

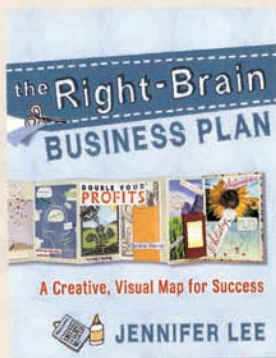
studios

book *review*

THE RIGHT-BRAIN BUSINESS
PLAN: A CREATIVE, VISUAL MAP
FOR SUCCESS

By Jennifer Lee

New World Library, 2011
226 pp.; Paperback
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Review by Lindsey Murray

The goal of a professional artist is to sell the art that you spend so much time making. It can be daunting, however, to try and do the business aspect of your job—after all, that tedious and confusing work was the reason you wanted to be a full-time artist to begin with! In her new book, *THE RIGHT BRAIN BUSINESS PLAN*, Jennifer Lee has the solution to this problem. In her approach to business

planning, Jennifer encourages her readers to use their creative side to create unique and personalized plans that make sense to the artist in them. She breaks down the confusing parts of business and translates it into a “right brain friendly” explanation. With ideas on how to creatively make your business vision into a reality, this book will help put your business in order while allowing you to understand all aspects of

your plan. With chapters like “It’s a Big World Out There – Where Do You and Your Business Fit In?” and “Developing a Financial Plan with Fun and Flair,” *THE RIGHT-BRAIN BUSINESS PLAN* maps out what you can do in an easy to understand (and dare I say it, fun) way. If you are an artist who is struggling with the business aspect of your career, grab this book to make sense of the business world once and for all.