



Transforming Your Creativity into a Business with Cam Kirk



Lesson 1

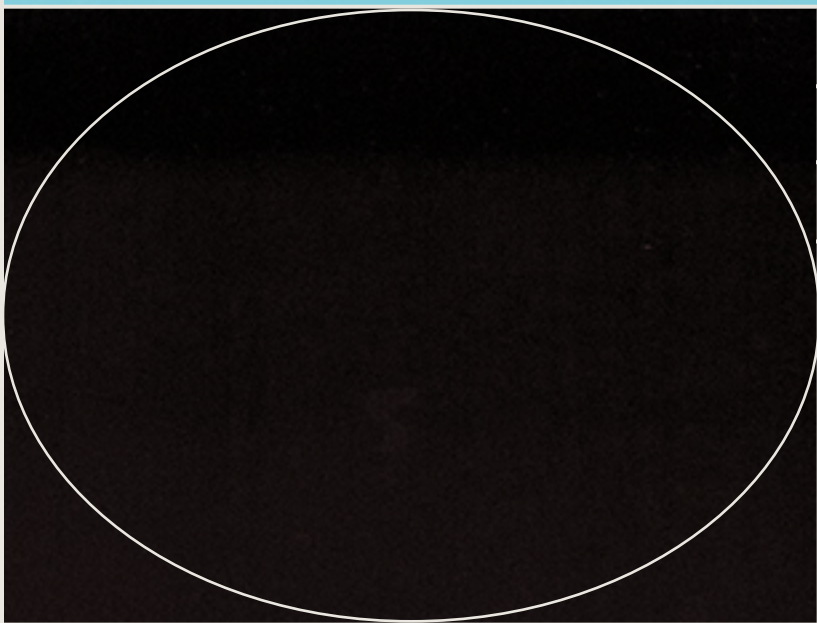
People



The first principle Cam takes a look at is people. People encompass more than just your audience; it's how you build professional relationships with other businesses, what you look for in team members, and how you handle yourself as a leader.

Building Relationships

Collaborators are important in the growth and development of your business. Cam says that networking laterally is one of the most impactful ways this happens. By that, he means looking at the people next to you and around you instead of looking at people who are above you. "Those are the people that will probably allow your work and your vision to be seen at the greatest level you can imagine," Cam says. It may sound like a cliché to network and put yourself out there, but working laterally can give your work and style more opportunity to shine.



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What you Look for in Team Members

When looking for potential team members, the most important thing you can do is look inward at your own attributes. This is something Cam refers to as a "Mirror Assessment." This assessment includes looking at your strengths and weaknesses, what you enjoy most, what comes naturally to you, and where you can take accountability for needed improvements. Once you do this, the rest tends to fall into place. "I suggest you find the weaknesses you have and look for collaborators to help fill those gaps," Cam says. "And then you fill the gaps for them as well. That's how you have the perfect bond."

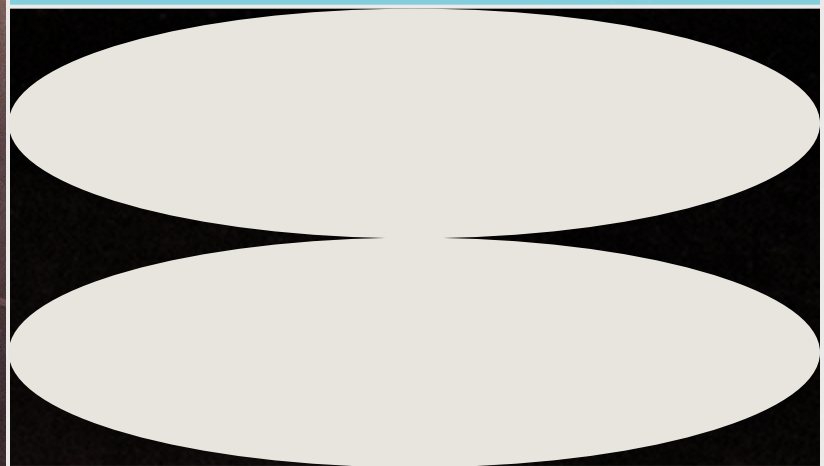
Once you have a team, it's essential to maintain balance with them. With many creative people and voices, your own voice may get drowned out in the mix. This is the tricky part of working with people who aren't the same as you; you will have different approaches to different situations. It can happen on any size team, and it's your job to elevate your voice for your business.

Handling Yourself as a Leader

Good leadership starts with leading by example. If you want your people to be on time, show up on time. If you want your people to work hard, show them what that looks like to you. And when issues come up, you have to be willing to have those tough conversations. "That's what makes you a good leader," Cam says. "When you're willing to get in front of things that can be issues on the backend." He says knowing how to work with people also involves understanding different personalities and communication styles.

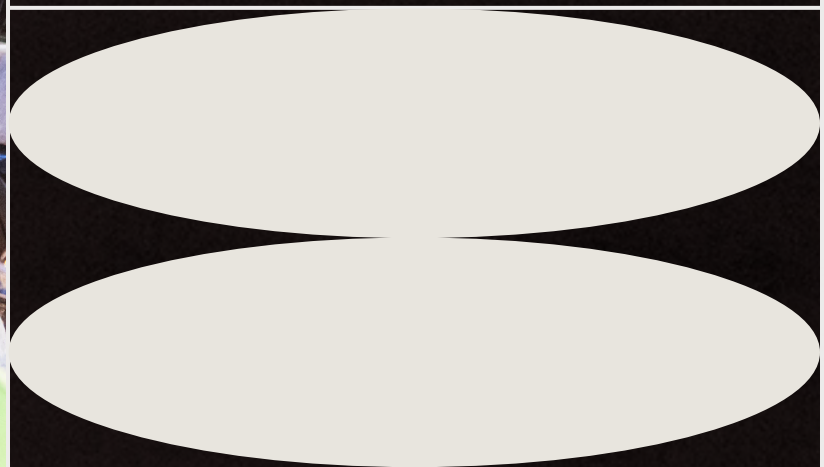
For example, not everyone receives information the same way. That might be something you need to adjust on an individual level.

It's also beneficial to yourself and your team to understand their ambitions and desires. Knowing what your team members are looking for in a position or a project will help you to align things better. Having that alignment creates a good basis for a professional relationship, and that way, even after that person moves onto a new project, you still have a strong connection with them that you can come back to.



Lesson 2

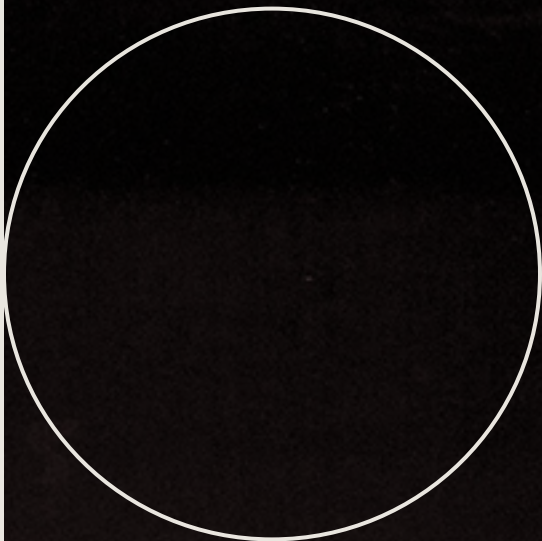
Process



You can have a great product, be a great person, and have the right people around you, but if your process is off, none of that will matter in the long run. Process can refer to a lot of things: consistency, communication, transparency, work ethic, mastering your craft, or presentation. These all go into your business process.

Finding the Formula

The first step in assessing your process is knowing what you're working towards in order to figure out a formula going forward. Without knowing what's next for you and your business, there's no way to know what blueprint you're actually following. "That's like driving with no GPS. Even if you don't have a big goal, you at least need to know what you're positioning



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yourself for and what you’re working towards,” Cam says. Without that vision, you might just jump on any opportunity, which may lead you to a lot of dead ends.

Part of Cam’s formula is presenting himself to the world as a celebrity. This includes using the same avenues and strategies as celebrities, like putting his face next to his work. Something like this may not work for everyone, but once you identify a strategy or formula you want, it’s easier to figure out your next move.

PR Angles

Another part of the process is using PR angles to get your story out into the world. This could be joining a podcast as a guest, reaching out to magazine writers, finding a blog to feature your work, or connecting with other media avenues. Overall, don’t wait on others to tell the world you created something. Find a way to show the world as it’s happening.

Tagging Your Work

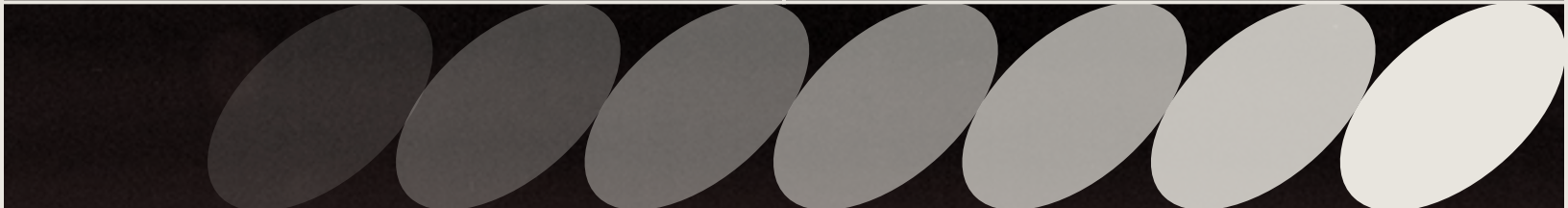
Tag your work. Instagram has many hidden gems, but Cam emphasizes the power of tagging your

work to expand your fanbase. If you’re collaborating with another creator, you can interact with their followers to gain traction on your own following and posts. With this comes maintaining a certain level of professionalism and customer service. It’s important to maintain this when extending your business out to new potential customers.

“The Time Window”

In a world where you can get almost anything instantaneously, there is a time window you have to deliver products and services to your audience. To do this, you have to live up to the promises you make to your audience and deliver your work efficiently without giving up quality.

The main tool Cam recommends to speed up certain business processes? AI. He emphasizes that you shouldn’t be afraid to dive into these tools even if they seem scary or out of your comfort zone. “AI is here, and it’s making you move at light speed,” he says. “There are tools for every kind of business. Don’t be afraid of that technology and realize it can accelerate your workflow at a high level.”



Lesson 3

Product



Simply put, your product is mastering your craft. You need to put in the hours, know what you're doing, and not side-step the process. Looking to the past can oftentimes help you figure out how to move forward. In any industry, there is someone who has had the problem you're trying to solve. And as creatives, even though your craft may be an art form, there is still a business and a skillset to it. You have to know those components and be able to manipulate them to make them your own.

Not understanding the process or skipping steps along the way can cause you to lose out on opportunities that could advance your career. In every industry, you should be studying history, other products, other businesses, new skills, trends, and more in order to master your craft. Each thing you learn and take with you along the way will only strengthen your skills and, ultimately, your business.



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