



Clients, Members,  
and Friends of  
Mentor Beate



Tools For  
An Exponential  
Money-Making Shift



## INSIDER INFORMATION FOR CREATIVE ENTREPRENEURS



### Creative Entrepreneur Launch Pad

#### My Head Is Smoking. There Is So Much I Need To Do

Reader Question:  
"I don't have enough  
work, what am I  
doing wrong?"

Beate's Answer:

Not an easy answer to  
give. Are you calling  
potential and existing  
clients, are you  
following up, have you  
adjusted your approach  
to the new buyer? I  
recommend that you  
review your best  
practices and listen in  
to revitalize your biz  
with Your Business  
Master Course on  
November 2-3-4.

#### Did you know that...

According to a U.S.  
Bank study, a  
whopping 82% of  
businesses that fail do  
so because of cash  
flow problems..

Perhaps you can relate. After a long, hot summer suddenly the lid blew off the slow cooker. I don't know about you, but business this summer was excruciatingly slow for me. Luckily, there was plenty of travel, but a bad ear infection and a very bad allergic reaction to the antibiotics put me out of commission for most of August.

I am behind.

I bet you are nodding in empathy. I bet you are behind, too. Today as I looked at my to-do list and sat at my desk in front of all the scribbled notes of things to add to my list, it dawned on me.

#### **There has to be a better way to do this.**

So I closed my emails (because there is just no way in the world there will ever be less than 3000 important emails in my inbox). Put my phone on silent and left it in the other room. Poured myself a cup of coffee and now it's time to think. I pace when I think—I can't sit still.

The dilemma most of us have is figuring out how are we going to take all the different tasks on our lists and somehow integrate them into our business. I'll give you an example. I have a system for helping Creatives take their ideas and turn them into businesses. I even designed a CreativeLive course that has been taken by thousands of entrepreneurs just like you. This great system teaches how to identify your ideal client and determine how to package your wares so you will sell more.

## Beate's Tip Sheet



### Featured Article



### Success Tips



### Favorite Testimonial



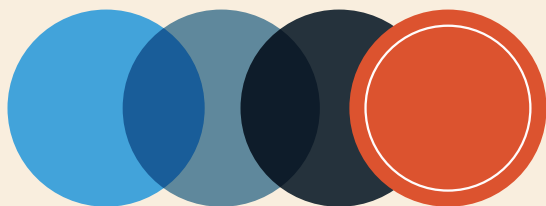
### Inspiration

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## Break It Down Cont. from page 1

**"Do good and care not to whom!" --Italian Proverb**

And then, of course, once you have a great product/service and know who to target, you have to go out and publicize what you are all about. Because without getting the word out, nothing happens. Now we start growing, we need to hire, and have to find the right people. We get so busy that we are completely overwhelmed and have to take care of ourselves. I teach how to do all of this.

It was only after listening to the brilliant Lisa Sasevich that it became clear to me how I could fit all of what I do into one pot. You see, often what we do is so automatic that we don't ever think about what our system, our method, actually is.

Lisa led me to the drawing board. Aha, I devise growth strategies for Creative Entrepreneurs. To be exact, I have a specific system of five tightly-defined steps. My specialty is to create a repeatable process with a guaranteed outcome. Best of all, I can accomplish this in just one day.

Now let's put the spotlight back on you. What is your system, method, or secret sauce? How do all the things you do compound into one cohesive and easy-to-understand process? One that you can sell with ease, that will allow you several entry points. In my case, if you have an issue with selling and pricing, we can start there. If you already know how to sell but want to blow up your business and grow it like crazy, we start at the growth strategies stage.

### Each step leads to the next

The logic is that once you learn a little about your client, you'll see opportunities to do more for them. If I were to hire you as a photographer but you could also assist with figuring out what style or approach would provide the best visibility, then I'll ask you to do that as well. After that is in place, I am left with the need to maximize my return on investment. I'll turn to you first if you can show me how to promote my business. Suddenly, your photography gig just turned into a business development project. What is it in your world that logically leads to yet another step?

### This is the secret of upselling

If you focus only on one product and your client can only get more of the same from you, you're left waiting until that need comes around again.

**"There are many  
wonderful things  
that will never be  
done if you do not  
do them."  
--Charles D. Gill**



"There are some things you learn best in calm, and some in storm."

-Willa Cather

Continued from page 2

But if you build a system, that client stays in your pipeline longer. And frankly, it's easier for them to understand and it's easier for you to sell. Because instead of selling one big fat solution with a gazillion steps, you offer one at a time as the need arises.

### **The client is happier**

It is easy to see the progress of the project as each step is ticked off the list. I am happier as a client because I can follow along. You are happier because I appreciate your contribution more and see all the different aspects that go into it. And we're getting to know each other, which means the first person I will turn to next time is YOU.

Because this is such a crucial element of understanding how to really launch your business, I've decided to do something for you. If you have followed me through the days of the PhotoBizCoach you'll remember that I ran two successful Bootcamps each year. Thousands of you graduated and many participated multiple times.

I'm doing it again. But THIS TIME I am including ALL Creative Entrepreneurs. It's going to be much, much bigger than ever before. On November 2-4, 2016 I am... DRUMROLL PLEASE...

Hosting my very first online Master Course with 12 other Master Teachers!

Best of all—it's free for you! My partners range from Andrea Reindl and Michael Drew who are responsible for over 65 New York Times bookseller campaigns, to internet up-and-comer John Crestani who will give you a blueprint for building an internet marketing lifestyle business. Then there's the fabulous Lauren Messiah who gave me style and is responsible for the way I show up and look on stage. Plus, Shalini Vadhera Potts who was endorsed by Oprah for her beauty product line will be with us as well. I've built relationships with these teachers over the years and I am thrilled to be able to offer this line-up to you. They are ready and willing to show you their secrets on how they build their creative businesses! We will be focusing on three different parts of Creative Entrepreneurship: Clients - Confidence - Cash.

The course is called "Your Business MC - More Clients, More Confidence, More Cash."

The registration page just went live (which is why this TipSheet is slightly delayed). I strongly suggest you head over there right now to sign up. [www.YourBusinessMC.com](http://www.YourBusinessMC.com)



### **Favorite Quote**

**"The Doors We Open And Close  
Each Day Decide The Lives We  
Live."**

--Flora Wittemore





Enjoying summer with my bestie and our kids

## Favorite Testimonial

"I'm very happy to share this with you. Yesterday I hosted Ladies, Wine & Design, a series of events promoting women that also addresses the low number of women Creative Directors. [www.LadiesWineDesign.com](http://www.LadiesWineDesign.com) The project was founded in New York by Jessica Walsh and is replicating all around the world. I'm hosting the group in Lima, Peru with the help of a few colleagues. I will always be grateful how you encouraged me and taught me the importance of being a woman and business owner and standing up for what's right and important "

--Sol Oreña  
[Disfrazdetigre.com](http://Disfrazdetigre.com)



## Quick Tips

Here are your four success tips for this month:



### GET OFF YOUR BUTT AND HUSTLE

YES, I DID JUST SAY THIS. FALL IS THE TIME TO POWER THROUGH AS REMAINING BUDGETS ARE SPENT.



### IDENTIFY YOUR SYSTEM

SELLING IS EASIER WHEN YOU OFFER MANY SMALLER ITEMS. REVISIT YOUR MENUE OF SERVICES.



### GO TO A CONFERENCE

SOME OF THE BEST OPPORTUNITIES COME THROUGH MEETING OTHER PEOPLE. GO TO BIG AND SMALL EVENTS.



### SIGN UP FOR YOUR BUSINESS MC

IT'S TIME TO LISTEN TO HOW OTHER SUCCESSFUL ENTREPRENEURS MADE IT TO THE TOP. REGISTER FOR THE FREE MASTER COURSE HERE: [WWW.YOURLBUSINESSMC.COM](http://WWW.YOURLBUSINESSMC.COM)

Since I sold my creative business to Bill Gates in 2006 for millions, I've devoted my life to teaching the proven formulas that I still use in my successful business today.

Having transformed the lives of thousands of creative entrepreneurs, I know exactly where your bottlenecks are, show you why, and help you move past anything that's stopping you.

In short, my systems are all built to get you quickly to where you most want to be.

If you're an entrepreneur, artist or someone sitting on a great idea and you're ready to enjoy a thriving business built around your creativity, it's time for action!

There is a proven recipe for success in business, and I'd like to share it with you. If you are interested in finding out more about working with me or having me speak at your next event please contact my team at [partner@beatechelette.com](mailto:partner@beatechelette.com)

**REGISTER NOW**  
[www.YourBusinessMC.com](http://www.YourBusinessMC.com)

**Please write me. I'd love to hear your thoughts and questions about creative entrepreneurship.**

**Contact me here:**  
[www.BeateChelette.com/contact](http://www.BeateChelette.com/contact)