

CREATIVE INCOME CHECKUP

A 5-minute diagnostic to show you exactly where your creative business is leaking time + money – without maths or overwhelm.

HOW THIS WORKS

Most creative business owners feel stuck because they can't see the truth about where their income comes from, where their time goes, and what's actually worth their energy.

This three-page Creative Income Checkup gives you:

- instant clarity
- zero thinking work
- a simple, visual scorecard you can fill out in minutes

It's designed for makers who crochet, sew, illustrate, design stationery, make art prints, pins, apparel, stickers, jewellery - anyone running a creative shop and trying to grow without burnout.

Just circle, check, and score.
The insights will appear immediately!

CREATIVE INCOME CHECKUP

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INCOME STREAMS AT A GLANCE

Tick one box per line.

Income Stream 1: _____

Revenue: Low (1-2) Medium (3-4) High (5)

Time Needed: Low Medium High

Income Stream 2: _____

Revenue: Low (1-2) Medium (3-4) High (5)

Time Needed: Low Medium High

Income Stream 3: _____

Revenue: Low (1-2) Medium (3-4) High (5)

Time Needed: Low Medium High

Aha Moment: Most creatives spend the most time on the things that make the least money. This snapshot shows you the imbalance immediately.



PROFIT VS EFFORT SCORE

Mark one dot per line (1 = low, 5 = high).

Income Stream	Profit	Effort
.....	1 ○ ○ ○ ○ 5	1 ○ ○ ○ ○ 5
.....	1 ○ ○ ○ ○ 5	1 ○ ○ ○ ○ 5
.....	1 ○ ○ ○ ○ 5	1 ○ ○ ○ ○ 5

If the effort score is higher than the profit score → that stream drains you.

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YOUR TOP 3 TIME LEAKS

Tick your biggest drains:

- Over-editing product photos
- Remaking graphics over and over
- Idea-hopping and starting new projects
- Scrolling for inspiration instead of selling
- Taking custom requests instantly
- Updating listings that don't matter
- Working without a weekly plan
- Admin loops (checking messages 20 times!)

These leaks cost more than you think – this is where most creatives lose profit without realising it.

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THIS MONTH'S PROFIT FOCUS

Choose ONE thing that will make the biggest difference:

- Improve your best-selling product
- Drop a low-profit product
- Simplify your weekly workflow
- Finish one project instead of starting three
- Re-price a product that's undercharging you
- Reduce your top time leak
- Fix one bottleneck (photos, listings, fulfilment)

One focus = faster progress.

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YOUR NEXT STEP (24-HOUR ACTION)

Pick ONE thing you can do tomorrow.

- Re-price 1 product
- Batch 10 photos
- Delete 1 low-profit idea
- Prep 1 listing properly
- Map your 3 main tasks for the week

Small clarity creates big momentum!

★ YOUR NEXT STEP FOR EVEN MORE CLARITY

Now that you're here, I think you'd enjoy listening to my podcast!



Your weekly dose of strategy, encouragement, and practical next steps for your creative business. Click below to listen 🙌

