



AngelARTS

# What's Driving You and Your Family?

Discovering a family economy as a path to financial freedom in uncertain times

by Dana Susan Beasley,  
Momprenneur

Copyright © 2020 by Dana Susan Beasley.

Photo by *Driving hands steering wheel* By Stanisic Vladimir | Adobe Stock

Published by AngelArts, 3107 West Colorado Avenue #303, Colorado Springs, Colorado 80904, [www.angelarts.biz](http://www.angelarts.biz)

All Rights Reserved

No part of this mini-course may be reproduced or used in any form without permission from the publisher.

Copies of this may NOT be transmitted, stored, or recorded in any form without written permission from the publisher, AngelArts will prosecute any violations of copyright law, including e-mail attachments or any other means.



So in Module 1 and 2, you learned what a Family Economy is and why it's important. In Module 3, you learned who a Family Economy is for. And in Module 4, you learned what the first three steps are in BUILDING a Family Economy,

So today, we're going to bring that all together to make a **Plan of Attack**. This will truly help you get to your destination.

My nephew Nate created a system he calls "Floating Family Fortress" in which one can draw two cliffs opposite one another with a deep gap in between. Connecting these two cliffs is a puffy white cloud upon which stands a four-towered castle with a gate. See the worksheet that you downloaded from the video page.

This castle will be your blank sheet, your canvas awaiting the artwork of your imagination. Each tower is going to serve as a grouping mechanism. Each family member will be assigned one tower, unless there are more than four members in the family (in which case some family members can be grouped together). Under each tower you will have each member of the family write down their desired income stream or specific business idea they wish to pursue. When all four towers are complete you will have your basic outline of your Floating Family Fortress completed and ready for war!

That's your plan of attack!



## Assignment

Write on your drawing the businesses that will be a part of your Family Economy.

Now I want you to choose the first business that you will work on.

What is the next step you can take? Write that down on the worksheet.

(This is the point where many new entrepreneurs get stumped. What are the steps? How do you start a business? I've provided a handy free resource that will help you know exactly what to do step by step. [Click here to access.](#))

In order to build a foundation that is solid, here's a few ideas:

**Build a BRAND.** A brand is the essence of who you are as a business. It's more than a logo or colors or fonts. It is what you stand for. What you're known for. It's what makes you stand out above a crowded marketplace.

**Create Business and Marketing Plans.** Don't just throw spaghetti on a wall and hope it sticks. Creating a business and



marketing plan is a process. It's not hard. Much of it is decided in your branding process. (If you want more help with this, I created a business planning course. [Check it out here](#). I've broken it down into easy steps that will guarantee you get it finished!)

Get help! Don't think you can figure this out all by yourself. Get some education. Provide educational opportunities for your children. After all, this is school!

Be sure to comment on the video page about the decisions that you made! I want to celebrate with you! Woo hoo! And as always, if you have any questions, please ask. I'm here to help.

Want step by step guidance? My *"Your Guidebook to Growing a Family Economy"* takes you through this process of discovering your passions and callings, deciding on a business idea (and includes creative ideas), the exact steps TO start a business, how to come up with a name, how to write a slogan, how to choose a graphic for your logo, how to take a professional photograph of yourself, how to choose a font, how to choose colors, how to design a logo, business card, and Web banner. And I have a whole chapter on how to make a plan to get your brand out to your target market. Because you can have the best brand in the whole world, but if nobody sees it, it won't make any difference!

It contains important definitions of business terms and graphic design terms to help you be successful at knowing the process of



design so that you can create a successful brand. Your kids will also learn crucial graphic design skills.

It's a curriculum that can last the whole year and when you are finished you and your children will have a business ready to launch! Each family member can take this course!

The workbook includes vocabulary, further study ideas, essay questions, and a step by step process in creating your brand. Want to get started right away? Try our digital curriculum! For less than a nice dinner for four you can invest in this course. How much would the future of your family and your children be worth it to you?

Isn't the stability of your family and the wellbeing of your children's future worth such an investment? I have provided resources for whatever level of finances you are able to apply.

Worried about the time involved? It can be done in as little or much time as you desire. I would suggest at least an hour per week. You can do a lesson a week or more if you want to go faster.

And it can count toward your teen's high school credits or child's homeschool hours! Plus your whole family can use it over and over again.

What are you waiting for? The sooner you get started, the sooner



your dazzling future and the dazzling future of your children awaits you!

## *What's Next?*

Learn more and purchase your copy of “Your Guidebook to Growing a Family Economy” here.

Truly drive you and your family to the destination that you have been dreaming about!

Artwork by Adobe Stock | © Stanistic Vladimir