



Creativity Unwrapped: A Spiritual Path to Making Money Making Art

Virginia C. Green

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“Running your own small business is fun and not too difficult especially if you are an artist because you already have what it takes to be successful” Virginia C. Green writes. Green’s book is filled with both encouragement and realistic tools to help readers achieve their dreams.

In *Creativity Unwrapped* a variety of tips are offered to help readers become entrepreneurs. This book is different from other business or entrepreneurial books because of its focus on the creative path. Green uses various real-life stories to give positive advice and feedback on moving creative and artistic endeavors from the hobby phase to the career stage.

While Green knows that there are thousands of people in the world with creativity to share she believes that most people don’t have the knowledge or tools to bring their art to the greater world. Through quizzes organizational charts business plans and time-management matrixes she offers a wide variety of concrete ideas that readers can implement.

For example when explaining how to create a business plan Green writes “The artist dreams of quitting her day job someday and being able to do exactly what she wants from waking to retiring without having to answer to ‘the man.’ And in order to do that she quickly comes face to face with the dreaded business plan.”

Green makes the “dreaded” business plan accessible by breaking down what it is how it can be useful and how to create one that can help an artist on their business path.

The author has the experience to share these types of ideas. She spent more than twenty years in executive sales and marketing positions before moving on to work with entrepreneurs as a coach and therapist. She has led dozens of small businesses to successful creation and growth.

While *Creativity Unwrapped* is certainly full of useful ideas some of the tools offered seem too overwhelming and linear especially considering that they are written for those who think “artistically.” Some of the spiritual language may turn off some readers as well.

Overall *Creativity Unwrapped* is a useful book for those looking to start a creative business. After following all of Green’s tips readers can hope to take her final piece of advice: “...it is time to celebrate. It is time for your launch party. Tears and laughter and headaches and feathers and drums and calculators—you did it!”

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