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## ***Building Your Business the Right-Brain Way: Sustainable Success for the Creative Entrepreneur***

By Jennifer Lee, author of *The Right-Brain Business Plan*

“Shows you how to put your right-brain strengths to work in a successful business, and does it in a way that’s playful and fun.” — Daniel H. Pink, author of *A Whole New Mind*

“You’ll walk away from this book feeling empowered, motivated, and ready to accomplish your biggest creative business goals.” — Kari Chapin, author of *The Handmade Marketplace*

“Many creatives get tripped up when it comes to the tactics of running and growing a business. Good news: they can now turn to Jennifer Lee’s refreshing new book for practical guidance that speaks their own language. Her visual approach makes even the more left-brain activities — like sales and marketing — achievable and even fun.”

— Chris Guillebeau, *New York Times* bestselling author of *The \$100 Startup*

If you’ve started a business, you know that the journey toward success can be both invigorating and confusing, so where can you find advice that is practical and focused but still as playful and passionate as you are? Look no further than Jennifer Lee’s new book, ***Building Your Business the Right-Brain Way***. Combining solid business expertise with a right-brain perspective that inspires creativity and innovation Lee’s fresh, empowering approach emphasizes taking action and continually improving to achieve extraordinary long-term results.

***Building Your Business the Right-Brain Way*** offers real-world-tested techniques that can benefit all sorts of businesses, from a sole proprietor running a coaching practice, a crafter looking to license products, a wellness professional with a team of employees, or any creative soul making a meaningful difference with their work. Readers will discover how to:

- Assess their business’s unique “ecosystem”
- Build brand recognition and attract, engage, and keep ideal customers
- Develop new income streams that better leverage time and resources
- Promote products and services with authenticity and ease
- Grow their team (virtual and in-person) and manage staff and vendors
- Establish infrastructure and procedures to keep operations running smoothly
- Carve out vital white space to pause, reflect, and celebrate

Jennifer Lee is the founder of Artizen Coaching and the bestselling author of *The Right-Brain Business Plan*, which has helped tens of thousands of entrepreneurs around the world launch their creative businesses. Before pursuing her own passions full-time, she consulted for ten years for Fortune 500 companies such as Gap Inc., Accenture, and HP, helping leaders and organizations manage change. She lives in the San Francisco Bay Area and her website is [www.rightbrainbusinessplan.com](http://www.rightbrainbusinessplan.com).

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