



Your Creative Career

Turn Your Passion into a Fulfilling and Financially Rewarding Lifestyle

Book by Ann Sabino

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BOOK SUMMARY

SYNOPSIS

Are you stuck in a rut? Does your work hold you back from lasting satisfaction? If your work isn't fulfilling your artistic needs, embrace the philosophy behind creative careers; you'll discover ways to benefit from your passions and live a rewarding life.

The key concepts of *Your Creative Career* can be distilled into the following principles:



LET LOOSE YOUR ARTISTIC TALENTS

Recognize that your creative skills are worthwhile, and create avenues to live with passion and freedom so that you can reap the rewards that come with renewed dedication to your artistry.



JUMP RIGHT IN

Dodge the trap of waiting, and leap into your new business today. Your ideas have probably percolated over time, so make the decision to act on your dreams. Create a flexible business strategy that matches your mission and allows you to embrace learning opportunities as they arise.



CONFRONT YOUR SUCCESS

As your business grows, be mindful of your customers' wants and expectations because your greatest success springs from their satisfaction. Align your expansion plans with proven products that connect with your consumers.



CELEBRATE YOUR BRAND

Know what your products are worth to your clientele, and market your wares appropriately. You can master your field with mindful tools, networking intentionally with professionals, thereby building a profitable business.

Based on *Your Creative Career: Turn Your Passion into a Fulfilling and Financially Rewarding Lifestyle* by Anna Sabino, we discuss profiting from entrepreneurial spirit through anecdotes and reflection exercises. We share our interpretations of these practices in the following pages.

BOOK SUMMARY

BECOME AN ARTIST WITHOUT CONSTRAINT

What excuses do you make to ignore your creative side? The economy? The talent of your competitors? Ann Sabino urges you to let go of your negative fears by examining your skills and the people around you, then decide how you want to measure your own success. By scrutinizing the limitations you've put in place on *Your Creative Career*, you can devise strategies to overcome them and turn your passion into a fulfilling and financially rewarding lifestyle. Boost your imaginative juices by changing your environment, reading articles and books, and practicing what you dream about. Become the artistic creator you are meant to be.

Uncover your motivations

Why aren't you already doing what you love? The author advises you to take a serious look at your motivations, or lack thereof. Stop using excuses like the economy; it's always had ups and downs, yet businesses thrive. Don't compare yourself to other artisans because we all respond to different incentives. Successful entrepreneurs leave the path of least resistance, embracing change, even in simple ways such as refusing to select autoplay music or selecting a unique desktop background. You may be a doer who leaves security behind and simply gives it a try. Or you may be a squeezer who values comfort; you work hard for someone else, finding success but not happiness. You may be a postponer who prioritizes a home, embeds a routine, and fails to leave a comfortable rut. Your first positive step towards living a creative career is shining a light on your motivations and deciding your action path.

Realize you are skilled enough

What makes you believe that you need to be as skilled as Picasso or Beethoven? Accepting who you are, where you are, and knowing that you are enough enables belief in your abilities. Financial mavens aren't preoccupied with perfection; they are persistent and resilient. Sabino urges you to emulate these entrepreneurs: See the stumbling blocks in your path, and reevaluate your direction. Welcome feedback to support your goals, and be confident in your choices. For example, present yourself not as a humble hairdresser but as a celebrity stylist. Embrace your life as a creative entrepreneur and fulfill your dreams.



"This book is your notebook, journal of thoughts, and helpful tool that will bring you closer to answer the 'What should I do with my life?' question."



Boost your creative spark

Prosperous, artistic businesspeople seek out inspiration and act on it. The author suggests side hustles as a way to work at your day job to earn a regular salary while establishing your passionate craft during evenings. As you read, think, and immerse yourself in a world full of incentives and tactics, you gain inspiration and creative sparks. Sabino cautions that not every one of your ideas needs to be the best, after all, but developing the habit of having too many concepts is far better than living in inertia and not producing anything at all. In your low periods of stagnated ideas, she recommends stimulating creativity by changing your physical position, seeking out alternate settings. Be mindful of your surroundings to spur greater rewards.

BECOME AN ENTREPRENEUR

Dissatisfaction with the status quo escalates slowly, and those with entrepreneurial spirit set passion free to reach a fulfilling lifestyle. Artistic businesses soar through persistence and dedication to a creative idea, a flexible business model, and producing what customers want to buy. Learning the tricks of the trade, such as grouping products appealingly, contributes to your success, enabling you to progress with confidence.

Cushions come in different sizes

Many businesses fail to get off the ground when the original motivation is unsustainable. Enthusiasm ebbs and flows, so consistency becomes key. When you find yourself spending too much time on minutiae, figure out why. You may be reluctant to let go of a stable income—what the author calls “cushions.” These are excuses for not taking action to make your dreams come true. To avoid early discouragement, Sabino cautions against starting a venture with a completely new and wacky product, because it may not sell well. Instead, she advises piggy-backing on tried and true business models. Although it’s essential to decide your distribution systems, pricing formulas, product support policies (returns, warranties, exchanges), and so on, devising a replicable, flexible business system is the most reliable way forward.

Make overt connections

When you build your business on making products customers want, it’ll thrive. Make your launch about your own hopes and dreams and it alienates your audience. Prosperous, welcoming companies invite



customers into a world by showcasing how their inventory improves quality of life. The author therefore urges testing the sale-ability of items before wasting time and money on non-goers. She suggests grouping items together as collections so that customers see links between them (such as charms for bracelets, or stackable necklaces). Changing your vocabulary from “Is that all?” to “This style matches well with that one, and they’re both great as gifts” invites customers to consider additional purchases. Decisions on storage costs, creating one-of-a-kind items, upselling techniques, and so forth, are most effective through the lens of how well they connect to your clientele’s target interests.

Focus on customers

The author affirms that owning a business has little to do with you or your art, and everything to do with your customers. Without interested clients, you have no business to run. Sabino therefore advises you as artist to step back emotionally from your designs, keeping in mind that your products are meant to be sold. When you craft the perfect octopus ring, rich in detail and exceptionally evocative in terms of artistry, be aware that the market for them is relatively miniscule. Customers like familiar symbols and products because they’re safe and welcoming; therefore, your efforts gain greater buy-in when you put a novel spin on an existing product instead of instituting an odd innovation. Adapt your designs to include popular images and build your customer base.

Be confident and mindful

The author points to Michael Phelps as an ideal role model: He practiced daily for many hours and years before he set the record for gold medal Olympic wins. He started with the same abilities as anyone else, but put in the time, dedication, and continuous effort at improving his performance that business leaders need today. Failure happens, obstacles arise, but savvy entrepreneurs are prepared. Sabino recommends mindfully reinventing your strategies to connect with customers, confidently developing a strong brand and online presence, and arranging multiple income streams. Eliminate any jealousy you may feel towards others in your market; instead, take practical action in order to imitate their success.

GRAPPLE WITH GROWTH AND CHANGES

Decide the parameters of your business plan and stick to them. Growth is



“Adapt your designs to include popular images and build your customer base.”

inevitable, if your venture is successful, so your strategy needs to reflect that. Try to avoid the temptation to branch out too soon; cultivating a deeper foundation allows for more stable, sustainable growth. Avoid lethargic comfort in everyday routine that pushes big dreams to the side by confronting your fear of the unknown. Mindfully set deadlines and milestones, taking small steps, and adjusting your pace as needed.

Dig deeper, not just sideways

The author presents experience-driven counsel on business growth, encouraging you to develop your unique approach. There are many avenues to expand a business—office space, storage systems, overseas enterprises, and so on—and all of your choices should be grounded in what your customers want and need. Focusing on what actually sells instead of products that don't match your vision, you'll avoid disastrous sideways forays such as the author's misstep with an overly ambitious order of handbags. There are lots of exciting options to grow your model up instead of sideways—increase prices, hire support staff, invest in training, turn to automation, and so on. As you analyze your business expenses, you'll identify areas to reduce or eliminate running costs, and update the tools you use to make your business more efficient.

Overcome your limitations

Inertia is a comforting force that softens your resolve. Taking small steps to move out of a routine zone is easier than trying to make one giant leap. Huge about-faces, such as a board of directors arbitrarily restructuring a firm's direction, are more about ego than mission focus. Confidently take a look at the issues holding you back and decide whether minor alterations could fix them:

- list your limiting factors (feelings, people, resources)
- identify your source of unhappiness
- avoid comparing yourself to others
- resolve that your dreams are possible (no regrets, no clinging to your cushions)

Remember that businesses that take on too much big risk all at once face the same danger as changing lanes without first checking the traffic flow. Allow your plans to evolve organically and profitably.



MASTER YOUR MARKET

A pricing formula is insufficient to make your business profitable. Your net gain is affected by the cost of materials, perceived value, product demand, and other factors. Price is more of a seller's concern than a buyer's: buyers seek quality, recognized brands, relatable customer service, reliable goods, and truthful advertising. Generating customers who spread the word about your products and support your brand is essential to business growth, so financially capable entrepreneurs seek out effective market actions.

Don't sell yourself short

When you consider buying a painting, you as a customer are not interested in covering the cost of paintbrushes, canvasses, or the rent on a loft. You're interested in the aesthetic value and/or the name of the artist. As a business owner of a creative enterprise, you need to incorporate the slant of perceived value into your pricing formulas. You should situate your products advantageously among your competitors, neither selling yourself short, nor raising your flag too high. The author believes that you should welcome comparison shopping as a sign that you have a product that people want, then seek out areas that allow a greater return on investment.

Make social media work for you

Sabino urges the modern entrepreneur to avail of technology in an intelligent manner, avoiding the pitfall of letting social media consume too much time. She suggests you sidestep controversial topics and avoid writing emotional reactions to negative comments. In the place of unconstructive media use, emphasize your mission and your brand's community. Lift up your clients by focusing on their opinions and desires. Contribute positively to other entrepreneurs' blogs, magazines, and online discussions. Taking these actions, your name and brand will be spread out to reach a wider customer base. Practice your patter for when you meet someone who may be interested in your services or someone who may be of professional use to promote your brand. Remember that you are not omnipotent and cannot do every part of your business by yourself.



“As a business owner of a creative enterprise, you need to incorporate the slant of perceived value into your pricing formulas.”

Be an effective entrepreneur

Decide on your hours, and your focus at any given time, and be clear with others about your intentions. Running a business can suck your life dry of everything else, and distractions are common issues. Sabino offers anecdotes showing how some professionals cope with heavy workloads and suggests the following exercises:

- minimize your multitasking (people work faster when focused on one task at a time)
- set time limits (chip away at large projects without allowing them to overwhelm your time)
- reduce decision-making (for example, by adopting a single color to wear every day)
- don't start a new charity or a completely new business (copy or contribute to ones that already exist)

Remember that a mission doesn't sell the product, nor do hours sitting at a desk. You need consumers. Learn from businesspeople in your field, participate in lifelong learning, and watch your creative career fulfill your dreams.



INSIGHTS—BECOME THE CREATIVE ENTREPRENEUR YOU'RE MEANT TO BE



ANTICIPATE SETBACKS

When you go sailing in fine weather, your spirits soar and your confidence shines. When a storm rises, however, you scramble to secure your craft. Running and maintaining a business is similar, and although you hope to easily carve out a market niche for your chosen products, remember to build in processes to weather the low periods so that you can emerge stronger and more experienced.



OVERCOME CREATIVE STUMBLING BLOCKS

When you find yourself low on motivation, staring at the same space without making progress, get up and move around. Ride a bike, take a walk, or do some crunches with a notebook nearby so that you can jot down ideas as they flow. Allow yourself to be good enough without waiting for absolute perfection.



CAPITALIZE ON YOUR INITIAL SPARK

Don't spend too much time debating the small stuff such as your company name or striving for perfect corporate structure. It's easy to become entangled in minutiae before you start, while successful entrepreneurs carefully take the plunge, accept the risks, and gain advantages.



DON'T OPEN WITH A DISCOUNT

Once you've decided your pricing formula and listed your products for sale, stand firm. If you offer an immediate discount, your customers will wonder why, and you'll lose their trust. Instead, try offering an extra value item after a purchase has been made; doing so reinforces the customer's good fortune and encourages return shopping.



TEST AND TWEAK YOUR PRODUCTS

When you create a product, take the time to test it and get feedback. Gaining input before roll-out can be invaluable to avoid wasting time on duds as well as to forecast probable demand. Creative businesses making popular products thrive in any economy.

CONCLUSION

Anna Sabino reveals an ardor for converting her creative impulses into financial success. She believes that you can develop the skills to grow a business through persistence and determination, as long as you fight the fatigue and fears holding you back. If you're dissatisfied with a currently unfulfilling lifestyle, try turning your artistic passion into a financially rewarding situation by embarking on *Your Creative Career*.

If you've enjoyed our insights on Anna Sabino's *Your Creative Career: Turn Your Passion into a Fulfilling and Financially Rewarding Lifestyle*, we encourage you to access the other *Your Creative Career* assets in the Skillsoft library, or purchase the hard copy.



"I wrote this book hoping to save you time. There's no reason why you should make the same mistakes I made to succeed in your creative career. I want you to do better, faster, and at a lower cost. I want you to get inspired and succeed on your own terms, choosing the most fitting entrepreneurial path for you."

ABOUT THE AUTHOR

ANNA SABINO is an artist and entrepreneur. After leaving her Wall Street career more than decade ago, she launched her jewelry brand Lucid as a designer. She is a frequent contributor to Medium (an online publishing platform) and a certified career coach. She speaks, coaches, and leads workshops focused on growing creative businesses, creating multiple streams of income, and working remotely. Her fundamental aim is to illustrate a viable path for you to live your best life.


This is her first book.



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