

Building

A NIMBLE BUSINESS MODEL

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BIPOC Arts Australia

Muse Creative Studio

Touch 2 Pay Australia

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It's not about chasing money.

It's about chasing freedom.

- *Shruti Pangtey*

Lets do some deep breathing - 5 deep breaths.

AGENDA:

Mindset

Resources & Opportunities

Sustainable business

I challenge you to set an alarm every day for the next 6 weeks! Set yourself 15mins a day to learn about business or anything in this workshop that you feel you want to work on! Reach out if you need support!

AJ



BACK TO BASICS

The left brain is typically associated with

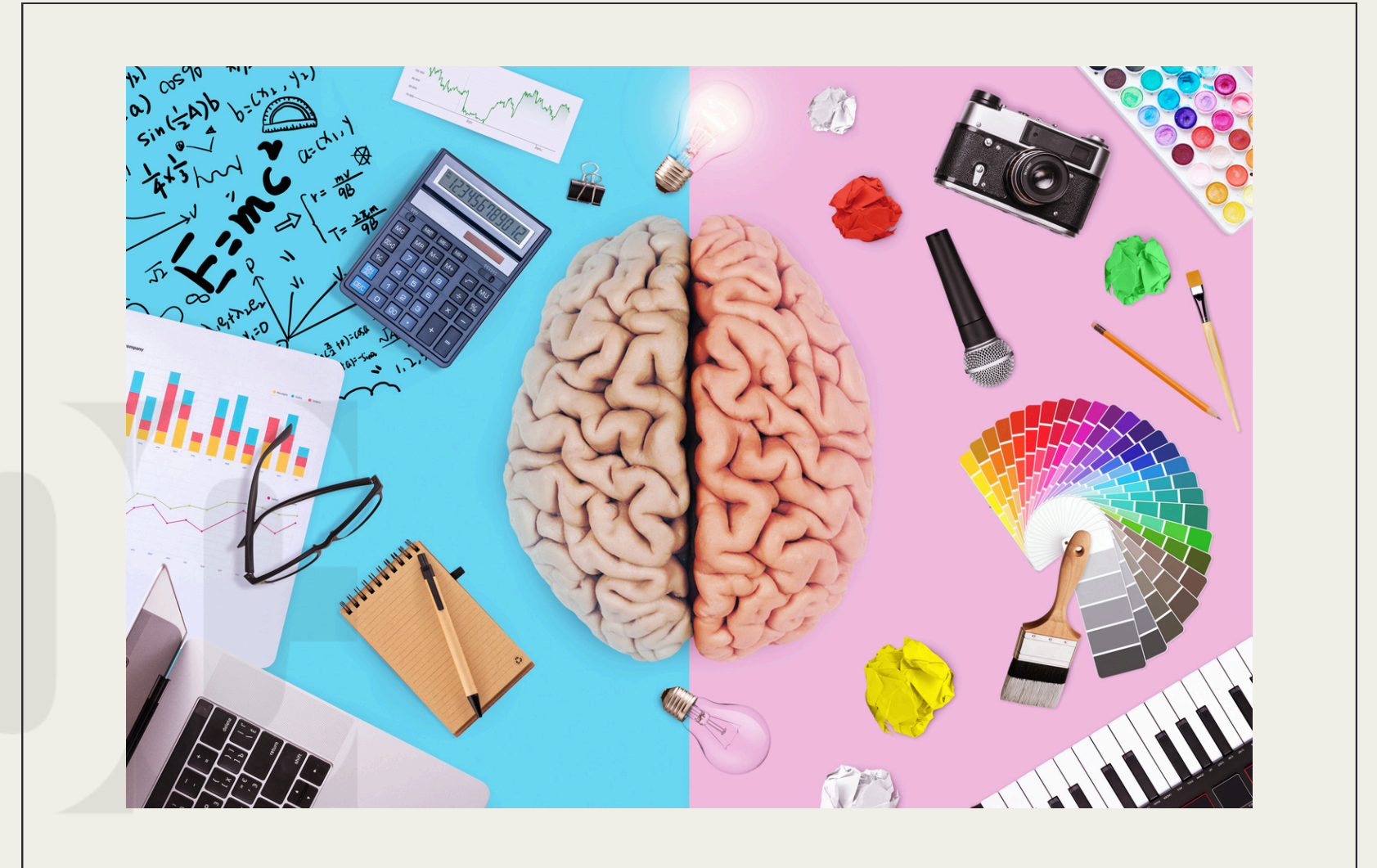
- logic
- analysis
- language
- structured thinking

it's the part that helps with planning, organising, and making decisions based on facts and details.

The right brain is linked to

- creativity
- intuition
- emotion
- big-picture thinking

It's where artistic expression, imagination, and innovation come alive.



While this division isn't absolute (both hemispheres work together), understanding their distinct roles helps artists and entrepreneurs balance creative flow with practical business strategy. By learning to strengthen and integrate both sides, we can become more resilient, adaptable, and effective in our creative pursuits.

THE KEY IS FINDING BALANCE...BUT HOW?

Artists naturally live in the right brain, intuition, emotion, imagination. It's our playground.

But what we perhaps forget to consider is that the left brain, well, that's part that turns the dream into reality! It's about structure, systems, timelines, and planning, things that can feel boring or restrictive to creatives, but are absolutely vital for growth.

Create rituals that include both sides

- Start the day with free-flowing creativity (journal, sketch, brainstorm)
- Follow it with structured focus (email, planning, marketing, goal review)
- Think: "Create first, organise second."

Name the Roles

Sometimes it helps to personify the two brains (think Beyonce / Sasha Fierce)

- My inner artist needs freedom, play, and vision.
- My inner CEO needs structure, accountability, and planning.

Let them have meetings. Let them talk to each other (not as weird as you think... :)

Balancing the brain worksheet 1



THE KEY IS FINDING BALANCE...BUT HOW?

Schedule Balance

- **Batch your week:** Maybe Monday is admin & planning, and Friday is creative play.
- **Time block:** Try 60-minute 'business sprints' followed by a 30-minute 'creative refuel.'
- Finding balance needs consistency!

Develop micro habits

- 10 mins of free writing (right) + 10 mins of business planning (left)
- Light sketching while listening to a podcast about sales psychology
- Reflect on your day with both lenses: How did I feel? What did I get done?

STAY CONSISTENT!

Find a 'brain bestie': hold each other accountable and practice together

Track your progress each week: Was I more strategic or creative this week?

Compile your resources: physically, in a folder online

Ask one check-in question daily: 'What did my inner artist need today?' or 'What did my inner CEO handle today?'

Commit to one learning sprint a week: Watch a video or read a chapter, listen to a podcast on marketing, money, or mindset.

OVERCOMING PSYCHOLOGICAL BARRIERS

Write down your 3 biggest internal barriers (eg. fear of failure, imposter syndrome)

Next to this write: **This is a thought, not the truth**

Ground this into your body: 3-5 deep breaths, repeating this mantra.

The 3 'Rs':

Recognise: What is the limiting belief?

Reframe: How can I change the language?

Recommit: What does it look like to recommit?

Example:

I'm not good enough

I'm learning, this is part of the journey

I will share my work anyway and trust the process

Discussion: The shadow of social media

Bring this truth to the circle:

Social media gives us the illusion of connection and validation, but often feeds the spiral we're trying to escape.

Key Points:

- It rewards short-term hits (likes) over long-term impact.
- Comparison kills creative momentum.
- Time spent scrolling = time not spent building.

Tips:

- Schedule your posts, then log out.
- Follow people who uplift and unfollow anyone who triggers spirals.

REMEMBER: Social media is a TOOL not a weapon for self destruction!

THE DOPAMINE DIP: SHORT TERM VS LONG TERM

In the arts, so much of our work revolves around short-term bursts. A show season, a commission, an exhibition, a festival. These moments bring a rush of excitement, purpose, and external validation. But once they end, many artists experience a 'dopamine dip' a drop in motivation, focus, and even self-worth.

Without a clear "next thing," the stillness can feel like failure.

This is a biological and emotional crash, not a personal flaw. Recognising this as part of the creative cycle and planning for the emotional aftermath, helps artists build sustainable practices that aren't dependent on external highs, but instead rooted in long-term purpose and self-generated momentum.

WHAT CAN WE DO TO SUPPORT THIS?

To soften this dip, it's essential to create consistency in dopamine release through daily rituals of celebrating small wins. Whether it's finishing a sketch, writing a verse, sending an email, or simply showing up to an event. Acknowledging these micro-victories retrains the brain to find reward in the process, not just the outcome.

Over time, we build emotional resilience, steadier motivation, and a more sustainable creative life. It's not about chasing the next high, it's about creating a rhythm where your brain feels safe, successful, and supported every single day.

THE FALLACY OF THE 'POOR ARTIST'

As artists, we've been sold a romantic and frankly, harmful fallacy: that in order to be "real" or "successful," we must survive solely on our craft. The starving artist narrative tells us that having a side hustle, a day job, or multiple income streams means we've somehow failed.

But let's get real: the average millionaire has at least seven streams of income. This isn't a sign of distraction it's a strategy for sustainability. To thrive creatively and financially, we need to shift from survival mode to expansion mindset.

But more importantly..
do we really NEED people to see any of this?
Who are you being 'successful for?'

REFRAME SUCCESS:

Success isn't just making money from your art, it's having the freedom to create without FEAR. Real success is financial stability without sacrificing creativity.

What does success look like to you?



SHORT TERM VS LONG TERM THINKING

Arts World	Business World
Works in projects with end dates (e.g. shows, festivals)	Operates in ongoing cycles (no set “final performance”)
Seasonal or event-based income	Recurring revenue models (subscriptions, services)
Highly creative, fluid, intuitive	Structured, strategic, goal-driven
Often driven by emotion + expression	Often driven by metrics + performance
Runs on collaboration & community	Runs on competition & market share
Validation often external (audiences, reviews)	Success often internal (profit, growth metrics)
Cycles of intensity + burnout	Aims for scalability + sustainability
Reluctance to self-promote or sell	Constant marketing + positioning
Often reactive to funding or opportunity	Proactively creates opportunities + offers
Identity tied to art	Identity tied to brand

SETTING GOALS - IT ALL STARTS WITH AN IDEA

For many creatives, setting goals can feel restrictive, like it might box in their inspiration or kill the flow. But the truth is, goals don't limit creativity - they direct it. One of the biggest mistakes artists make is not setting clear, achievable goals at all. Instead, we keep ideas in a vague space. Without specifics, there's no roadmap and without a roadmap, it's easy to get lost, overwhelmed, or stuck in procrastination.

Common goal setting mistakes

- Keeping ideas vague or undefined (e.g. "I want to do a show someday")
- Avoiding goals out of fear they'll stifle creativity
- Setting goals that are too big with no small steps
- Failing to attach a timeline or deadline
- Letting perfectionism or fear of failure stall progress

Goal-Setting done right!

- Dream big, plan small – focus on clear, actionable steps
- Turn ideas into SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)
- Break big visions into short-term milestones
- Schedule time in your calendar to move toward the goal
- Celebrate small wins to build motivation and momentum

What are SMART Goals?

Every successful business has clearly set and articulated goals to attain specific objectives. SMART Goals is an acronym for specific, measurable, attainable, relevant, time-based objectives.

SPECIFIC 	MEASURABLE 	ACHIEVABLE 	RELEVANT 	TIME-BASED 
<p>Answer the 5W's:</p> <ul style="list-style-type: none">• Who's involved?• What do I want to accomplish?• When do I want to achieve this?• Where does my goal take place?• Why is the goal important?	<p>What metrics are you going to use to determine if you meet the goal?</p> <p>If it's a project that's going to take a few months to complete, then plan and set some milestones by considering specific tasks to accomplish.</p>	<p>The goal is meant to inspire motivation. Think about how to accomplish the goal and if you have the tools/skills needed.</p> <p>If you don't currently possess them consider what it would take to attain them.</p>	<p>A goal needs to align with your company objective.</p> <ul style="list-style-type: none">• Does this seem worthwhile?• Is this the right time?• Does this goal align with my other goals?• Am I the right person to be working on this project/task?	<p>Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed.</p> <p>Ask specific questions about the goal deadline and what can be reached and accomplished within that time period.</p>

GRIT & SELF EFFICACY

GRIT: is the combination of passion and perseverance toward long-term goals. It's not about talent or luck, it's about staying committed, even when things get hard, boring, or uncertain. Grit is what keeps you showing up for your art when no one's clapping yet.

SELF EFFICACY: is the belief in your own ability to succeed in specific situations. It's that inner voice that says, "I can figure this out" or "I have what it takes."

Together, grit and self-efficacy form the foundation of artistic resilience.

One keeps you going, the other reminds you that you're capable, even when doubt creeps in.

HOW TO DEVELOP GRIT

Reconnect with your 'Why' regularly

- Write or say out loud: "Why does this matter to me?"
- Purpose fuels perseverance.

Set long-term goals, then break them down

- Grit grows when big dreams feel achievable step-by-step.
- Celebrate each milestone (tiny wins matter!).

Embrace boring or hard parts of the process

- Grit isn't about loving every minute — it's about showing up anyway.
- Reframe: "This hard part is me building muscle."

Visualise finishing, not just starting

- Imagine yourself at the end: work complete, proud, glowing.
- Keep that image alive during the mid-project slump.

Make grit a habit

- Choose consistency over intensity.
- E.g.: 15 mins of work daily > 3 hours once every 2 weeks.

GRIT & SELF EFFICACY

HOW TO DEVELOP SELF EFFICACY

Track your wins

- Keep a “proof list” of things you’ve done before that you didn’t think you could.
- Remind yourself: “I’ve done hard things. I can do this too.”

Speak powerfully to yourself

- Swap “I can’t” with “I haven’t figured it out yet.”
- Affirmation: “I am resourceful, adaptable, and capable.”

Start small and succeed on purpose

- Choose small goals you know you can hit.
- Confidence builds through action, not waiting.

Learn from others’ success

- Watch artists like you making it work, YouTube, podcasts, local legends.
- Say: “If they can do it, so can I.”

Surround yourself with belief

- Be in spaces where people reflect your power back to you.
- Whether it’s mentors, creative circles, or affirming content, borrow belief until you build your own.

Exercise:

Participants will reflect on past challenges they've faced in their artistic journey.

Identify the strategies they employed to overcome these obstacles.

Participants will share their experiences and discuss additional resilience techniques.



LIMITING BELIEFS

Limiting beliefs are the quiet stories we tell ourselves that keep us small. They often form early in life through family, school, society, or past perceived failures and root themselves in our subconscious as “truths.”

For creatives, these beliefs sound like: “I’m not good enough,” “No one will pay for this,” “It’s all been done,” or “I need more experience.” Over time, they become invisible walls between us and our potential. They don’t just make us doubt, they drain our motivation, paralyse our decision-making, and convince us to shrink instead of shine



SHARING: I have stopped using the word ‘fail’ and instead use the word ‘flux’ - these little changes, help to support my own self efficacy and shift my mindset. I have never believed in ‘failure’.

‘The only thing limiting you, is your belief that there are limits

-unknown

worksheet 4

LEVERAGING RESOURCES & OPPORTUNITIES

MAPPING YOUR SKILLS

Skills are the tools we already carry - whether we are aware of them or not! Many of which you've sharpened through years of practice, even if you've never written them down. These include your creative skills (like painting, performing, songwriting), your practical skills (like project planning, social media, budgeting), and your soft skills (like empathy, storytelling, or problem-solving).

Often, artists downplay what they're good at because it comes naturally but those exact talents are powerful assets in your creative business. Mapping your skills means identifying what you're already great at and recognising where those same skills can show up in new ways: teaching, curating, consulting, leading, creating content, or collaborating.

CARTOGRAPHY ANYONE?

Step 1: Create 3 Columns

On a page, label three columns with these headings:

- Creative Skills (artistic strengths, intuitive talents)
- Practical Skills (day-to-day know-how, admin, tech, planning)
- People/Soft Skills (communication, empathy, leadership, etc.)

Under each heading, list as many skills as you can.

Once you've written your list, circle three skills that feel like your creative superpowers. These are skills you enjoy, use often, or feel most proud of.

REFLECTION:

- Where could I apply these skills in new ways?
- What opportunities have I overlooked because I forgot how much I already know?

LEVERAGING RESOURCES & OPPORTUNITIES

MAPPING YOUR NETWORK

Your network is more than just who you know - it's who you can reach, who supports you, and who believes in you. Think of peers, collaborators, mentors, former colleagues, teachers, social media connections, even friends and family.

Many creatives overlook the power of their network because they don't realise how much support is quietly sitting around them. Someone in your circle might offer a studio to use, help you write a grant, design a poster, or connect you to a venue.

When you map your network, you're not just naming people, you're identifying potential bridges to your next opportunity.

MINDMAPPING TOOLS:

- MindMeister
- Miro
- Canva
- GitMind

Why is mind mapping important?

Mind mapping taps into the way our brains naturally process information, visually, intuitively, and in non-linear connections. For artists, it's a game-changer because it allows you to see the full picture of your thoughts, ideas, and possibilities without getting stuck in perfection or structure too early. It helps you connect dots you didn't even know were related, spark new ideas, and organise chaos into clarity.

Whether you're mapping out your skills, your next project, or your network, it's like giving your creativity a blueprint to breathe into.

LEVERAGING RESOURCES & OPPORTUNITIES

HOW DO YOU LEARN?

Visual, auditory, reading/writing, and kinesthetic learners?

Access the resources that are most beneficial to you.

Visual Learners – “I need to see it.”

- Use colours, shapes, icons, and lines to group ideas.
- Create digital maps using tools like Mind Meister or Canva templates.
- Encourage them to sketch their map with doodles, symbols, or even collage elements.
- Turn ideas into mood boards or vision maps.

Kinesthetic Learners – “I need to move and touch it.”

- Use Post-it notes on a wall or floor — let them physically move ideas around like puzzle pieces.
- Use props or objects (e.g. photos, drawings, string) to represent ideas and connect them.
- Encourage walking + talking mind maps (pace while brainstorming, record voice, then transcribe).

Auditory Learners – “I need to hear it or talk it out.”

- Let them record themselves brainstorming instead of writing.
- Pair them up for a “mind mapping conversation” — where they say an idea, and their partner writes it down like a branch.
- Use voice notes or apps like Otter.ai to capture thought spirals.

Reading/Writing Learners – “I need to write and read it.”

- Give them a worksheet with prompts they can answer in bullet points before mapping.
- Have them write a journal-style version of their map before turning it into visuals.
- Offer the option of outlining their ideas as a list → then turn it into a visual map.

Neurodivergent-Friendly Tips

- Allow for non-linear structure. Mind maps don't have to be “pretty,” just personal.
- Multi-mediums: voice notes, visuals, movement, anything that feels right and helps us make sense of our information.

LEVERAGING RESOURCES & OPPORTUNITIES

MAPPING YOUR ASSETS

Assets are anything you already have that can help you take action on your ideas. This could be tangible (a laptop, art supplies, a room to film in, a microphone) or intangible (a strong work ethic, resilience, creativity under pressure). Even access to free resources like a library, online classes, or community spaces counts.

Mapping your assets helps you shift from “I need more” to “I have enough to start.” It’s a radical mindset shift from scarcity to abundance. You don’t need to wait for the perfect condition to begin, what you have now is already enough to move forward.

LETS MIND MAP OUR ASSETS (example only)

Physical assets: Laptop, camera etc

Digital assets: subscriptions, programs, socials

Human assets: Mentor, creative network

Inner assets: Lived experience, knowledge, degrees etc.

What am I able to use immediately?

How can I use them?

How, if any, do they compliment each other?

IDENTIFYING MARKET GAPS & NEEDS

LISTEN AND LEARN

- What do other creatives constantly vent about?
- What do your friends say they're missing in the scene?
- What do your clients, audience, or community struggle to find?

Frustration = opportunity.

MARKET ANALYSIS:

- Who else is offering something similar?
- What's working well for them (branding, pricing, delivery)?
- Where do you see a gap? (something missing, overdone, or underserved?)
- What makes your offering different or more meaningful

Use Instagram, Eventbrite, Etsy, Bandcamp, TikTok, local arts directories, and artist websites.

IS THERE A DEMAND?

- Are people buying similar things?
- Are artists making a living from this niche?
- What kind of content is being saved/shared/commented on?
- Can you validate your idea with a small test (poll, pre-order, teaser post)?

Listening = power.

RESOURCES

- ChatGPT – simulate audience insights, analyse your niche
- Google Trends – see what's rising
- Instagram/TikTok – search by hashtag or location
- Reddit/Subreddits – dig into niche communities
- Surveys – free with Google Forms or Typeform
- Peer Mapping – create a list of 5–10 people doing similar work and learn from them

OUTSIDE THE BOX (THE BOX IS BORING)

In today's world, artists can no longer afford to box themselves into a single offering or identity. We are living in the age of instant information and self-directed learning, which means the tools, skills, and platforms we need to diversify our income are more accessible than ever.

But before we can explore new income streams, we have to see them. That starts with expanding our idea of what an artist can offer: not just paintings or performances, but workshops, digital downloads, community spaces, mentorship, licensing, storytelling, content creation, and so much more.

Thinking outside the box isn't just creative, it's strategic. The artists who thrive in this new era are the ones who say, "Why not me?" and give themselves permission to learn, adapt, and build.

The moment we stop pigeonholing ourselves is the moment we become unstoppable.

Your creativity doesn't have to be limited to one form, it can be the foundation of an entire ecosystem.

CREATE YOUR OWN ECOSYSTEM:

Think of an artist's life not as one linear career path but as a rich, interconnected system of creativity, income, relationships, platforms, and purpose. Like any ecosystem, it needs diversity, balance, and flow.

THE CURRENT ARTS ECOSYSTEM



ARTISTS:

The visual, performative, and auditory artists create original creations of artistic expression



DREAMERS:

The dreamers, thinkers, and innovators create ideas and push the boundaries of what's accepted and expected



MAKERS:

The makers, artisans, builders, and creators help our dreams become reality



OBSERVERS:

The observers, learners, and absorbers help push the culture forward by participating and admiring



COMMUNICATORS:

The communicators spread knowledge, passion and information to others and help perpetuate the discourse surrounding the ecosystem



INVESTORS:

The supporters who recognize artistic innovation and help spread the beauty and genius of others

We have the power to be all of these things!

BUILDING STRATEGIC PARTNERSHIPS

WITH WHO?

- Schools and institutions
- Non-profits and community organisations
- Local businesses
- Brands and corporations
- Local & Global

STEPS TO INITIATE A STRATEGIC PARTNERSHIP

- Define Your Goals and Value Proposition
- Identify and Research Potential Partners
- Make Contact with a Personalised Pitch
- Highlight Shared Values and Mutual Benefits
- Define Roles, Responsibilities and Expectations
- Start Small and Deliver Quality

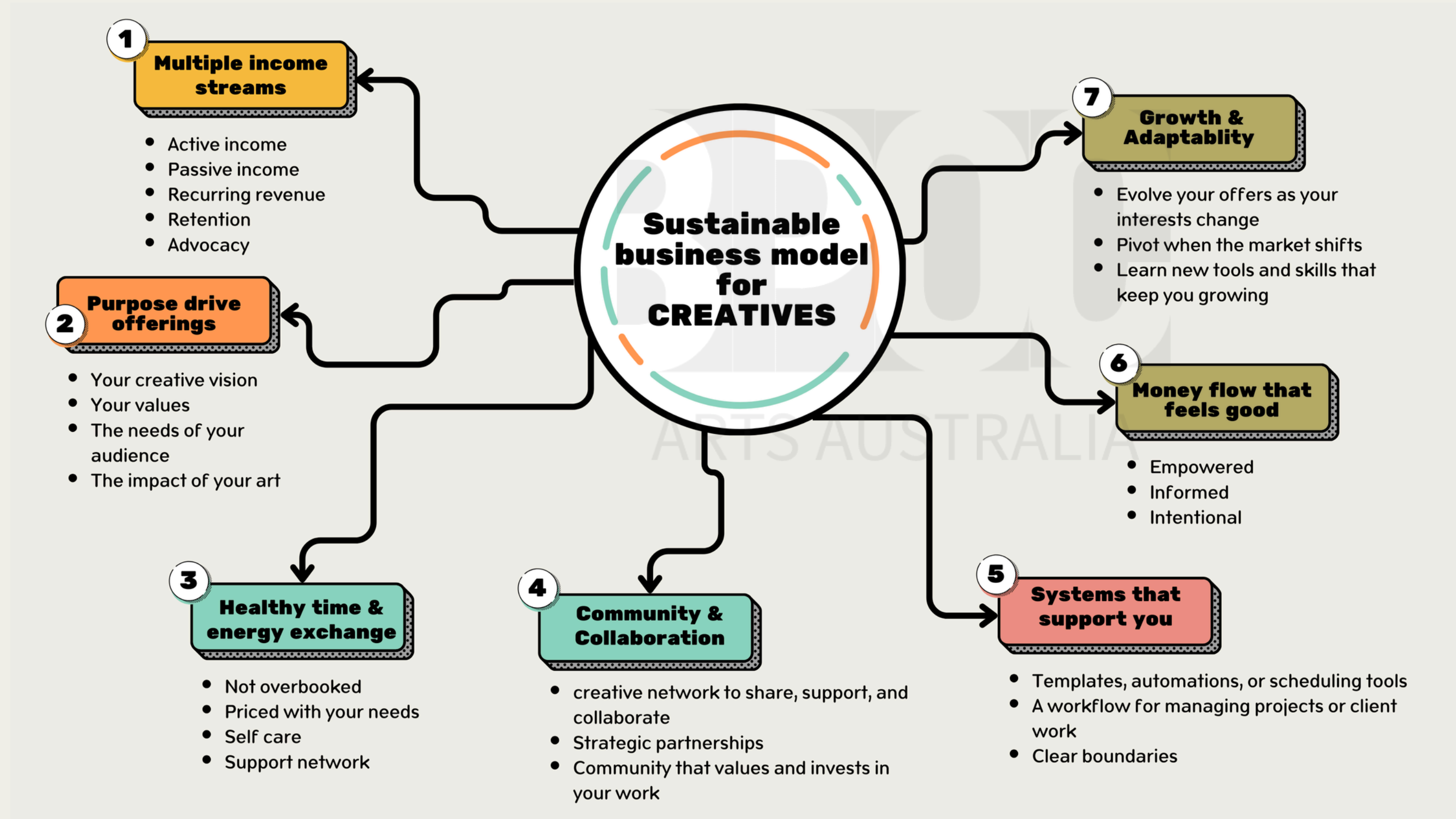
ALIGNING VALUES

- Align on Mission and Values from the Outset
- Maintain Open Communication
- Strive for Win-Win Outcomes and Trust
- Be Flexible and Adaptable
- Formalise Agreements (keep it friendly)

SUSTAINING THE PARTNERSHIP

- Communicate Regularly and Openly
- Be Responsive and Adapt to Change
- Evaluate and Celebrate Together
- Nurture the Relationship Beyond the Project
- Document and Publicise the Success

SUSTAINABLE BUSINESS MODEL FOR CREATIVES



Perfect example of identifying a gap - I couldn't find for creatives, one so I made one!

BUSINESS BASICS

STRUCTURE: UNDERSTAND WHAT TYPE OF BUSINESS YOU ARE

Even if you're a freelancer or a solo artist, you're still operating a business. Choosing the right structure sets you up legally and financially.

Common Business Structures (AU context):

- Sole Trader – simplest form, where you and your business are one entity
- Partnership – for two or more people sharing responsibilities
- Company – more complex, a separate legal entity
- Collective or Not-for-Profit – ideal for group or community-focused projects

BUDGETING: KNOW WHAT IT COSTS TO DO WHAT YOU DO

You can't plan or price properly without knowing your financial landscape. Budgeting helps you make decisions with confidence.

What to track:

- Monthly living and business expenses
- Income goals (what do you want and need to earn?)
- Project budgets (materials, time, travel, fees)

BUSINESS BASICS

BUSINESS PLANNING: EVEN A ONE-PAGE PLAN WORKS

Having a basic business plan gives direction to your creativity. It helps you focus, adapt, and grow.

Your plan should cover:

- Your mission or purpose
- Who your audience is
- What products/services you offer
- Income sources
- Marketing strategy
- Goals (short and long term)
-

BOOKKEEPING: TRACK YOUR INCOME AND EXPENSES

You need to know what's coming in and going out, not just at tax time, but regularly. This is how you protect yourself financially and legally.

Key bookkeeping habits:

- Log all income and expenses
- Track GST and taxes (if applicable)
- Use digital folders for receipts, invoices, grants, contracts
- Set aside 20–30% of income for tax

BPOC
ARTS AUSTRALIA



It's it funny that we label all of this stuff as 'boring' yet complain when we broke af?

Find your joy in what society labels 'boring'... learn now to Mary Poppins it!



BUSINESS BASICS

PRICING AND VALUE

Many creatives undercharge because they undervalue their skills. Knowing your worth is a business strategy, not a feeling.

What to consider when pricing:

- Minimum hourly rate (based on your needs and experience)
- Time spent plus intellectual property value
- Market rates and industry standards
- Materials, overheads, and your unique value

MARKETING AND VISIBILITY

Marketing isn't about selling, it's about storytelling and connection. People need to know you exist and how to work with you.

Your basic marketing toolkit:

- A simple website or online portfolio
- A consistent social media presence (choose 1–2 platforms)
- A clear artist bio or business intro
- An email list (even small) to stay connected with your audience

CASE STUDIES

Case Study 1: Lisa Congdon – From self-doubt to multi-stream success

Lisa didn't go to art school and didn't even start making art until her 30s. She struggled with imposter syndrome and the belief that she was "too late." But she flipped the script and focused on what she already had; a unique style, curiosity, and the courage to begin. Today, Lisa is a full-time artist, author, speaker, and teacher with income from:

- Licensing her illustrations to brands (Target etc)
- Selling prints, products, and books
- Teaching online courses through platforms like CreativeLive
- Public speaking and live workshops

Key strategy: She built a sustainable ecosystem using her art as the root, but branched into multiple revenue streams all while being transparent about her journey and uplifting others.

Social: @lisacongdon

www.lisacongdon.com

She also has a great book called: Find your artistic voice



CASE STUDIES

Case Study 2: Fafswag Collective – Visibility through collaboration & digital innovation

Fafswag is a queer, Pacific arts collective from Aotearoa (New Zealand) who challenged the dominant narrative by embracing their identity, culture, and community. They turned barriers into breakthroughs by:

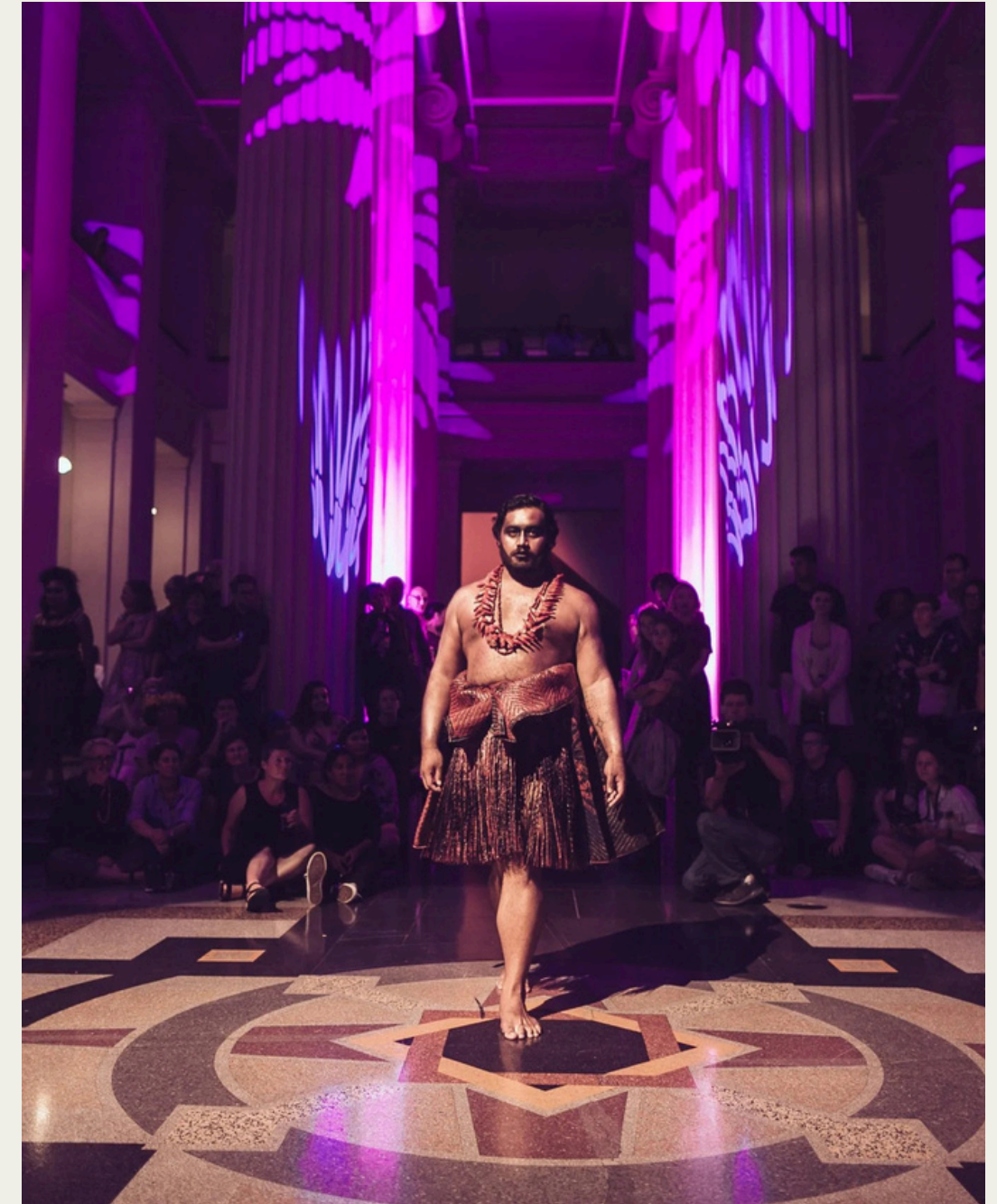
- Collaborating across disciplines (visual art, dance, film, tech)
- Using digital platforms to reach global audiences
- Applying for grants, residencies, and partnerships aligned with their mission
- Hosting immersive online art experiences during lockdowns

Key strategy: They redefined success on their own terms and used strategic partnerships to gain funding and visibility, without compromising authenticity.

Social: @fafswag

www.fafswagvogue.com

Their interactive website is INSANE - giving retro street fighter, mortal combat vibes!!! An incredible and innovative way to introduce their team.



TALK THE TALK

Some words to add to your vocab if they aren't already there!

Feasibility: How realistic or achievable something is — based on your current time, resources, skills, and support.

Why it matters: Checking the feasibility of an idea helps you focus your energy on what you can move forward now, while making a plan to grow into the bigger vision later.

Sustainability: The ability to keep something going long-term without burning out, breaking down, or running out of resources.

Why it matters: Sustainability means you're not just surviving from gig to gig, you're building a creative life and business that can grow with you, protect your wellbeing, and keep you lit up instead of worn out.

Revenue Stream: A sources of income

Why it matters: More streams = more financial stability

Brand Identity: The visual, emotional, and strategic expression of your creative work.

Why it matters: A strong brand helps people recognise and remember you (brand recall)

TALK THE TALK

Intellectual Property (IP): Creations of the mind that you legally own. Eg, art, music, writing, designs, content etc.

Why it matters: Knowing your rights protects your work from being used without permission.

Licensing: Giving someone permission to use your creative work in exchange for a fee or royalties.

Why it matters: Licensing allows you to earn money without giving away your work.

Pitch: A short, powerful explanation of who you are, what you do, and why it matters.

Why it matters: A strong pitch gets people interested and opens doors (this is where we get into investment, funding etc)

Target Audience: The specific group of people who are most likely to connect with, buy, or support your work.

Why it matters: When you know who you're talking to, your message hits harder.

TALK THE TALK

Return on Investment (ROI): The benefit or income you get from the time, money, or energy you put in.

Example: If you spend \$100 on materials and make \$500 in sales, your ROI is solid.

Why it matters: Knowing your ROI helps you make smart, sustainable choices.

Value Proposition: The unique value you offer that makes people choose you over others.

Example: I help people express grief through movement and storytelling.”

Why it matters: This is what makes your work undeniable and relevant. It showcases your point of difference which can be vital when pitching or raising capital.

Cash Flow: The movement of money in and out of your business.

Example: You make \$1,000 in sales, but if \$900 goes to expenses, your cash flow is tight.

Why it matters: Healthy cash flow = being able to create without constant stress.

Scalability: The ability to grow your business or income without burning out.

Example: Selling a digital course to 100 people takes less effort than teaching 100 1:1 sessions.

Why it matters: Scalability lets you earn more while protecting your energy.

FINAL THOUGHTS: REDEFINING THE ‘ARTIST’

It’s time to redefine what it means to be an artist.

We are not one-dimensional beings who create only from one source or for one output. We are ecosystems living, evolving networks of skills, experiences, instincts, values, and expressions. Within each artist lives a strategist, a storyteller, a communicator, a healer, a leader, and a visionary.

These parts don’t compete, they coexist, each one feeding and informing the other. When we begin to see ourselves not as single-purpose creatives, but as layered systems working in symbiosis, we unlock new ways of creating, connecting, and thriving.

This holistic view of the artist is not only more accurate, it’s essential for sustainability and growth.

“It doesn't matter whether you are pursuing success in business, sports, the arts, or life in general: The bridge between wishing and accomplishing is discipline.”

Harvey Mackay

ABSOLUTE FINAL THOUGHTS:

Ultimately, it all comes back to you. YOU are the architect of your own life, your creative career, and your future. This is why I place such deep emphasis on mindset - because no amount of strategy or skill will stand if the foundation isn't strong.

When our beliefs are shaky, when fear runs the show, our vision collapses under the weight of doubt. But when the mind is focused, resilient, and aligned, anything is possible. Your power doesn't come from permission. It comes from within.

Every step forward begins with a decision to believe in yourself, and to build from there.


I am offering a free hour long strategy session if anyone is interested, either in person, or via zoom. I help creatives and vision-led individuals unlock clarity, confidence, and momentum. As a life coach and mind strategist, I support people in breaking through limiting beliefs, reframing their thinking, and stepping into alignment with who they truly are. Whether you're stuck in self-doubt, overwhelmed by your ideas, or unsure of your next move, I offer practical mindset tools, deep inner work, and strategic brainstorming to move you forward.

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**YOU
GOT
THIS!**