



# DIANE STRAND

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## The CreativePreneur Starter Kit Be Seen. Be Heard. Build Your Brand.

*A quick-start guide to launching your personal & business brand  
with purpose, passion, visibility, and creative power.*

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### 1. The CreativePreneur Mindset Checklist

Start with belief, lead with vision:

- I embrace creativity as my superpower.
- I believe my story matters and can inspire others.
- I treat my creativity like a business.
- I see challenges as opportunities to learn and grow.
- I am committed to showing up consistently and authentically.
- I celebrate collaboration and elevate others with my work.
- I am a Badass and have a Bad Ass List to remind myself

**Pro Tip: Print it. Post it. Live it.**

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### 2. Entrepreneurship 101: The First Five Foundations

Your roadmap to CreativePreneur success:

1. **Define Your Purpose & Audience** What problem do you solve? Who are you creating for? Clarify your "why" and "who."
2. **Choose Your Business Structure** LLC, nonprofit, sole proprietor? Make it official. Seek guidance if needed.
3. **Build Your Brand Identity** Craft your name, logo, colors, and message. Your brand is your promise.

4. **Create a Digital Presence** Launch a website, secure your social handles, and claim your Google presence.
5. **Set Up Systems for Growth** Use tools for scheduling, newsletters, CRM, video production, and automation.

### **Pro Tip : Build a COMMUNITY**

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### **3. Be Seen: 7-Day Visibility Action Plan**

A one-week challenge to help you show up and shine:

**Day 1:** Define your message in one sentence.

**Day 2:** Update your bio on all platforms with that message.

**Day 3:** Record a 1-minute intro video about who you are and what you do.

**Day 4:** Reach out to one media contact, podcast, or newsletter.

**Day 5:** Share your origin story in a social post.

**Day 6:** Post a testimonial or case study.

**Day 7:** Commit to one bold next step—book a talk, attend an event, launch your offer.

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### **4. Tools & Resources I Recommend**

1. **Branding & Design:** Canva, Adobe Express, Adobe Creative,
2. **Video & Production:** JDS Video & Media Productions, CapCut, Adobe Premier
3. **Scheduling & Automation:** HighLevel, Calendly, Google Calendar
4. **CRM & Email Marketing:** HighLevel, ConvertKit, Mailchimp
5. **AI Tools:** Chat Gpt, HeyGen, Magai,

### **Pro Tip: Mentors!**

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### **5. Ready to Go Further?**

You've taken the first steps. Now let's build something bigger—**together.**

**Join me at Arts Across America:** a powerful 3-day creative coaching experience designed to help aspiring CreativePreneurs like you turn your dreams into reality, leverage, market and scale your current business, and or provide you an opportunity to build your own creative academy and programs that have passion, purpose, and profits.

**Dates:** August 21–23, 2025

**Where:** Temecula, California

**What You'll Gain:**

- Business & Marketing one-to-one and group coaching
- CreativePreneur Academy launch templates
- Marketing and Be Seen strategy and tools
- Video Production Collateral recording
- Tools to teach, lead, and grow a sustainable creative enterprise

**Learn More + Register:** <https://artsacrossamerica.org/home>

Your story is powerful. Your creativity is your business. Let's make it happen.

*Created by Diane Strand – Serial Entrepreneur, Executive Producer, Bestselling Author, TEDx Speaker, and Founder of JDS Creative Academy & DigiFest Temecula. Creator, Exe. Producer & CoHost of Spirit of Innovation Arts Across America*



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