



THE CREATIVE INCOME CANVAS

Turn one creative skill into a small offer people can understand, buy and recommend.

THE SIMPLE EQUATION

**SKILL + PERSON + PROBLEM
+ CLEAR DELIVERABLE + PROOF**

You do not need a perfect brand or a huge audience. You need a specific person, a useful outcome and a low-risk way to test demand.

HOW TO USE IT

Complete the four pages in order. Choose one offer, run one 30-day test and keep evidence of what people actually buy. Results vary; this worksheet makes no earnings promise.

From talent to useful offer

Start with a result someone values. Your creative medium is how you deliver it.

A. What can you reliably make or do?

Examples: write a short script, design a menu, edit a reel, photograph a product, teach a technique.

B. Who needs it?

Describe one person or business, not everyone.

C. What problem changes?

Name the before and after in plain words.

D. Package the deliverable

Complete: I help [person] achieve [result] by delivering [specific item] within [time].

E. Proof you can show

A sample, before-and-after, testimonial, demonstration or small case study.

Five creative income models

Begin with the fastest model to test. Add scale only after people value the result.

☐ SERVICE

You make something for one client.

Fast feedback; time-limited.

☐ PRODUCT

You sell a reusable template, asset or guide.

Scalable; needs distribution.

☐ TEACHING

You teach a process through a workshop or course.

Needs a clear learner outcome.

☐ LICENSING

Others pay for defined rights to use your work.

Terms and ownership matter.

☐ AUDIENCE

Content supports sponsors, memberships or sales.

Usually slower; trust compounds.

PRICE THE TEST, NOT YOUR WORTH

Estimate delivery time + direct costs + revisions + platform fees + a margin for risk. Then compare with what the customer gains and with credible alternatives.

TEST PRICE: _____

MAX CLIENTS THIS MONTH: _____

THE OFFER SENTENCE

For [specific person], I deliver [specific result] in [time] for [price or test range].

Evidence before expansion

A small paid test teaches more than weeks of polishing in private.

WEEK 1 - LISTEN

☐ DONE

Speak with 5 potential customers. Record their words, current workaround and urgency.

WEEK 2 - SHOW

☐ DONE

Create one sample and a one-page offer. Ask for a real decision, not compliments.

WEEK 3 - DELIVER

☐ DONE

Complete 1 to 3 paid pilots. Track time, revisions, cost and the promised outcome.

WEEK 4 - REVIEW

☐ DONE

Keep, change or stop. Use evidence from conversations, offers, sales and delivery.

SCORE THE EXPERIMENT

Do not judge only by revenue. Record each step of the funnel.

Conversations

___ / 5

Offers made

Paid pilots

Revenue

Hours used

Would repeat?

Y / N

NEXT DECISION

Keep / improve / stop. The evidence that matters most is: _____