



# THE CREATIVE LIFESTYLE STARTER KIT

How to turn your skills into income, freedom, and purpose — from anywhere.

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## INTRO

If you're ready to live life on your own terms — creating, connecting, and growing — this guide will help you start.

I built my creative business in Medellín, Colombia from the ground up. No connections. No roadmap. Just a camera, a degree, and a clear mission: to turn my creativity into a lifestyle.

You don't need everything figured out. You just need to start.

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## ♦ STEP 1: GET CLEAR — YOUR CREATIVE IDENTITY

Ask yourself:

- What are you good at?
- What do you love doing?
- What do people need (and will pay for)?



**Exercise:** Draw your “Creative Triangle.”

At the center of those three answers — *skills, passion, and demand* — is your creative sweet spot.

Then define your brand in **3 anchor words**.

(Example: Bold. Visual. Honest.)

These words will guide your tone, style, and storytelling.

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## ♦ STEP 2: BUILD VALUE — TURN SKILLS INTO INCOME



You don't need a massive audience or a website to get started.  
You need clarity, consistency, and *real* connection.

Here are **3 simple ways to start monetizing your creativity**:

1. **Freelance Services** — Video, design, writing, coaching, etc.
2. **Content + Brand** — Share your process and build trust over time
3. **Hybrid Model** — Mix of projects + content that builds long-term value



**Pro Tip:**

Your first few clients won't come from ads or trends. They'll come from relationships.  
Tell people what you do. Show what you're about. Be consistent.

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## ♦ **STEP 3: CREATE LEVERAGE — MAKE LOCATION WORK FOR YOU**

Medellín helped me grow faster than I expected. Here's why:

- ✓ Affordable cost of living
- ✓ High-energy creative scene
- ✓ Supportive expat + local communities



You don't need to move cities to get started. But wherever you are:

- Find your creative community
- Go to meetups or host your own
- Build public relationships online (and offline)

The right environment doesn't just support your growth — it **accelerates** it.

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## ♦ **BONUS TOOLS & RESOURCES**

Here's what I personally use in my creative workflow:



**My Stack:**



- **Notion** – for planning & content tracking
  - **Canva** – for visuals, reels, PDFs
  - **CapCut / Final Cut Pro** – for video edits
  - **Calendly** – for client & coaching calls
  - **WhatsApp Business** – for lead generation locally
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## **LET'S CONNECT**

If this guide helped you, you're already ahead of where I was when I started.

Want to go deeper? Here's how:

 **Book a free strategy call:** [Insert link]

 **Follow on IG:** @lafondsocial

 **YouTube:** LaFond Social

Stay inspired. Keep creating. And build something real.