



# The Right-Brain Business Plan

*Jennifer Lee*

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## **The Right-Brain Business Plan** Jennifer Lee

Millions of artists, entrepreneurs, crafters, and solopreneurs dream of making a living doing what they love. But turning their vision into a viable business plan can feel like trying to fit a square peg into a round hole. Jennifer Lee knows what it's like to make the entrepreneurial leap — and how to do it successfully. The key is showing creative types how to use — rather than stifle — the imagination and intuition that make them creative in the first place. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, enabling readers to get down to the essential business of defining their vision and nailing down plans for funding, marketing, networking, and long-term strategy. Both budding and seasoned business owners will benefit from Lee's wonderfully original approach.

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