



### ***Key Benefits:***

- ☛ Your fear of change and growth will be replaced with excitement about finally finding your path and track to your full potential.
- ☛ Understanding your personal genius.
- ☛ Understanding of your shared experiences with the people you want to help.
- ☛ Understanding the language you share with those you want to help.
- ☛ Ability to access the wisdom that shared language and experience can bring.
- ☛ List of characteristics of your individual spark of divinity.
- ☛ List of the attributes you want to accept into your life.
- ☛ List of the attributes you need to surrender to make room for better things in your life.
- ☛ Understanding of who you want to help.
- ☛ Definition of who you want to help that is targeted enough to keep you focused, yet flexible enough to allow you to grow and never stagnate.
- ☛ Developing a flexible framework of product/service offerings and ideas that you will use to help the people around you.
- ☛ Developing a flexible framework for promoting those products & services.
- ☛ Practical understanding of business structure issues.



- ☛ Practical understanding of business agreement structures – demystifying contracts (I promise it won't be boring...)
- ☛ Practical understanding of branding & trademark issues.
- ☛ Practical understanding of copyright issues.
- ☛ Practical understanding of creative business marketing techniques.
- ☛ Practical understanding of creative business public relations techniques.
- ☛ Practical action list for sharing your personal genius with the world.
- ☛ Renewed inspiration to share your light and wisdom through your own creative business.

### ***Who Should Attend:***

All humans who wish to find happiness and joy by recognizing, fueling, and sharing their inner divine spark of creative genius by creating or improving a profitable creative business. This course will do more than transform your business, it will jump-start the alignment of your spirit with your vocation.

### ***Take Home Materials:***

Every participant will receive a copy of the 100+ page *Secrets of Creative Business Action Guide* – the basis of the course. Additionally, if published in time for the course, each participant will receive a copy of Kevin Houchin's newest book: *The Secrets of Creative Leadership*



Kevin E. Houchin is a lawyer, designer, marketing/branding expert, husband, father and distinguished creative spirit. In his law practice, Houchin & Associates P.C., Kevin advises creative people on how to maximize creativity, build businesses, and protect intellectual property. His ideal client relationship is one that sparks a long-term creative collaboration which enables him to play the role of business and life coach, in addition to attorney and marketing consultant.

A tireless advocate for the creative entrepreneurial business community, Kevin regularly speaks for micro to mid-size businesses, continuing legal education and law school audiences. He is also the author of *Fuel the Spark: 5 Guiding Values for Success in Law School and Beyond* and the forthcoming book, *The Secrets of Creative Leadership*. His latest creative venture is the The Space Between Center for Creative Spirit in Business, a unique mentorship program designed to equip, inspire and position lawyers and other entrepreneurs to attract and serve their ideal clients in the information age. From vital flat-fee billing schedules to advanced internet marketing strategies, no subject is left uncovered in this groundbreaking mastermind program.