brain Business Plan: A Creative,
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