

THE

CREATIVE

FREEDOM

INCUBATOR

APPLICATION

LISAROBBINYOUNG.COM

own your **DREAMS** without selling your soul

**This document is your PRIVATE and CONFIDENTIAL space to document not only what you know about your creative business, but also what you hope your creative business will become in the future. Whether or not you choose to submit this application, my sincere desire is that you'll learn a lot about your business and yourself in the process.**



## CONFIDENTIAL APPLICATION

# CREATIVE FREEDOM INCUBATOR

**WELCOME!**

### THIS IS MORE THAN A PROGRAM APPLICATION...

Can I just say how over-the-moon thrilled I am that you've taken this courageous step? I know, you might be thinking, *"hey, all I did was open this application. How courageous am I, really?"*

Not everyone will download this application. Not everyone who does will read it, let alone complete it. I'm asking some important questions here – about you and your business – and some people just don't have the courage to answer them.

So yes. LOTS of courage. And I like to celebrate courageous acts! I am glad to see you here!

### A DIAGNOSTIC FOR YOUR BUSINESS (AND YOU)

The Creative Freedom Incubator is built to make things easier for you - but before we can have ease, there's often effort. Whether or not we decide to work together, this application is a tool you can refer back to again and again as you chart a course for your creative enterprise.



Linear types get the opportunity to report their numbers, while the Chaotic types will enjoy the space to envision their future.



***All of these questions are important... because they allow us both to have more insight and better understanding of your business - and you!***

## CONTEXT MATTERS!

There's more to your business than questions like *Who are you? What success have you already had? How much money have you been making? Why do you want to be in this program?*

***The Creative Freedom Incubator*** is custom-fit to your unique situation. It's important that I know as much about you *and* your business as possible to design the most appropriate program for your needs.

As you move through this document, you'll get insight and clarity about yourself and your business - just from completing the application. You'll also have a tiny glimpse of what it's like to work with me. I ask key questions to see how your business and life fit together (or don't).

Again, I acknowledge your courage and willingness to dive in here. You are simply awesome!

**Let's begin!**

**Lisa** 



# APPLICATION INFORMATION

**Name:**

**Preferred Pronoun:**

**Birthdate:**

**Company name:**

**Legal Structure:**

(ex: LLC, Inc, Sole Proprietor, etc. If a partnership, please list partner names. If publicly held, list ticker symbol.)

**Mailing Address:**

**Contact Phone:**

(Please specify: home/office/cell/other)

**Skype ID:**

**Best Email:**

**Preferred contact method:** Phone   Text   Email   Skype

**Websites:**

(Please list them all. If you have none, enter "none")

**Social Media Outposts:**

(Please list them all. If you have none, enter "none")

**Years in business:**

(If you have multiple businesses, please indicate age of each)

**Total list size:** Mail:

Email:

**Total social media follower count** (all sources):





## CONFIDENTIAL APPLICATION FOR ABOUT YOU...

**Tell me your story** This helps me get to know YOU apart from your business. Please share only as you feel comfortable. A couple of paragraphs is probably plenty.

Do you have a job in addition to your business?    Yes    No

**What is your Creative Freedom Entrepreneur Type?**

(visit <http://lisarobbinyoung.com/quiz> to take the free assessment)

Chaotic    Chaotic Cusp    Fusion    Linear Cusp    Linear



## CONFIDENTIAL APPLICATION FOR

**Have you taken any other assessments** (Myers-Briggs, Fascination, Strengths Finder, Synergist, DiSC, etc)?    Yes    No

If so, please share your results.

**What do you consider your three strongest characteristics?**

**What do you consider your three biggest areas for improvement?**

**What is one of your proudest moments?**



**CONFIDENTIAL APPLICATION FOR**

**Please complete the following sentence stems:**

**My dream is:**

**I'm most passionate about:**

**What stops me is:**

**Does your business currently pay you a salary?    Yes    No**

**Profit Sharing?    Yes    No**

**Other income sources besides your business:**





**CONFIDENTIAL APPLICATION FOR**

**Are you currently carrying any personal debt?   Yes      No**

**If so, does it feel manageable to you?   Yes      No**

**What is a typical week like for you (outside of work)?**

**What hobbies/pastimes do you enjoy outside of your work?**

**What do you love most about your life?**



## CONFIDENTIAL APPLICATION FOR

Please rate on a scale of 1-10 your level of satisfaction in the following areas (as you define them):

Faith

Family

Fitness

Fortune

Freedom

If you could wave a magic wand and change 3 things about your life, what would they be?

## PULSE CHECK!

When you think about your life as it stands right now, where does it “live” in your body? What physical sensations do you feel?



*“You have to dream  
before your dreams  
can come true.”*

*- A. P. J. Abdul Kalam*



**CONFIDENTIAL APPLICATION FOR**

**ABOUT YOUR BUSINESS...**

**Tell me the story of your business (a few paragraphs is fine).**

**Describe what your business offers.** Please be as detailed as possible.



## CONFIDENTIAL APPLICATION FOR

**Whom do you serve and how?** Briefly describe your ideal customer.

**What makes your offering(s) unique in your marketplace?** How do you know people need what you're creating in the world? Why does the world need YOU to do this work?



## CONFIDENTIAL APPLICATION FOR

**What do you love most about your work?** Please be as detailed as possible.

**Why do you do this work (instead of something else)?**





## CONFIDENTIAL APPLICATION FOR

### PULSE CHECK!

**When you think about where your business is right now at this moment, where does it “live” in your body? What physical sensations do you feel?** Please use as much detail as necessary.

**What do you love least about your work?** Please be as detailed as possible.



**CONFIDENTIAL APPLICATION FOR**

**Describe a typical work week for you:**

**When you think about your work day and the life you want to create for yourself, how do you want to show up in the world?**



## CONFIDENTIAL APPLICATION FOR

What kind of clients or customers do you *want* to be working with, and in what ways?

What will you absolutely NOT tolerate?



.....

*"Always be a first rate version of  
yourself and not a second rate version  
of someone else."*  
- Judy Garland

.....



## **CONFIDENTIAL APPLICATION FOR**

### **Which of these best describes your business progress?**

Finding My Niche      Finding Profitability      Finding Sustainability

Profitable, ready to grow      Ready to sell/exit/retire

Other (please specify):

### **Who are your competitors?**

**What do you understand about your market/industry that your competitors don't?**



**CONFIDENTIAL APPLICATION FOR**

**Your gross business revenue last year:**

**Total business expenses:**

**What's your YTD revenue?**

**Expenses?**

**Projected income for year:**

**Do you currently have a sales/revenue plan?    Yes    No**

**Do you currently have a marketing plan?    Yes    No**

**Describe your sales process as it stands now.**

**How do you feel about selling your Great Work?**





## **CONFIDENTIAL APPLICATION FOR**

**What other business models have you explored? What models are you interested in exploring?**

**Please list your top 3 business priorities in order of importance.**

**What are your top 3 business challenges ?**

**What are your top 3 business opportunities?**



## CONFIDENTIAL APPLICATION FOR

Who are your top 3 collaborators/partners/affiliates?

As you answer the following questions, think primarily about your business, the way it runs, and how it makes money now.

What I'm great at and want to keep doing:

What I need help figuring out:

What I need someone to tell/show me how to do:



## CONFIDENTIAL APPLICATION FOR

What I need someone to do for me:

## PULSE CHECK!

When you think about the current state of your business and where you'd like to be in a year from now, where does it live in your body? What physical sensations do you feel?

.....

*Congratulations! You're doing a great job of getting more clarity about your situation. Now, let's explore your future vision for your business.*

.....



**CONFIDENTIAL APPLICATION FOR**

**ABOUT THE FUTURE OF YOUR BUSINESS...**

**As you look ahead 12 months, what would have to happen for you to consider the year a success?**

**What is the “big picture” vision for your business?**



## **CONFIDENTIAL APPLICATION FOR**

**Describe what your ideal business looks and feels like 2-5 years into the future. Use as much detail as possible.**





## **CONFIDENTIAL APPLICATION FOR**

**When you envision your business in this future – in as much detail as you can – where does that live in your body? What physical sensations do you feel?**

**When you anchor yourself in the reality of doing the work necessary to bridge the gap between where you are now and that future vision, where does that live in your body? What physical sensations do you feel?**



## **CONFIDENTIAL APPLICATION FOR**

**When you anchor yourself in the reality of bridging that gap with support and expert guidance, where does that live in your body? What physical sensations do you feel?**

**When you think about investing in yourself and your business at this moment in this way, how does it feel?**

**Any other notes or observations you want to make about how all of this feels right now?**



**CONFIDENTIAL APPLICATION FOR**

**Are you currently carrying any business debt?    Yes        No**

**If so, does it feel manageable?        Yes        No**

**What made you decide to apply for the Incubator? What would you like to accomplish by working with me?**



## **CONFIDENTIAL APPLICATION FOR**

**Is there anything else about your business I should know? (Non-disclosure/non-compete agreements, pending law suits, co-founders who have recently transitioned out, etc.)**

**If you are selected for the Incubator, what would be your first 90-day goal?**

**On a scale of 1-10, how committed are you to achieving that goal?**

**Describe what that level of commitment looks like to you.**



## CONFIDENTIAL APPLICATION FOR

Is there anything else you'd like me to consider when reviewing your application?



*You are not running a non-profit. Even non-profits make money. If you are not making a profit, you have an expensive hobby that is running **you**.*





## CONFIDENTIAL APPLICATION FOR

## APPLICATION AGREEMENT

By signing and submitting this application agreement, you irrevocably agree that you are authorized to provide this information and that all information contained herein is true and accurate to the best of your knowledge. You further agree that you are submitting this information voluntarily for Lisa Robbin Young or Ark Entertainment Media (collectively referred to as the "Company" or "I/me/my") to review for approval and acceptance as an Incubator Program (the "Program") participant, and that application is not a guarantee of admission into the Program.

If accepted into the Program, then this application and Application Agreement (the "Agreement") will be incorporated by reference as part of the final contract.

In consideration of my time to develop and present the contract, a non-refundable application fee may be required for submitting this application. Payment, if any, is due before the Next Steps session is scheduled or contract is presented.

I respect your privacy and your confidential and proprietary information, ideas, plans, and trade secrets (collectively, "Confidential Information") and you agree (1) that any Confidential Information I share with you (including, but not limited to, contract terms) is Confidential and Proprietary, and belongs solely and exclusively to the Company, (2) you agree not to disclose such information to any other person or use it in any manner without consent of the Company. You further agree that (3) the reproduction, distribution and sale of these materials by anyone but the Company is strictly prohibited.

By signing below, you agree that violation of any of the agreements contained in these paragraphs the Company will be entitled to injunctive relief to prohibit any such violations to protect



## APPLICATION AGREEMENT FOR

against the harm of such violations and may preclude you from participating in the Program.

This application does not commit either party to enrollment in the Program until a binding contract is signed and accepted by both parties.

-----  
Name

-----  
Date

-----  
Title

-----  
Company Name

.....

*Congratulations! You're finished! You now have a document to guide your business priorities for years to come. Ready to submit your application?*

.....

Upon completion of this application, please submit a complete copy to [incubator@lisarobbinyoung.com](mailto:incubator@lisarobbinyoung.com) along with the required application fee. I will be in touch to arrange the Next Steps session and contract review. **Please allow 2-3 business days** from application submission for preparation of the contract.

