

Do Creatives have business skills?

Business growth coach Claudia asked 57 international Designers & Creatives

What are your biggest challenges?

Client acquisition



35%
experience finding clients and growing their business as the no 1 challenge.

"I've got the creative, but not the business knowledge."

Personal development



28%
mentioned personal challenges, such as time management, work/life balance and training.

"Knowing my next step, and if I'm on the right track."

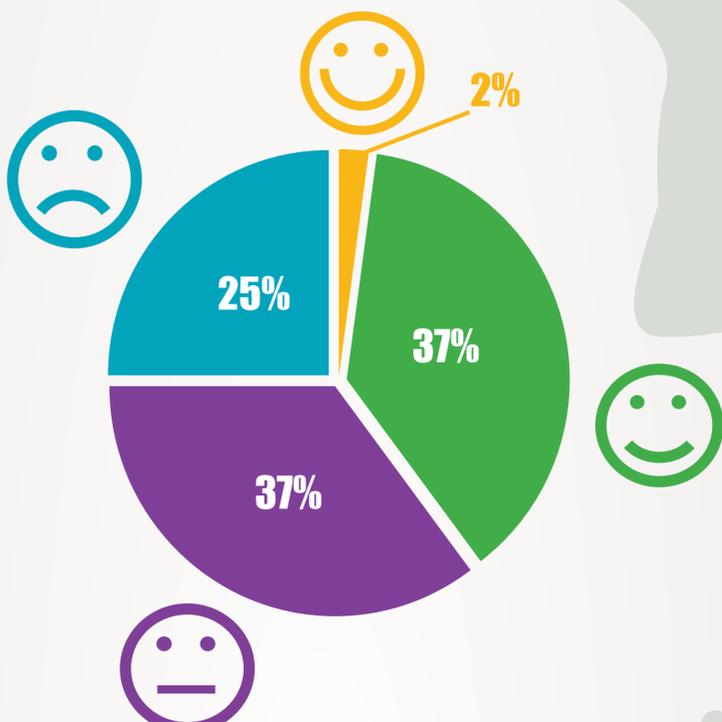
Positioning



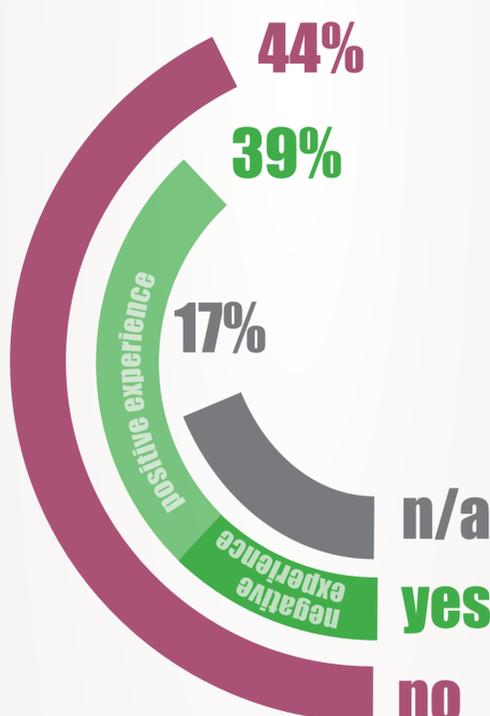
25%
defined their major challenge positioning themselves, involving Marketing, Branding and Product Quality.

"Going out there and tell others what I do."

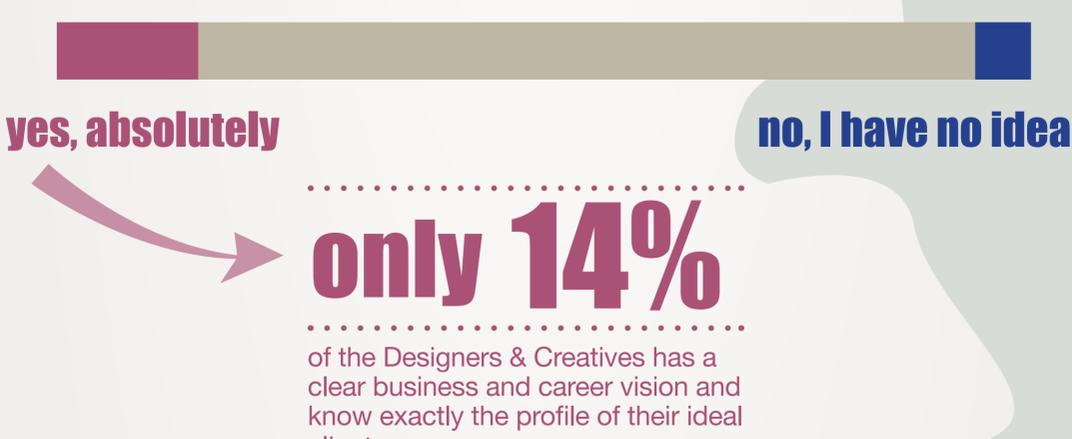
How satisfied are you with your income?



Have you involved external help to overcome your challenges?



Do you have a clear business or career vision?



3 tips from Claudia to improve your business skills



"I believe Designers & Creatives deserve profitability"

#1

What is your biggest challenge you'd like to overcome?

Write down one first small step to overcome this challenge. Make sure it's **specific, measurable, achievable, results-focused, and time-bound**. Create a calendar appointment to take action on your first small step. Share and celebrate your achievement with your network.

#2

Take 18 minutes to learn your most important lesson on entrepreneurship.

Listen to the eye-opening TED video by Simon Sinek and **learn what people buy**. After watching the video, reflect about your own Why as Designer or Creative. Share your findings online on your social media channels. Invite your network to comment & share their thoughts.

#3

Claim your personal powerful coaching experience today.

Just click on the red 'yes' button on www.coachingbyclaudia.com. This link will take you to my online booking system where you can easily schedule your time with Claudia.