



The Maker



THE MAKER

CREATIVE. SKILLED. IMPLEMENTOR.

Makers are absolute masters of their craft. They can be artists, designers, writers, photographers, event planners and more.

The common thread? The ability to bring dreams to life.



RACHEAL COOK
MBA

HOW TO USE THIS GUIDE

After working with thousands of heart-centered entrepreneurs, there is one thing I know for sure::

There is no one-sized fits all secret to success.

But there are some shortcuts that can accelerate your entrepreneurial learning curve - and it all starts with understanding your Business Sweet Spot.

When you understand your Business Sweet Spot, you're building your business in alignment with your innate talents, gifts, and strengths.

Your Business Sweet Spot isn't about your personality. It's about helping you leverage *what you do best* into a profitable, sustainable business.

Your primary Business Sweet Spot Theme is explained inside this mini-guide, including some actionable insights...

Snapshot of the Maker Theme:: We'll start with the overview of the Maker Business Sweet Spot and glimpse into an aligned Maker business.

Your Strengths:: We'll look at the amazing opportunities you have to leverage your innate gifts, talents, and strengths in your business.

Your Struggles:: We'll avoid the biggest challenges that can hold your business back from success.

Maker Biz Design:: Then, we'll take a look at how you can start optimizing your Maker business for profitability and growth {without burning out}.

Maker Marketing:: Finally, we'll look at the most important elements of a successful Maker Marketing Plan to consistently attract your dream clients.



SNAPSHOT OF THE MAKER



The World Needs Makers.


As a Maker, people come to you to bring their big ideas to reality. You know how to make things happen. Where others are dreamers - you are a DOER.

You love tackling big complex ideas and bringing order to chaos. While many Makers are drawn to creative pursuits such as design, writing, or photography, there are many who bring *creative processes and*

problem solving to help others behind the scenes in their life or business {think of a wedding planner or a project manager}.

YOUR CLIENTS WANT YOU TO DO FOR THEM.

People reach out to Makers to tap into your innate creativity and talent. You are a master at your craft {that's right - you've got mad skills!} honed over years of *doing the work*. Your clients know that with your experience and expertise, you will help them get the best results possible.



The world needs dreamers and
the world needs doers. But
more importantly, the world
needs dreamers who DO!

- *Sarah Ban Breathnach*

MAKER ROLEMODELS

IT TAKES 10,000
HOURS OF
DELIBERATE
PRACTICE TO
MASTER YOUR CRAFT

The most successful Makers understand that to be the best in your field, you have to dedicate yourself to deliberate practice and mastery of your craft.

In Malcolm Gladwell's *Outliers*, his research shares that it takes 10,000 hours of deliberate practice to become a master at any skill.

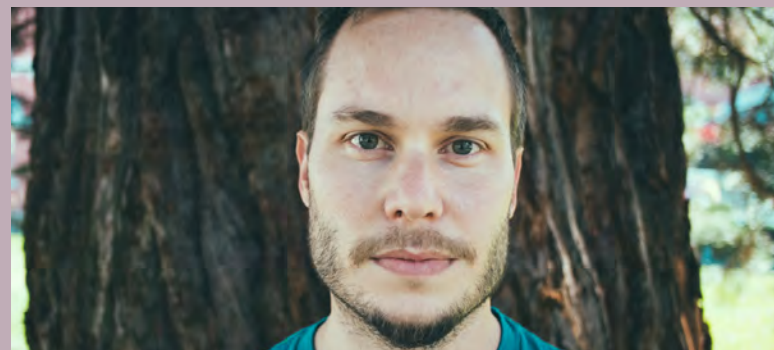
The most successful Maker Entrepreneurs haven't become successful overnight. While they all are incredibly talented, their journey to success came after years of *consistently doing the work*.

Elizabeth Gilbert {Author}



Most famous for her book *Eat, Pray, Love*, Elizabeth now travels the world speaking and teaching workshops on Creativity.

Paul Jarvis {Designer}



In recent years, Paul Jarvis made the shift from sought-after freelance designer to a respected teacher for creative entrepreneurs.

Alexandra Franzen {Copywriter}



Alexandra is a sought after copywriter who teaches copywriting on her blog and in live workshops and retreats around the world.

MAKER STRENGTHS

- 1.** **Creativity.** When someone shares a big idea, you love brainstorming all the ways to bring it to life.
- 2.** **Expertise.** We come to you when we want the absolute BEST, highest quality result possible.
- 3.** **Follow-Through.** You love to see projects through from start to finish. Whether leading a team or implementing solo, you move us to the finish line.

MAKE IT HAPPEN.

When we want something done, and we want it done right, we turn to you. You have the unique ability to take an idea and work to make it a reality.

Many Makers start by implementing FOR your clients... but this natural Sweet Spot can also be leveraged as you create processes to grow your business, start building a team, and leading towards big goals.



MAKER STRUGGLES

- 1. Trading Dollars for Hours.** Many Makers struggle to grow their business beyond done-for-you services or custom products.
- 2. Marketing.** While it is possible to build a Maker business on referrals and word-of-mouth, growing your business requires strategic marketing.
- 3. Boundaries.** Because of the high-touch nature of your work, Makers often struggle with scope-creep or clients who demand more than initially agreed.

DESIGN A CLEAR PROCESS.

Before you can grow your Maker business with leveraged or passive products, programs, or services, you've got to find a way to create a clear process for your work.

Many creative Makers struggle with the idea of systems and structure, but this is the secret to better managing your high-end custom work and creates a foundation for future growth.



MAKER BIZ DESIGN

As a Maker, you're naturally wired to taking full ownership of a project from start to finish. You love to be involved in each step of the process {either doing the work or managing those doing it} to ensure your standards are being met.

Startup



In the Startup Stage of Biz Design, Makers do well taking on freelance projects as the fastest path to building a profitable business.

- ➔ **Project Based Offerings.** These offerings focus on one specific project {such as a new website}.
- ➔ **Package Based Offerings.** These offerings bring together several deliverables into a single high-end package {such as website design plus website copywriting}.

Success



In the Success Stage of Biz Design, Makers stop hustling for clients and instead look for ways to continue serving existing ones.

- ➔ **Retainer Clients.** Long term relationships bring in more consistent revenue for Maker businesses.
- ➔ **Lifecycle Clients.** It's 50% easier to sell to existing clients than to find new ones. Continuing to nurture client relationships can lead to additional opportunities to work together.

Scale + Sustain



In the Scale + Sustain Stage of Biz Design, Makers shift from solopreneur to CEO.

- ➔ **Boutique Agency.** If you enjoy leading a team, hiring other Makers is a great growth strategy.
- ➔ **Info-Products.** If you want to share your expertise one-to-many, consider templates, books, or trainings.
- ➔ **Maker Mentor.** If you love developing people, consider coaching new Makers.

MAKER MARKETING STRATEGIES

As a Maker, your work is unique in that you truly do not need many clients to create a profitable sustainable business! With that in mind, many Makers can build a thriving business and attract amazing clients by simply focusing on 3 elements in their marketing strategy::

Impeccable Customer Experience.

If you want not only happy clients, but repeat clients who rave about you to their friends, family, and colleagues, experience is essential. A fantastic experience isn't just about fun gifts - it's all about clear communication, expectations, and anticipating the needs of your clients. This is where you not just do what you were hired to do - but go the extra mile. **The more your clients feel like you're fully in control and you've GOT THIS, the happier they will be.**

Case Studies and Social Proof.

Why do we know the most amazing copywriters or designers or photographers {or insert any other makers here}? Because they focus on their CLIENTS first. **They make their clients look like rockstars.** This works especially well when you can use visual storytelling or share clear before + afters {for example, an amazing interior designer will have you drooling over the photos of her clients new homes}. Sharing those aspirational images {or telling the story of your clients or even better - both!} will go a long way in people believing you can do the same for them.

Referrals.

Referrals are everything. EVERYTHING! Especially for Makers. **Referrals allow you to focus on what you do best and build a solid reputation.** These can come from clients or referral partners, however sitting back and waiting for referrals to come your way isn't going to cut it. You've got to ASK for the referrals. Make a plan to followup with all your clients, host client appreciation events, and offer incentives for your best referring clients.

Marketing For Growth.

As you shift from the Startup to Success to Scale + Sustain stages of Business Design, **you'll have to change up your marketing strategies to fit your growing business model.** Makers can leverage online marketing strategies to build a larger audience. Take note that building an audience for information products or training programs takes a bit more time... and will often require not just hundreds but THOUSANDS of people to become profitable.