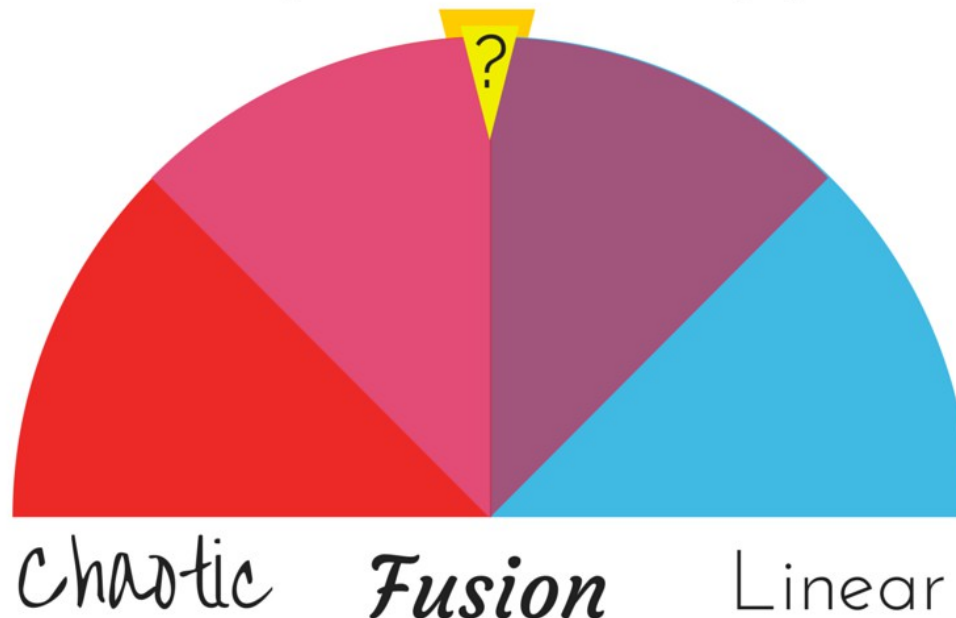


Your *Creative Freedom*TM Entrepreneur Type Report



Developed By:



LISA
ROBBIN YOUNG

*Own your dreams without selling your soul.**

What's Inside...

- **Is Your Business A Rainbow Unicorn?**
- **Chaotic Creatives**
- **Linear Creatives**
- **Fusion Creatives**
- **Cusp Creatives**
- **Success Factors At A Glance**
- **Are You Ready For Your Breakout Year?**



Each type has blind spots and ninja-like skills. Which type are you?

Is Your Business A Rainbow Unicorn?

They're elusive, mystical, magical things, those rainbow unicorns. Just when you think you've got one nailed down, it seems to evaporate into thin air. Maybe they're really just an illusion... kind of like building a profitable, sustainable business for most creative entrepreneurs?

I'm here to tell you that you *can* build a business - doing what you love - that pays you well and gives you the time to enjoy the money you're making. Knowing your **Creative Freedom™ Entrepreneur Type** can help.

Each of us has a preferred mode of operation in the world. It dictates the way you interact with the world around you. It reveals why you choose to do what you do (or not). It also causes blind spots unique to your type. As a creative entrepreneur, you're building a business around doing what you love. There may be times when you wear many hats, but knowing your Creative Freedom type allows you to **see the natural blind spots of your type** that cause you to wear the wrong hats for too long. When you are clear on not only what you're good at but also what energizes you, it becomes easier to find and implement support systems for things that aren't in your wheelhouse.

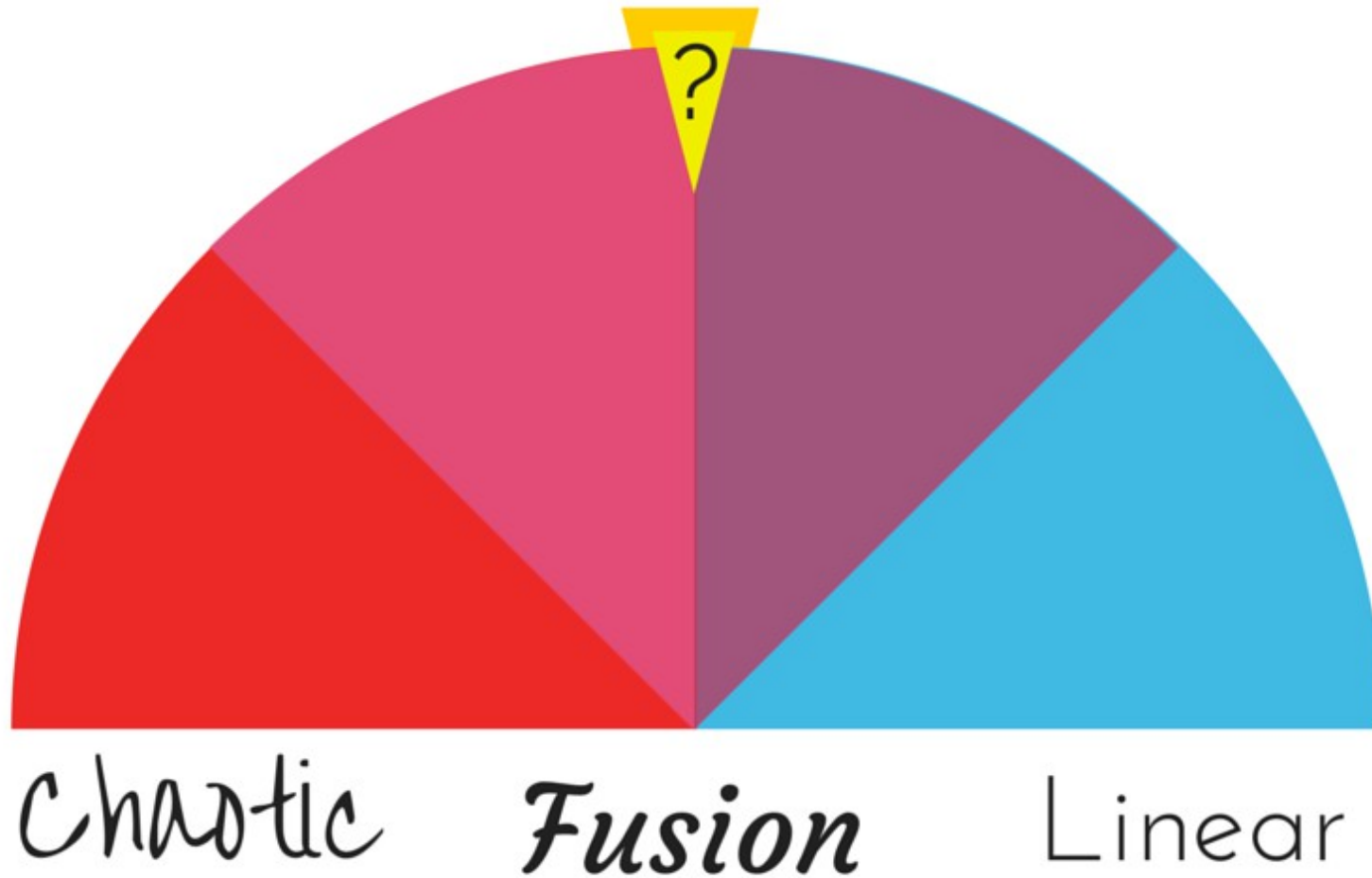
The Creative Freedom Spectrum identifies your preference, not your proficiency. You can be really good at something and hate doing it. You might even expect that you have to, or "should," be doing it because you're a business owner, but that's a faulty assumption. In fact, several Chaotic Creatives I've met are incredibly good at Linear functions, but those tasks drain their energy and leave them feeling depleted at the end of the day. Likewise, a focus on more Chaotic functions, while important in the growth of a business, can drive a Linear to the brink of insanity. When each type focuses on what's best for them and delegates the other tasks and responsibilities, **the result is more time, energy, and money for what matters most.**

Once you know your type, you can resolve your blind spots once and for all, giving you the clarity and confidence to **Own Your Dreams Without Selling Your Soul.™**

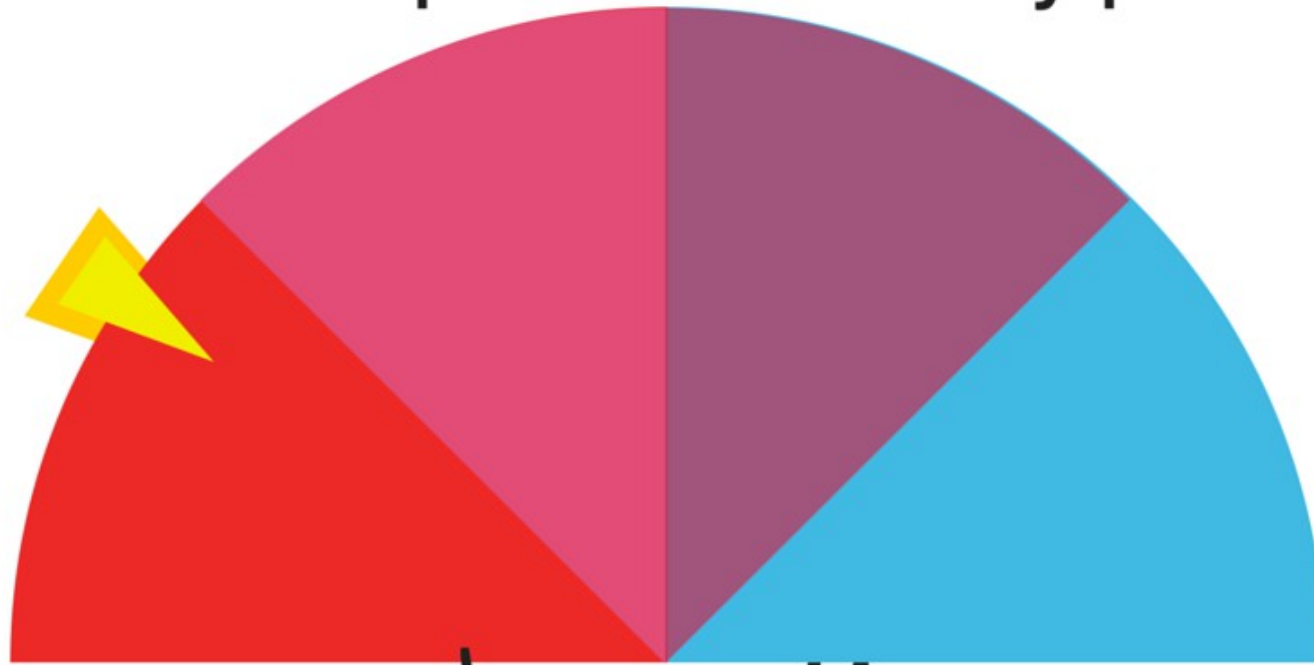
If, by some twist of fate, you haven't already taken the quiz, you can do that [here](#). Otherwise, **LET'S DIG IN!**



Entrepreneur Type Overviews



Your Creative Entrepreneur Type



Chaotic

Chaotic Creatives



Chaotics are the makers, creators, and joy-bringers of the world. At their apex, they are celebrities in their market. Think: rock stars like Lady Gaga or Billy Joel, and world-class athletes like Michael Jordan or Venus Williams.

Although everyone is creative in some way, **Chaotics are who we typically classify as the artsy ones.** They have the clever and crafty ideas that the rest of us steal - with their permission, of course. **They are experience-focused.** They go out of their way to make memories and leave a positive impression. Chaotics aren't **afraid to take risks** if it means helping to make an experience even better for "their people". They are fiercely loyal to those people, too. Chaotics will give you the shirt off their back. **Chaotics speak in feelings, moods, and moments.**

Chaotics are **great at setting a scene, telling a story, and inspiring people to take action.** They are fun-loving leaders, though it doesn't come naturally. The business side isn't always easy for Chaotics either because you can't build a relationship with numbers. Processes, systems and rules feel too rigid and confining for Chaotics who like to **trust their gut** and go with the flow, or who want to **deal with people on an individual, case-by-case basis.**

Chaotics aren't afraid to take big risks in order to reach the right people. "How will it look and feel? How will people respond to it?" Think: Lady Gaga, who confessed in an interview that she plowed every penny she had into a tour in order to impress Arthur Fogel enough to get him to agree to be her promoter.

Chaotic Creatives typically reach a point when they are ready to "get organized and grow." When these clients come to me, we discover that while they don't work well with imposed structures, they do have rituals, routines, and other habits that have helped them to create a "groove" that keeps things going. At some point, however, it's not enough -- usually because of consistency issues. They might even be dealing with a chronic illness that prevents them from keeping a regular work schedule. To stay on track and achieve their goals, **Chaotics typically need accountability** -- without pressure. Oftentimes, they need very directive help because they get overwhelmed with too many details.

Chaotics need structures that work with their lifestyle. They usually know how to relax and have fun, but they can feel both anxious about needing to focus and overwhelmed because there's too much to do. They don't want to be "penned in" and

Chaotic Creatives, Continued

resist most forms of discipline or structure that are foisted upon them. Still, they recognize that their laissez-faire approach to business prevents them from creating a consistently profitable business.

They're also often the last to reach their true financial potential as creative entrepreneurs.

Why?

Their aversion to all things Linear: money, numbers, structures, and routines are all taboo for Chaotic Creatives. Afraid of "selling out" they usually focus on doing their Great Work and trust that "if they build it they will come." When the money finally starts coming in, they often need trusted advisors to keep the business stable, or they will face overwhelm and burn out from managing the day-to-day elements of the business.

Their results often reflect their haphazard approach to business: ***chronic cycles of feast or famine*** – usually because they get lost in their work (or socializing) for extended periods of time. Once they come up for air, they recognize the need to "get out there" and market their offerings, but struggle with their negative perception of marketing and sales.

Chaotics have a method to their "madness" though. ***Chaotics are visionaries***, and can see their desired end result better than any other type. ***They trust their intuition***, which is finely tuned, and generally keeps them moving in the right direction. But ***relying ONLY on intuition can cause Chaotics to get into trouble they could have avoided*** with outside help or a second opinion.

They're great at creating a world-class experience for their audience. But when there's not enough money, time, or manpower to create the perfect replica of what's playing in their mind, they get frustrated and drag their heels.

Because of their ***high standard of excellence***, it's also difficult for Chaotics to trust team members to carry out their vision. Perfectionism can slow progress – especially if you can't trust your team – and make you look like a diva. The secret, then, is to keep standards high, hire "A" players, and then get out of your own way, trusting your team to do their best work.

Chaotic Creatives, Continued

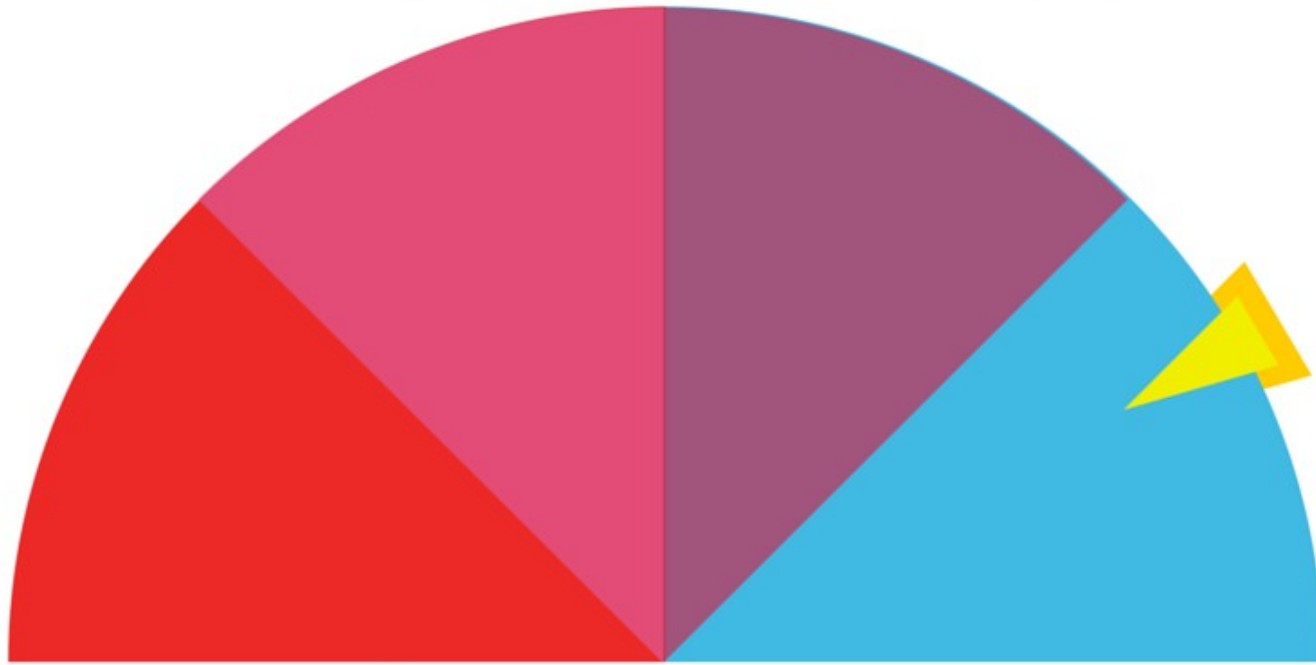
Like every Creative Type, your Ninja Skills, when taken to the extreme, become your blind spots. Take a look at the chart below to see how some of your greatest gifts can also take a turn to the dark side. And remember...

*Vision is powerful, but without an audience
(and a team to bring it to fruition),
your vision won't make an impact.*

Ninja Skills	Blind Spots
Visionary ideas and plans	Becoming the bottleneck in your business
High standards of excellence	Perfectionism Micro-managing / Second-guessing team
Creating an exceptional experience for your audience	Running out of time/ over budget
Powerful Intuition	Making avoidable mistakes, "What did I get myself into?" scenarios

Core Issue: Profitability

Your Creative Entrepreneur Type



Linear

Linear Creatives



Linears are the strategic thinkers, problem solvers, and the innovators of the world. At their apex, they are thought leaders of their industry. Think: Warren Buffett, Bill Gates, or Kiran Mazumdar-Shaw and inventors like Thomas Edison, Marie Curie, or Grace Hopper.

Linears don't typically identify as creative, but they are. **Linears are results-focused.** They love to hit goals, meet deadlines, and check off boxes. They can come across as hard-driving, type-A folks, that are **good at setting and achieving goals** - no matter what it takes. **Linears speak in systems, patterns, processes, and numbers.**

Linears can also be great at organizing and keeping people on task. Systems and processes come as naturally to them as breathing. They can be natural leaders and managers, giving clear, concise direction. **Linears are also innovators,** and can take someone else's idea and make it even better. **They're great at spotting the flaws and details** that can stall a project and offer suggestions to put it back on track.

Relationship building doesn't always come easy to Linears, because relationships don't seem as straightforward as numbers and deadlines. Sometimes they find it easier to relate to a spreadsheet than to the people in their life. Numbers and patterns are predictable. **They like stability and comfort,** and aren't too keen on taking risks. They research, research, research, and only THEN do they make a decision. In the meantime, **they're focused on efficiencies, systems, processes,** and scaling up. "How's it performing? Who's buying it? How can we streamline this?" Think Warren Buffett, the Chairman of Berkshire Hathaway, a multinational company with stock that currently trades well above \$200,000 per share.

Linear Creatives typically reach a point when the money isn't as important as the meaning. When these clients come to me, they are looking to **create more impact** and have lives worth living. They want the **safety and security** that come with the money they're making, and they want to be able to enjoy it, too. **Linears typically need permission to loosen up** -- without guilt -- and to trust their highly qualified teams to handle the day-to-day operations of the business. Linears can get lost in the details, so providing big-picture oversight is often helpful.

It's hard for them to take a day off -- not because they don't have a team to keep things running, but because they are so focused on results and profitability that they lose sight of sustainability. Their health and well-being aren't typically a

Linear Creatives, Continued

priority until later in life unless something or someone intervenes. For example, a spouse threatens divorce or a loved one falls ill, requiring them to spend more time away from work and actually learn to live without the daily grind for a while.

Their hard-driving focus on the bottom line can leave Linear Creatives burning bridges and feeling depleted, burned out, and unsatisfied with their work.

Why?

Their general aversion to all things Chaotic: trusting intuition, taking time out for self-care, stepping out of their “results-oriented box” long enough to see the bigger picture of life. Afraid of “wasting time,” Linears can get ***too focused on the details*** of meeting deadlines or budget constraints for a project and forget about the people that make it, buy it, or support and encourage the originator of the Great Work in the first place.

Linears can miss the bigger picture of business entirely. In the worst case, they become cold, calculating, and focused on hitting their targets at the expense of everyone around them – including themselves.

Their results often belie what's going on behind the scenes: everything looks good on paper, and to the rest of the world, Linears should be enjoying the high life... but they're often on a “hamster wheel of hustle” searching for “more” of everything except what really matters. Because money comes so easily, Linears often identify themselves by their results. So, if they're not making money, they somehow feel “less than” or like they're not pulling their own weight.

Linears are problem solvers. Want the job done on time and under budget? Linears will develop a strategy to make it happen. But be aware: ***they'll cut a few corners if they have to*** in order to do it – sometimes with negative consequences.

Because of their results-focused nature, ***Linears can burn through their team members quickly.*** Linears can come across as too demanding, asking for the impossible when it comes to deadlines and sales goals. A well-tempered Linear inspires their team to achieve great things, setting stretch goals and checking in not only on the progress of their team, but on also on their well being. Without that bi-lateral “check in”, an overbearing Linear can be seen as a judgemental tyrant.

Linear Creatives, Continued

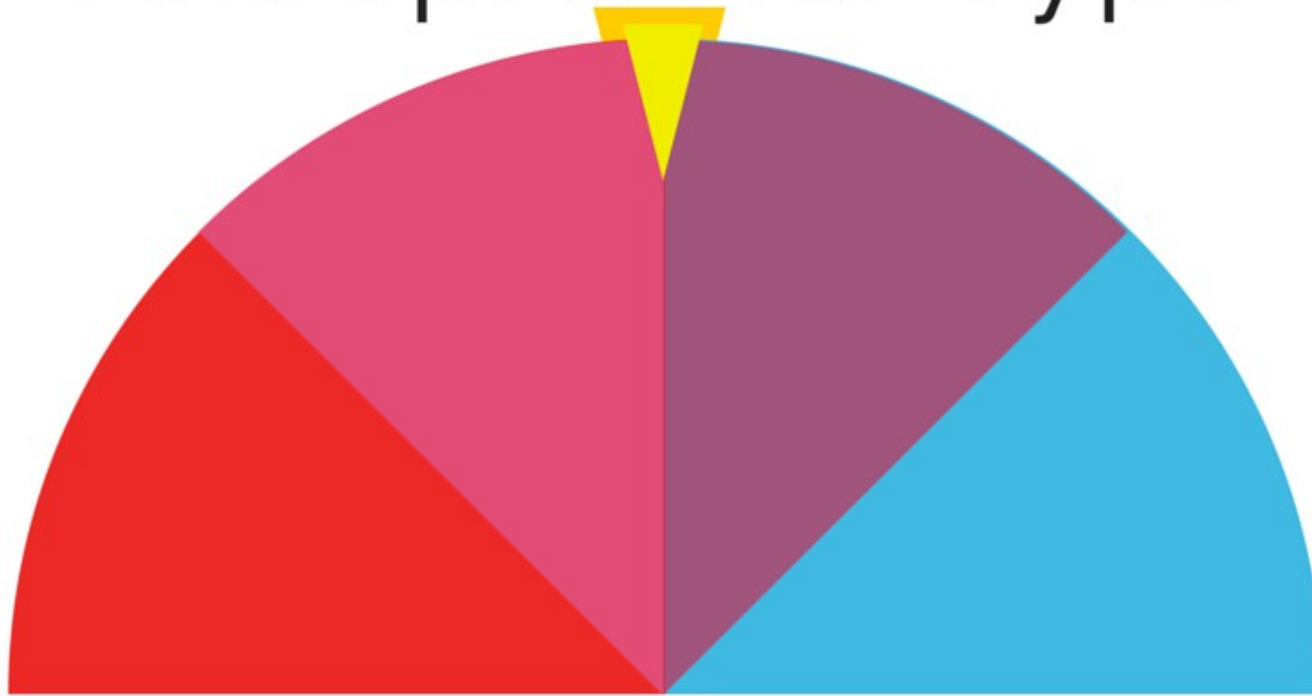
Like every Creative Type, your Ninja Skills, when taken to the extreme, become your blind spots. Take a look at the chart below to see how some of your greatest gifts can also take a turn to the dark side. And remember...

*Details are important,
but without the bigger picture,
Your Great Work has no meaning.*

Ninja Skills	Blind Spots
Results Oriented	Too "bottom line" focused, Cutting too many corners
An eye for details and errors	Misses the big picture
Great at organizing, systems, and processes	Over-systematizing, creating structure that is too rigid/inflexible
Great problem solver/innovator	Asking the impossible, alienating team members

Core Issue: Sustainability

Your Creative Entrepreneur Type



Fusion

Fusion Creatives



Fusion Creatives are the “Jack-of-all-trades” types that seem to be good at just about everything. They are the Renaissance men and women of the world. At their apex, they are revolutionary visionaries, often ahead of their time. Think: da Vinci, Steve Jobs, Queen Margrethe II of Denmark, Astronaut Mae Jemison, and The Eagles.

Fusions may *self-identify as “multi-passionate”* because they are adept at a variety of things and find it hard to pick just one to pursue. **Fusions have the best and worst of both worlds.** Living right in the middle of the spectrum, they have an equal preference and may **lean in either the Chaotic or Linear direction as the situation dictates.** Fusions are detail focused. **They see intricacies in patterns and relationships** that others miss. Depending on their focus of the moment, you might mistake them for a Linear or a Chaotic, because they speak both “languages” equally well.

Fusions make great leaders, once they get over reluctance. Fusions are often reluctant leaders because they frequently suffer from **impostor syndrome** and don't experience themselves as “good enough”. Why? Because their network is filled with people who are more Linear or more Chaotic than they are, they often see people around them that are better than they are at everything they do. What they don't realize is that **no one else in their network is good at BOTH the Linear and Chaotic things like they are.** Fusions spend an inordinate amount of time trying to perfect something before they put it out into the world. If it isn't perfect, they won't share it.

Fusions are good at getting things done, unless they get stuck in a “perfection loop.” Fusions are prone to comparing themselves to other Linear or Chaotic Creatives, instead of focusing on their own unique blend of talents and skills: *“It's got to be better than everyone else's, or why bother?”* If they can transcend the **all-or-nothing thinking,** Fusions actually have **the greatest capacity for fame and fortune.** Think of the Eagles, a band of musicians – each succesful in their own right - who created the best-selling album of the 20th century.

Fusion Creatives typically reach a point when **they're tired of being busy and not seeing a return on their investment.** When these clients come to me, they are **ready to have a consistently sustainable and profitable enterprise.** They typically need permission to **act with confidence** -- without being compared to others -- and to trust that whatever project they choose to complete will be successful, because it probably will be.

Fusion Creatives, Continued

Fusions have a **wide network of loose contacts** that don't overlap much because they have lot of different interests. In other words, they know many people (and many people know of them), but don't feel as if they really know or have a lot of influence with them. They are often seen as "the creative one" in their circle of Linear friends and "the strategic one" in their circle of Chaotic friends. They demonstrate traits of both Linears and Chaotics, almost interchangeably, and the most common tell-tale traits of a Fusion creative are **perfectionism and comparison-itis**.

Fusions have a voracious appetite for learning and doing just about anything. Their biggest problems are trying to figure out which "thing" to pick, and asking for help.

Why?

All-or-nothing thinking puts them in a feedback loop where **Fusions think they should be able to everything all the time** (and do it well), which then, ironically, triggers their impostor syndrome.

Because they have a "can do" attitude, and an ability to tackle almost any challenge, Fusions struggle with letting go of tasks. The thought is that **"it's just faster and easier if I do it myself."** That's true, in the short term, but in the long term it creates two problems. The first is that **Fusions become the bottleneck in their business**, slowing potential momentum. The second is that, because they haven't been asking for help, **they haven't built the strong network relationships** needed to grow their business once they DO get some momentum. Then, overwhelm can set in, which slows momentum again. This keeps Fusions in **a feast or famine cycle** where they create for a while and then stop creating in order to market what they've created.

As a result, **they set impossibly high standards for themselves** because they want to be "as good as" their Linear or Chaotic counterparts. Afraid of not being fully seen (and not measuring up when they are), Fusions can countless hours "perfecting" their Great Work, which causes them to finish *less* and struggle *more*. The result? **When they finally put something into the world it's amazing**, but few people know about it because they don't spread the word (for fear of not measuring up).

Fusion Creatives, Continued

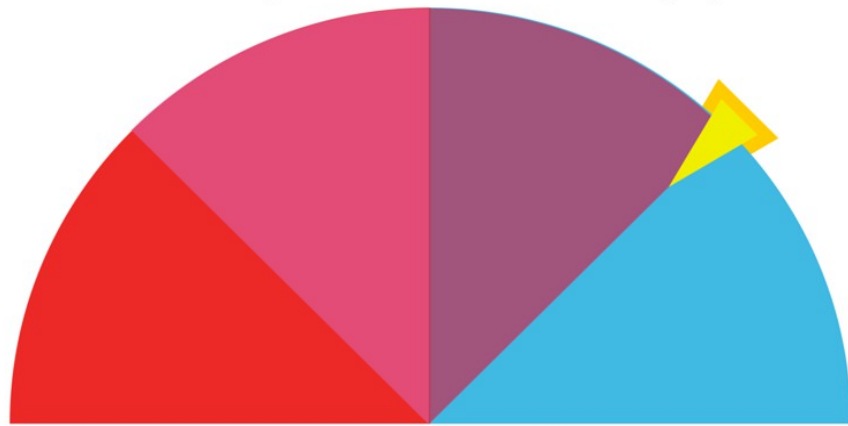
Like every Creative Type, your Ninja Skills, when taken to the extreme, become your blind spots. Take a look at the chart below to see how some of your greatest gifts can also take a turn to the dark side. And remember...

*When you let go of the need
to compare yourself to any one but You,
that is when your real light shines!*

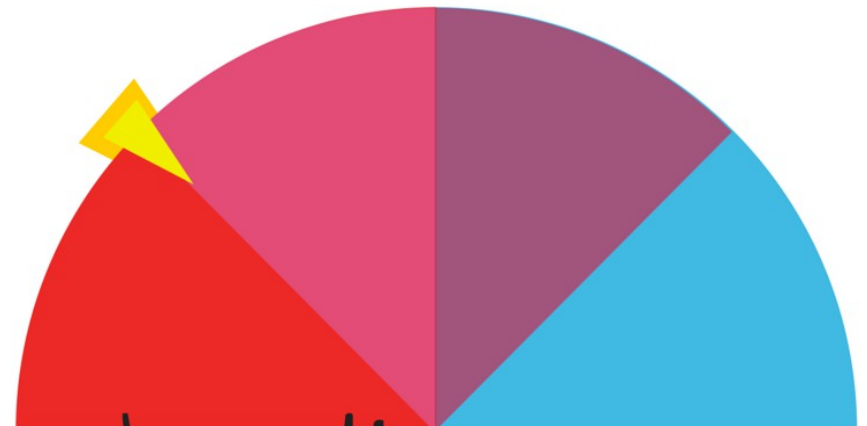
Ninja Skills	Blind Spots
Jack of all trades/ quick study	Wearing too many hats/ Failure to delegate
Moves quickly, gets stuff DONE	Doesn't build important relationships to grow the business
Eye for detail and results oriented	Perfectionism, Comparisonitis can cause project paralysis
Speaks both Linear and Chaotic "languages"	Can fall prey to Linear or Chaotic blind spots

Core Issue: Bottlenecking

Your Creative Entrepreneur Type



Linear Cusp



Chaotic Cusp

Cusp Types

Cusp-Type Creatives



Cusp-Type Creatives have a dominant preference for their namesake, and also demonstrate strong cross-over preferences. They are not considered true Fusions because they **still have a preference** for either Chaotic or Linear modes of operation (Fusions have a fairly equal affinity for both types), and when stressed or overwhelmed, they will default to their primary creative modus operandi.

That said, their strengths on both sides of the spectrum give them the potential to manifest blind spots common to both Fusions and their primary type.

Cusp-Type Creatives don't usually start out life on the cusp. Often, they learn their opposing type over time, and develop an affinity for it as they get better at it.

For example, many Chaotics are forced to learn Linear concepts in school. True Chaotics may get good at Linear tasks through practice, but they never enjoy it. Chaotic Cusp types discover they actually enjoy some of the Linear tasks. This learned affinity doesn't negate their original preference for the Chaotic approach, but helps balance their Chaotic leanings.

Be sure to read the description of your primary type for more details.



Blind Spots & Success Factors

	Chaotic	Linear	Fusion	Chaotic Cusp	Linear Cusp
Blind Spots	<ul style="list-style-type: none"> • Holding too tightly to vision • Control freak 	<ul style="list-style-type: none"> • Too results Oriented • Poor people skills • Lack of self-care 	<ul style="list-style-type: none"> • Perfectionism • Comparison • Doing too much yourself 	<ul style="list-style-type: none"> • Perfectionism • Control freak 	<ul style="list-style-type: none"> • Doing too much yourself • Too results oriented
Success Factors	<p>Get out of your own head and get feedback on your Great Work.</p> <p>A vision is powerful, but without an audience, your vision can't impact the world.</p> <p>Look to Fusions or Cusp-types to grow your team.</p>	<p>Get out of your own way. How does your Great Work fit into the bigger picture of the lives of your the people who matter most?</p> <p>Engage with them to make your offering both the logical choice and the most popular one.</p>	<p>Give yourself permission to slow down long enough to delegate to trusted team members. Once they are up to speed you can go full steam again.</p> <p>Let go of the need to compare yourself to anyone but YOU.</p>	<p>Get regular feedback from trusted advisors. As Seth Godin says, "Ship" regularly.</p> <p>Be willing to let your team handle projects so you have time to create. Allow them to rise to meet their potential instead of criticizing them for not being perfect.</p>	<p>Get the right people on your support team and delegate! Expect a high level of excellence, but remember you and your team are only human.</p> <p>Take time to actually celebrate your wins.... even if they seem small or inconsequential. Create a culture of celebration.</p>

Are You Ready For Your Breakout Year?



Stop being a best-kept secret, step into the spotlight, and Own Your Dreams Without Selling Your Soul™!

It takes effort and commitment to stand out and shine so that your raving fans can find you. You don't want to be another "me too" in the marketplace. You and your Great Work deserve better than that!

Understanding your **Creative Freedom™ Entrepreneur Type** is the jump start that helps you see through your blind spots so you can **get paid well to do more of what you love – and do less of what you don't**.

Creative Freedom is about building a profitable, sustainable business doing what you love. But knowing and doing are two different things. This report is a brief selection from my book – just the tip of the iceberg!

I know it's possible to make good money doing what you love when you **build your business around what works for YOU**. If you're ready to let your light shine for a bigger audience, if you're ready to grow your creative business into a Noble Empire, I invite you to **plan your next 12 months the easy way!**

I recently led a workshop for my Accountability Club members to help them get their **business on the growth track** and have **the results that matter most** to them. Want access? Just click the link below!

LisaRobbinYoung.com/strategy-plan