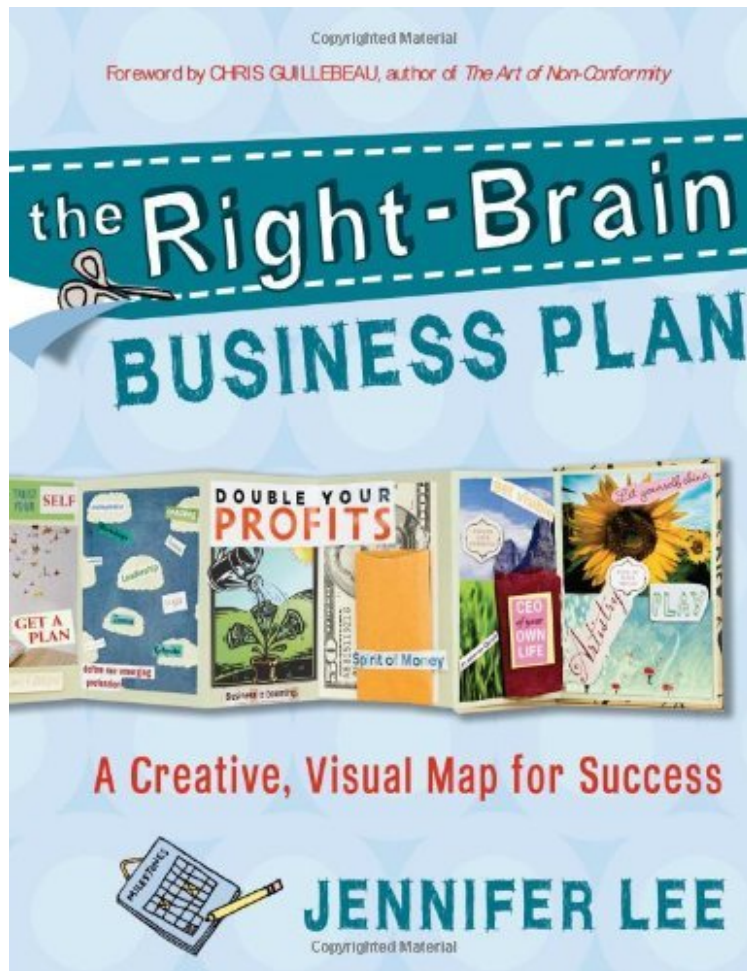


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## The Right-Brain Business Plan

Jennifer Lee

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**Jennifer Lee : The Right-Brain Business Plan** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Right-Brain Business Plan:

0 of 0 people found the following review helpful. If I could, I'd give it 10 stars By Wdvlannie I started with the book, which really appealed to me from the first peek. I've since learned a lot more from watching Jenn's on-line classes and video summit (which were free to view, by the way). If you are starting a business or need to get a handle on (and your head around) your current business, this is a wonderful starting point. NOT appropriate for real left-brain folks, but ideal for anyone who is more comfortable with visual, colorful, playful, creative ways of looking at and doing things. This book takes the scary out of trying to read a traditional business book. 3 of 3 people found the following review helpful. Original approach to get the creative juices flowing By Dina F The Right-Brain Business Plan is a great book to use when you are getting ready to write a serious business plan. When you are just getting starting, writing a business plan is one of the hardest things to do well. This book helps you through the process by having you do some creative exercises that at times may seem silly but output some good ideas that you will be able to transfer to your functioning

business plan. I'd recommend it for start ups!5 of 5 people found the following review helpful. a good kick in the buttBy kristathis book has actually got me excited about doing my business plan. i am still reading it, but the few chapters in so far have really got me into doing a business plan on my own terms! i don't recommend reading this before bed, as i did and ended up laying there with my head spinning around with ideas and goals i wanted to included in my plan!i would recommend the on-line seminar stuff, if it is still available. the classes are a great companion to the book!

Millions of artists, entrepreneurs, crafters, and solopreneurs dream of making a living doing what they love. But turning their vision into a viable business plan can feel like trying to fit a square peg into a round hole. Jennifer Lee knows what it's like to make the entrepreneurial leap; and how to do it successfully. The key is showing creative types how to use; rather than stifle; the imagination and intuition that make them creative in the first place. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, enabling readers to get down to the essential business of defining their vision and nailing down plans for funding, marketing, networking, and long-term strategy. Both budding and seasoned business owners will benefit from Lee's wonderfully original approach.