

From creative to business owner - eight tips on how to get there

 By [Nokwazi Mzobe](#)

13 Oct 2015

What if the highly creative pictured themselves as successful business owners? Why is it that so many artistic people have a reputation for being bad with money and have an inability to achieve long-term financial success?

In this article we look at eight tips on how to convert your creative energy into sustainable and successful long-term entrepreneurship.

Are you highly creative and yet don't see yourself as a business owner? Perhaps it's time to envisage your artistic talent as the golden thread used to weave your way towards thriving entrepreneurial success? Here are some tips to help you.

1. Don't underestimate your logical thinking

Generally speaking artistic people are curious, spontaneous and often prone to jumping from idea to idea. But there is also a great deal of logic involved in creative thinking (for example, noticing small details) that many artists themselves don't realise. Tapping that logical thinking process with regards to starting an entrepreneurial business can start with simple steps, like writing down short-term and long-term goals.

2. Know your worth

In the past, many artists and creatives have been under the "management" of donors, sponsors and businesses which can be detrimental in two ways. Firstly, often you don't actually realise your own worth. Secondly, if you're on a salary or commission, you're not in a position of control with regards to the business or your own future.



Image via Pxabay

3. Develop relationships

Ignore the word "networking" and think about developing authentic relationships with other successful artists and entrepreneurs, finding out how they do things and sharing knowledge. Look for synchronicity with people and you'll find it. Be open to life lessons, you'll be amazed at what you can learn and how you can help other people.

4. Get your ethics straight

Being an entrepreneur is not "selling out" to the system or being greedy. It's allowing yourself to take control of your talent and making it work for you. Within your business venture you will be guided by your own principals and ethics, and your success will enable you to help other artists along the way.

5. Embrace fear

In Elizabeth Gilbert's new book [*Big Magic: Creative Living Beyond Fear*](#), she explains the "Big Magic" as your own personal creativity:

This, I believe, is the central question upon which all creative living hinges: Do you have the courage to bring forth the treasures that are hidden within you?

Fear versus courage. You don't need to be fearless; you just need to try to be brave. Wisdom for anyone thinking about becoming an entrepreneur.

6. Visualise money as creative power

Have you ever said that you don't enjoy making money as much as you enjoy creating things? Try not to say it again! If you're serious about using your creativity to its highest power, it's time to admit that money is important and to see it as another creative energy in your life that can take you and other people places.

7. Tap-in to the millennial mindset

Technology has made businesses less insular, more democratic and importantly for creatives, more collaborative. As a talented designer, writer or artist you don't need to join a business full-time to be part of their team. This could be a win-win in terms of money made there, while allowing you to pursue your own creative business at the same time.

8. Get help

Lastly, there are businesses and organisations whose passion it is to help entrepreneurs succeed, as well as independent consultants (who can advise on business strategy and finance). The South African government is encouraging individuals to become entrepreneurs through agencies such as SEDA, SEFA, NYDA and many others. Visit their websites and explore what they offer.

Good luck on your unique and creative journey to entrepreneurial success!

ABOUT NOKWAZI MZOBE

Nokwazi Mzobe, Founder and Lead Consultant of Matoyana Business Solutions, a boutique business consulting company located in Johannesburg, South Africa. It is targeted at start-ups, small and medium enterprises across Africa.

- 10 Reasons good teachers make great entrepreneurs - 18 Oct 2019

- 3 Ways to approach entrepreneurial change - 26 Sep 2019

- Should you be crowdfunding? - 5 Nov 2015

- From creative to business owner - eight tips on how to get there - 13 Oct 2015

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>