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***The Right-Brain Business Plan:  
A Creative, Visual Map for Success***  
**By Jennifer Lee**

**New Book Speaks to Creative Entrepreneurs and Solopreneurs Who  
Know They Need a Business Plan, but Are Stuck Getting Started**

For most creative entrepreneurs, words like *business plan*, *cash flow*, and *balance sheet* make their skin crawl. Formal business resources can intimidate budding and even seasoned creative entrepreneurs. Yet, as business owners, it's vital that they know where they're going and what it takes to get there. Jennifer Lee's *The Right-Brain Business Plan* helps creative types beat the odds by providing a fun, accessible, and out-of-the-box approach to business planning. Through a series of right-brain exercises, illustrated worksheets, colorful images, and inspiring success stories, readers will learn to craft a visual business plan that gets the job done yet is also visually compelling and personally inspiring. Special shout-outs include right-brain boosters and left-brain chill pills.

"Creative entrepreneurs are vital to the growth of the new economy and the traditional way of business planning doesn't cut it for these right-brain thinkers," says Lee who made the leap from corporate America to entrepreneurship after realizing she needed to stop living her own dream on the side. "They need an approach that inspires creative thinking, freedom, authentic expression, and meaning. *The Right-Brain Business Plan* gives them the tools to make their vision and plan come to life in a way that's fun, inspiring, accessible, and practical."

**Sections Include:**

-  Defining vision and values
-  Preparing a financial statement for a bank loan
-  Networking with "creative cohorts"
-  Setting goals, implementing action steps
-  Promoting and marketing the business
-  Managing finances
-  Planning strategically for the future
-  Seeking and hiring staff
-  Maintaining the magic and momentum

Right-brain entrepreneur **Jennifer Lee** is a certified coach, writer, artist, yogini, and the founder of Artizen Coaching. Before pursuing her own passions full-time, she consulted for ten years for companies such as Accenture, Gap, Sony, and HP, helping leaders and organizations manage change. She lives in the San Francisco Bay Area and her website is [www.rightbrainbusinessplan.com](http://www.rightbrainbusinessplan.com).

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