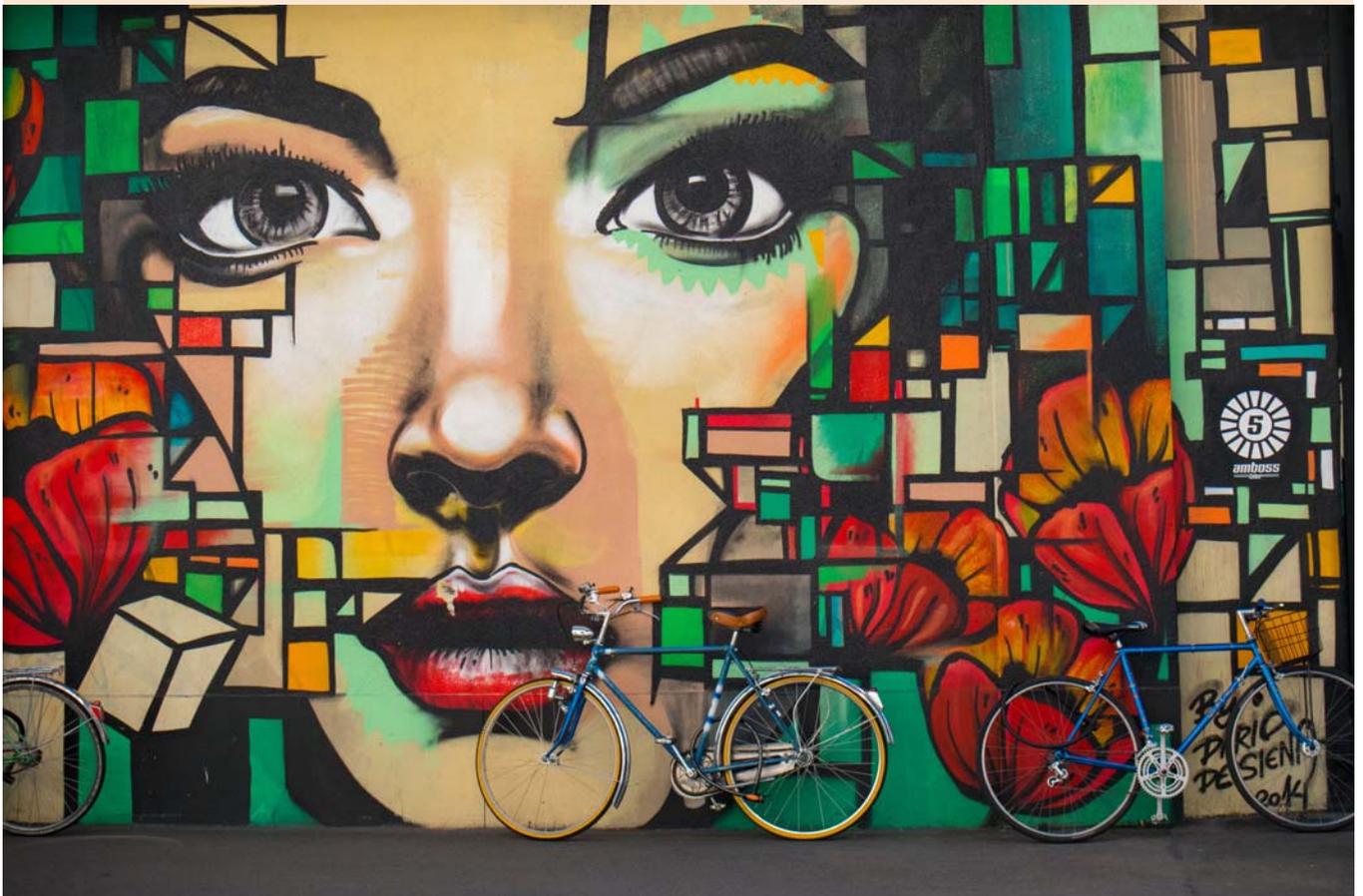


5 Systems that Make **Space for Creativity** in Your Creative Business

QUICK WIN WORKSHEET



1. AUTOMATE

What tasks or activities need to happen on repeat in your business? Could these be automated? What tools and systems are available to do that?

What tasks or activities do you find the most time consuming? Could these be automated? What tools and systems are available to do that?

Are there things that could be streamlined and made more efficient to give your client a better experience? An automated email response, payment reminders, booking meetings etc?

ACTION 1	<hr/> <hr/>	ACTION 2	<hr/> <hr/>
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2. STUDIO PLANNING

Do you use a tool for forward planning your workload? If not what steps could you take to introduce one? Think about what functionality you need in a studio planning tool - timesheets, projects and sub-tasks, task allocation to team members, cost, scalability etc? Then find the system that best meets your needs.

What steps could you take to better manage your workload, your commitments and studio peaks/troughs?

Do you have a client portal where you can more efficiently store and file project information and collate documents, resources and feedback? What steps would you need to take to introduce one?

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3. TEMPLATES

What documents and tools do you use regularly with little variation? Timelines, quotes, briefs etc? Which of these could you create templates for to help you work more efficiently/smarter?

Think about your total workflow. What other things could you use templates for to improve the client experience and save you time?

Do you have a client on-boarding and a client off-boarding process? Could you create standard documents for these?

ACTION 1	<hr/> <hr/>	ACTION 2	<hr/> <hr/>
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4. THE PRODUCTIVITY PIE

Do you intentionally and consistently allocate time to client work and other business tasks? If not challenge yourself on why that is, and how you feel about the way you spend your time.

What are your most productive times/days? How can you leverage these times to be your most productive?

What things do you enjoy doing, that reenergise you and keep you motivated? How can you build these into your daily or weekly routine?

ACTION 1	<hr/> <hr/>	ACTION 2	<hr/> <hr/>
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5. CREATIVE PROCESSES

Do you have a standard creative method or process? Write it out here or think about a project that has run particularly well and break that down into the phases you went through.

How can you ensure you make this process a non-negotiable and build it into your studio/project planning?

How can you ensure your client fully understands your creative process, that they see the value in it and that you charge a fee for each phase?

ACTION 1

ACTION 2

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series

Everyday I see amazing, talented graphic designers and creatives doing their thing... solving creative problems, innovating and crafting wow worthy work.

But whilst they invest time honing their creative skills, who's teaching them how to run a successful creative business...? To manage the money, the clients and the projects to make a healthy profit, stay sane and hold on to their creative mojo.

For almost 2 decades, I worked in global agencies as a design, strategy and business lead. I helped those agencies grow and expand, whilst sticking to their guns, cultivating happy people and producing great work.

And for the last 7 years I've built (and stayed in love with) my own successful, multi-six figure creative consultancy... on my terms.

And now, amazing creative person, I want to help you do the same.

Bec



STAY IN TOUCH

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