



# A Creative's Guide To The Entrepreneurial Mindset

Instructor: Alaina Clarke

Founder of GEM Creative & A. Clarke Metalsmith

[www.gemcreativemicom](http://www.gemcreativemicom)

---

## **Class Overview:**

With a focus on practical business skills and strategies for creatives, A Creative's Guide to the Entrepreneurial Mindset will step out of the box of a traditional small business model and open a world to creative entrepreneurial skills. This hands-on series will take an in-depth look at prospective and current business practices, envisioning a healthier balance between business and artistic output.

The class provides access to business-building tools, identifies opportunities, strengthens networks, refines marketing strategy, while finding ways to increase income. Cohort members will troubleshoot issues specific to creative business development.

This is a cohort-based, 8-week intensive class. We will meet once a week for 3 hours on Zoom. All classes will be recorded and available to cohort members for 6 months after the course has been completed.

---

## **Topics Covered:**

- Evaluating Your Business
- Creating and Crafting your Elevator Pitch
- What Sets You Apart From Other Creatives
- The Power of Good Networking
- Marketing Strategy
- How to Create Long Term Relationships and Partnerships
- How to Price Your Work/Services
- How to Diversify Your Revenue Streams

## **Strategies/Lessons Learned**

- Public Speaking
- Product/Service Assessment
- How to Sell/Market Your Work/Service
- Embracing Innovation & Change
- Opportunity Alertness
- Cash Flow Management
- Leveraging Resources

This class is based on a curriculum developed in conjunction with myself, Grand Valley State University's Center for Entrepreneurship and Innovation, and the Dwelling Place of Grand Rapids in 2014.