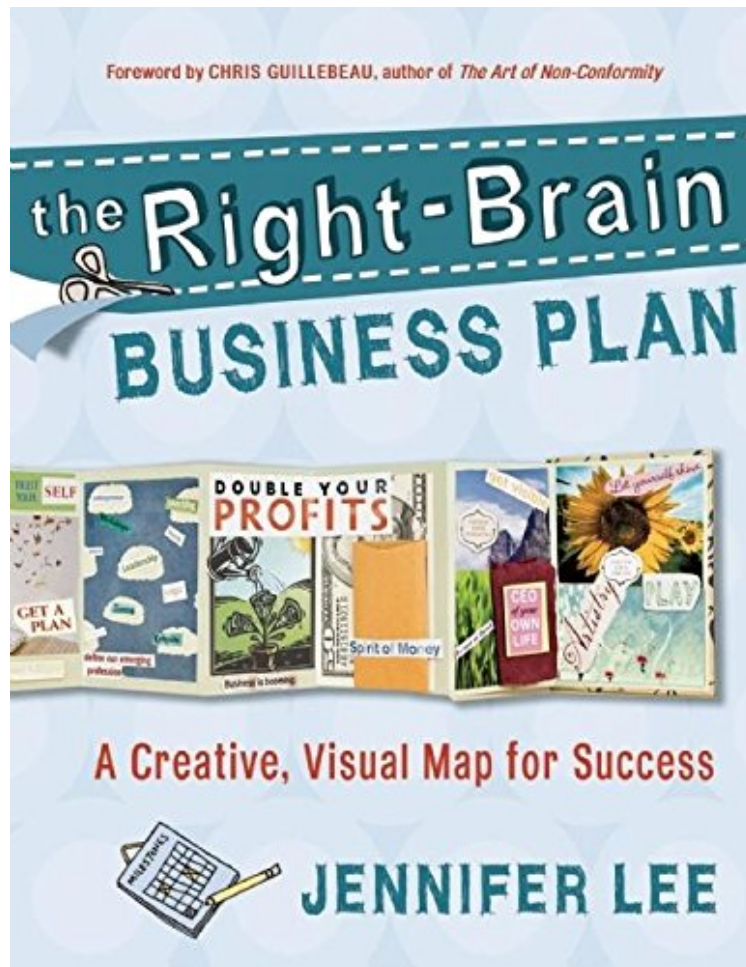


(Download) The Right-Brain Business Plan: A Creative, Visual Map for Success

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

Jennifer Lee

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Jennifer Lee : The Right-Brain Business Plan: A Creative, Visual Map for Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Right-Brain Business Plan: A Creative, Visual Map for Success:

0 of 0 people found the following review helpful. If I could, I'd give it 10 starsBy WdvlannieI started with the book, which really appealed to me from the first peek. I've since learned a lot more from watching Jenn's on-line classes and video summit (which were free to view, by the way). If you are starting a business or need to get a handle on (and your head around) your current business, this is a wonderful starting point. NOT appropriate for real left-brain folks, but ideal for anyone who is more comfortable with visual, colorful, playful, creative ways of looking at and doing things. This book takes the scary out of trying to read a traditional business book.3 of 3 people found the following review helpful. Original approach to get the creative juices flowingBy Dina FThe Right-Brain Business Plan is a great book to use when you are getting ready to write a serious business plan. When you are just getting starting, writing a business

plan is one of the hardest things to do well. This book helps you through the process by having you do some creative exercises that at times may seem silly but output some good ideas that you will be able to transfer to your functioning business plan. I'd recommend it for start ups!5 of 5 people found the following review helpful. a good kick in the buttBy kristathis book has actually got me excited about doing my business plan. i am still reading it, but the few chapters in so far have really got me into doing a business plan on my own terms! i don't recommend reading this before bed, as i did and ended up laying there with my head spinning around with ideas and goals i wanted to included in my plan!i would recommend the on-line seminar stuff, if it is still available. the classes are a great companion to the book!

Turn Passionate Ideas into Profitable EnterprisesDo 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

If you think of business planning as boring, well, you havent read this book yet. This is not business as usual....Jump right in! from the foreword by Chris Guillebeau, author of The Art of Non-ConformityWho says you cant rock Wall Street and wear purple at the same time? Jennifer Lee opens the door for artists, healers, and brilliant souls to take their passion into the marketplace. Tama J. Kieves, bestselling author of This Time I Dance!This is one of those rare books I cannot wait to mark up, get paint on, and really use....If you yearn to do your own thing but believe you cant...stop that voice in your head right now and listen to Jennifer Lees funky, delightful, seasoned help instead. Jennifer Louden, author of The Life OrganizerMove over, spreadsheets this is business planning for the rest of us. Andrea J. Lee, CEO of The Wealthy Thought Leader