



Start your business  
Grow your business  
Run your business

*Canvas*  
COACHING &  
CONSULTING

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**LOOKING FOR  
CREATIVE  
ENTREPRENEURS**

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## IS THIS YOU?

I often feel so overwhelmed!

I'm stuck in a job I hate and dream of an art career

I don't know how to run my business so I can focus on my art. There are so many distractions.

I dread promoting myself. I hate selling. And people always want my art for free!

I don't really start & finish anything properly. I just feel stuck.

I'm an artist (yay!). But honestly, I didn't sign up to be a "suffering artist"! I need a regular income. Am I even good enough?

**What if the change you're avoiding is the one that gives you wings?**

**CANVAS COACHING & CONSULTING**  
is running a **trial** coaching group to finalise a **business foundation** programme for creative entrepreneurs.

This is an opportunity to become part of a like-minded creative community at a **minimal fee**

The Canvas Community is like having your own board of advisors: real support to implement what you have learnt

**A safe space to connect, learn & be inspired**

Group discussions & individual mentoring

Hands-on skills training

Practical worksheets & tips

Validation Motivation Inspiration

Constructive feedback

**Trial: 6 x sessions (1 per month) with implementation & inspiration & tips inbetween**

**Ready to sign up? Contact Estelle for more information**

0836266852 or [info@canvascommunity.co.za](mailto:info@canvascommunity.co.za)

Somerset West; Stellenbosch; Durbanville

Max of 6 people per group so don't delay!

A blend between art business coaching and deep inner work.



# HOW TO BUILD YOUR CREATIVE BUSINESS

Part of what we will c-create is a group coaching programme designed to cover:

## **DESIGN YOUR BUSINESS FROM THE INSIDE-OUT**

- \* Understand who you are & define success for yourself
- \* Eliminate excuses: practical "how to's" to overcome distractions eg. feelings of overwhelm, fears, self doubt & bad habits,
- \* Adopt the mindset of a successful entrepreneur
- \* Getting organised: space that reflects your art & systems to create freedom to do what you love

## **CLARIFY YOUR GOALS, PLAN AND INCOME-PRODUCING ACTIVITIES**

- \* Differentiating yourself and building your brand
- \* Define your ideal clients and how to attract them
- \* Quantify your business goals & strategy: where are you headed, why are you going there and how will you get there?
- \* Setting up your business to position it for financial success
- \* How to sell and promote your work