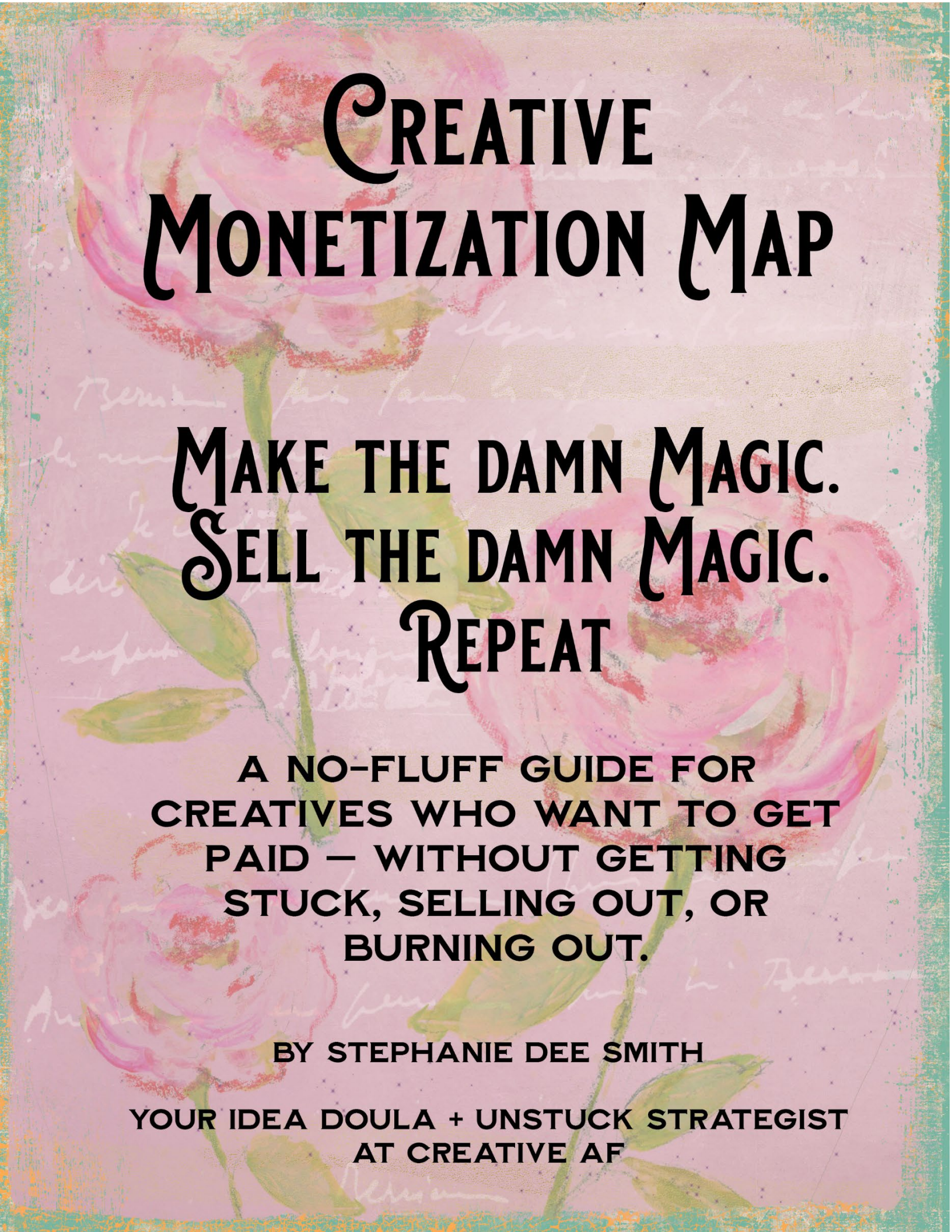




CREATIVE MONETIZATION MAP

MAKE THE DAMN MAGIC.
SELL THE DAMN MAGIC.
REPEAT

A NO-FLUFF GUIDE FOR
CREATIVES WHO WANT TO GET
PAID — WITHOUT GETTING
STUCK, SELLING OUT, OR
BURNING OUT.

BY STEPHANIE DEE SMITH

YOUR IDEA DOULA + UNSTUCK STRATEGIST
AT CREATIVE AF

This is a no-frills Guide so we're gonna jump right in – Know Your Creative Type

Before you build a business, let's name your magic.

Words: Writing, storytelling, scripts, blogging, poetry

Visuals: Art, illustration, photography, design

Sounds: Music, podcasting, audio editing, voiceover

Ideas: Coaching, teaching, curriculum, strategy

Experiences: Events, workshops, retreats, community spaces

Reflection Prompt: Which of these lights you up the most?

When people say, "You're really good at that," what are they talking about?

Pick Your Monetization Path

Your creative practice deserves a paycheck — and there are more ways than ever to get it.

Path	Perfect for...	Examples
Products	Makers, artists, designers	Etsy shop, printables, art prints, digital downloads
Services	Coaches, guides, strategists	1:1 sessions, group programs, creative consulting
Content	Writers, educators, podcasters	Substack, YouTube, speaking gigs, self-published books
Licensing / Passive	Designers, musicians, writers	Stock sites, affiliate income, templates, royalties
Community/Experience	Connectors, hosts	Memberships, retreats, paid workshops or classes

Reflection Prompt: Which path excites you most? Which one feels easy to try first?

First 3 Steps to Sell Your Magic

You don't need to launch a whole business. You just need to start where you are.

Step 1: Decide what you're offering. Get specific. What's the thing you're making available?

Example: A 1:1 creative brainstorming session for burned-out writers. Write your first offer idea here: _____

Step 2: Price it with confidence People want to pay for value — not perfection.

What would you pay for this offer? Double it. Try that. \$ _____

Step 3: Make it easy to buy. Create a checkout link (Stripe, PayPal, Etsy, Gumroad), share it, and make it simple.

A lot of these options have free trials. Don't let money be your obstacle. At least check out their websites. I use Stripe for my 1:1s and it's super affordable, with no subscription fee, just a processing fee on each purchase. I use Shopify for my digital downloads and same thing – no cost up front, a lot of free store templates, and no fees unless something sells.

Again – stop with the fear and go Make the Damn Magic. Sell the Damn Magic. Repeat!



Shift Your Mindset

Selling isn't greedy. It's generous. Getting paid doesn't make you a sellout. It makes you sustainable.

Choose Your Mantra(s):

"My creativity is valuable — and so is my time."

"Selling is how I serve. Money supports my mission."

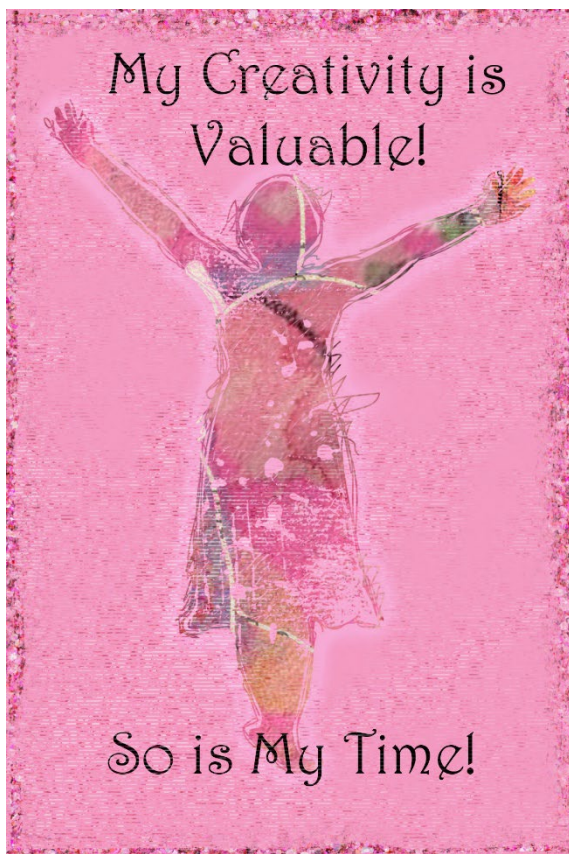
"I can scale this. I can repeat this. I can grow this."

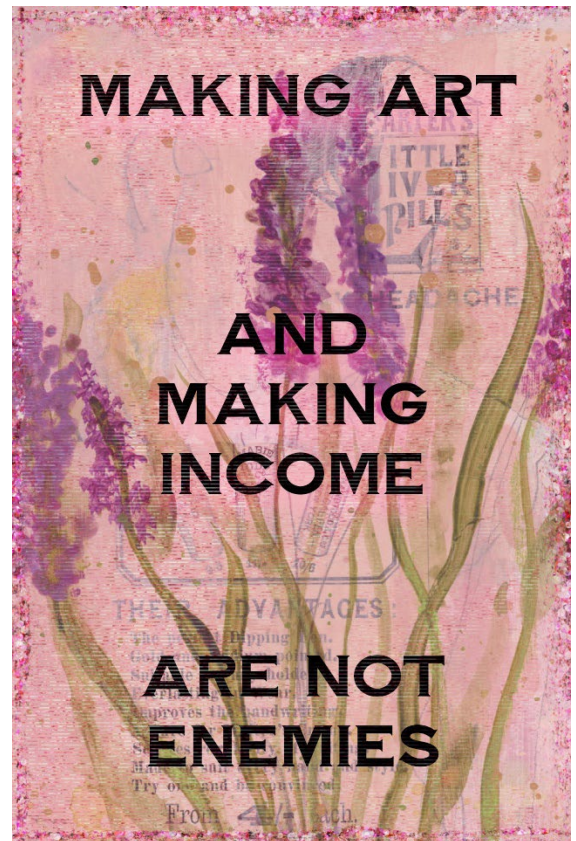
"Making art and making income are not enemies."

"I don't need to be perfect. I just need to be paid."

Write your favorite mantra here: _____

Print your favorite mantra reminder card (or all of them) and put it where you can see it on the regular





Bonus – What to Do Next

Pick one path. Don't try to monetize everything at once.

Set up your offer page. Simple is fine. Pretty is optional.

Tell people. Post it. Text it. Shout it. Don't keep your magic a secret.

Seriously, if you're hesitant, at least tell ME! You don't have to book a whole session (although I'd love it if you did). Send me a DM. Message me on Substack. Just do it!

You can find me at all the places on the next page!

Track what works. Then do more of that. That's your repeat button.



Need Help?

You don't need to figure it all out alone.

I'm Stephanie, your Idea Doula and Unstuck Strategist. I help creatives find clarity, build momentum, and turn magic into money.

Book a 1:1 session: <https://calendly.com/stephaniedee-thepinkbriefcase/60min>

Subscribe on Substack: <https://stephaniedee.substack.com>

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You're not broken. You're just blocked. Let's fix that. – With glitter and a game plan

