

**BLICK
RESOURCES
FOR
CREATIVES**

Questions To Refine Your Creative Purpose

01.

Start by writing
out your what
you think is the
purpose of your
creative business
or practice

02.

Can you envision
this purpose being
as valid 100 years
from now as it is
today?

03.

Does this purpose
help you decide
which
opportunities and
activities to say YES
to and which ones
to say NO to?

04.

Is this purpose
authentic and
would it be
greeted with
enthusiasm rather
than cynicism?

04.

Review all the
different answers
searching for the
answer that
resonates most
and generates
some passion