



Book 1 | “The War of Art” by Steven Pressfield

“The War of Art” by Steven Pressfield is a great book for overcoming the inner obstacles that prevent artists and entrepreneurs from reaching their full potential. Feel familiar? Pressfield delves into the concept of *Resistance*, the force that keeps individuals from pursuing their creative dreams. By identifying and combating Resistance, readers can unlock their true creative abilities and push through self-doubt and procrastination. We all struggle with Imposter Syndrome, and Steven’s approach helps us understand how to distinguish the fear that we experience and how to prevent it from impacting us as entrepreneurs.

Book 2 | “The Lean Startup” by Eric Ries

“The Lean Startup” by Eric Ries introduces the concept of validated learning, emphasizing the importance of testing ideas quickly and efficiently to determine their viability. By using a build-measure-learn feedback loop, entrepreneurs can iterate on their products or services based on real-world data, ultimately leading to more successful and sustainable businesses. For artists, this means approaching our creativity a bit like an experiment and finding balance between what you love and

what sells. It's not always the same thing. This book is also particularly valuable for aspiring artists looking to launch their creative ventures in a very strategic and cost-effective manner.

Book 3 | “Show Your Work!” by Austin Kleon

“Show Your Work!” by Austin Kleon is a refreshing take on self-promotion and sharing creative work in the digital age. Kleon emphasizes the importance of showcasing the process behind the finished product, encouraging artists and entrepreneurs to be transparent, generous, and authentic in their creative pursuits. By sharing your work and creative journey with the world, you can attract opportunities, build a loyal following, and establish a unique personal brand – something that will help you stand out against the others.

This book is filled with valuable advice for artists and entrepreneurs looking to leverage the power of storytelling and content creation to connect with your audience. Kleon's practical tips on self-promotion, networking, and building a community around your work can help aspiring creatives stand out in a crowded marketplace.

Book 4 | “The Artist's Way” by Julia Cameron

“The Artist's Way” by Julia Cameron is like a classic artist's guide to unlocking creativity and overcoming artist's block. Cameron gets right into it with actionable steps and introduces the concept of *Morning Pages*, a daily practice of writing three pages of stream-of-consciousness thoughts to clear the mind and spark inspiration. Through a series of exercises and reflections, artists can identify and dismantle the limiting beliefs that hold them back from realizing their full creative potential.

This book is a transformative tool for artists seeking to cultivate a consistent and nurturing creative practice. Julia touches on self-care, self-exploration and self-expression in a way that might be really new for you. A must-read for artists looking to reignite their creative spark and reclaim their sense of purpose and fulfillment, especially as you grow and expand your business.

Book 5 | “The E-Myth Revisited” by Michael E. Gerber

“The E-Myth Revisited” by Michael E. Gerber is a powerful book on building a successful and sustainable business. Something that grows slowly but had endurance. Gerber introduces the concept of the *Entrepreneurial Myth*, the misconception that most businesses are started by entrepreneurs. Many people believe that entrepreneurs are naturally gifted business people who instinctively know how to run a business. In reality though, most successful entrepreneurs are ordinary individuals who have learned and developed the necessary skills over time. They’ve pushed themselves into spaces and skills that they never imagined ever doing, and that’s what makes them successful.

Book 6 | “Atomic Habits” by James Clear

“Atomic Habits” explores the science and psychology behind habit formation and how small changes (atomic habits) can lead to remarkable results over time. As an overthinking, I often trick myself into thoughts that aren’t necessarily good for me. Self-doubt, fear, anxiety, indecisiveness... Those thoughts become habits. Being mindful of the ability to take a few small things and turn them into one big thing, I began to see this trait as something I have leverage. You’ll read about forming habits that reinforce the identity you want to build for yourself, almost as if you’re manifesting it. And then little bit by little, that becomes fact.

Book 7 | “Big Magic” by Elizabeth Gilbert

While not a business book perhaps like the others, it delves into the essence of creativity and living a creative life without succumbing to fear. Gilbert encourages embracing curiosity and passion while dismissing fears that may hinder creative expression. Gilbert advocates granting oneself permission to create and prioritizes the joy found in the creative process over the outcome. She also explores the intersection of art and commerce, urging artists to strike a balance that supports

both their creative pursuits and practical needs. Again, learning to balance what you love with what sells.

Book 8 | “The Work of Art” by Alison Gerber

In this book you'll find a wide range of stories from artists on their discovery to their vocation, what makes up their style and creative calling and more. If you're looking for a peek inside how professional artists create careers out of what they do and why they do it, this is a great book!

Book 9 | “Everything is Fibureoutable” by Marie Forleo

This book is a life changer! If you're a sucker for imposter syndrome or feeling like your ideas or desires are impossible, the stories Marie tells in her book are inspiring and eye opening. Whether you're a creative business owner or just feeling stuck in your creative endeavors.

Book 10 | “Building a Brand Story” by Donald Miller

This book is for the creative business owners. If you need help sharing your story, selling your product and understanding storytelling and how it affects the marketing of your products or services, this book is awesome. In this book, Miller shares seven pillars to storytelling that will impact your brand and help you become a better marketer and salesperson.