

LINEAR CUSP CREATIVE

YOUR

*Creative Freedom*<sup>TM</sup>

ENTREPRENEUR TYPE

UNLEASH YOUR *Star Power* WITH LISA ROBBIN YOUNG





# Congratulations!

You're about to learn more about what it means to be a **Linear Cusp Creative!**

## CLARITY + CONFIDENCE + COURAGE

That's the essence of the Star Power Framework. This report gives you more **Clarity** about how you're uniquely wired to work. It helps you **Know Yourself** so you can **Play To Your Strengths**.

That clarity helps you make more confident decisions and take courageous actions to help you **Unleash Your Star Power**.

Let's get started!



*The Star Power Framework is a map to help you Unleash Your Star Power. Book a Star Power Intensive and I'll help you build your custom success map!*



# What's inside



IS YOUR BUSINESS A RAINBOW UNICORN?

YOUR LINEAR CUSP CREATIVE QUALITIES & RESULTS

NINJA SKILLS AND CHALLENGES

ARE YOU READY TO UNLEASH YOUR STAR POWER?

UNLEASH YOUR *Star Power* WITH LISA ROBBIN YOUNG

# IS YOUR BUSINESS A RAINBOW UNICORN?

*Rainbow Unicorns are elusive, mystical, magical things. Just when you think you've tracked one down, it seems to evaporate into thin air. Do you feel like building a profitable, sustainable business is like a Rainbow Unicorn? It doesn't have to be that way.*

I'm here to tell you that you can build a business--doing what you love--that pays you well and gives you the time to enjoy the money you're making. Knowing your Creative Entrepreneur Type is the first step to developing a business that fits your life, just the way you want it.

**Each of us has a preferred mode of operation in the world.** It dictates the way you interact with the world around you. It reveals why you choose to do what you do (or not). It also causes challenges unique to your type. As a creative entrepreneur, you're building a business doing what you love. There may be times when you wear many hats, but knowing your Creative Freedom type allows you to see your strengths as well as the challenges of your type that cause you to wear the wrong hats for too long.

When you are clear on not only what you're good at but also what energizes you, it becomes easier to find and implement support systems for things that aren't in your wheelhouse. Once you know your type, you can resolve your blind spots once and for all, giving you the clarity and confidence to Own Your Dreams Without Selling Your Soul.

If, by some twist of fate, you haven't already taken the quiz, you can [do that here](#). Otherwise, let's dig in!

## THE CREATIVE FREEDOM SPECTRUM IDENTIFIES YOUR PREFERENCE, NOT YOUR PROFICIENCY.

You can be really good at something and hate doing it. You might even expect that you have to, or "should" be doing it because you're a business owner, but that's a faulty assumption. In fact, several Chaotic Creatives I've met are incredibly good at Linear functions, but those tasks drain their energy and leave them feeling depleted at the end of the day. Likewise, a focus on more Chaotic functions, while important in the growth of a business, can drive a Linear to the brink of insanity.

*When each type focuses on what's best for them and delegates the other tasks and responsibilities, the result is more time, energy, and money for what matters most.*





*Linear Cusps can flex like a fusion, but when the chips are down, times are tough, or the situation calls for serious problem solving, you'll lean into your natural Linear preferences: examining the data, considering what's worked in the past, efficiencies, systems, and processes.*

## CUSP CREATIVES

Cusp-Type Creatives have a dominant preference for their namesake, and also demonstrate strong cross-over preferences. They are not considered true Fusions because they still have a preference for either Chaotic or Linear modes of operation (Fusions have a fairly equal affinity for both types), and when stressed or overwhelmed, they will default to their primary creative modus operandi.

That said, their strengths on both sides of the spectrum give them the potential to manifest blind spots common to both Fusions and their primary type.

Cusp-Type Creatives don't usually start out life on the cusp. Often, they learn their opposing type over time and develop an affinity for it as they get better at it.

For example, many Chaotics are forced to learn Linear concepts in school. True Chaotics may get good at Linear tasks through practice, but they never enjoy it. Chaotic Cusp types discover they actually enjoy some of the Linear tasks. This learned affinity doesn't negate their original preference for the Chaotic approach but helps balance their Chaotic leanings.

The description of your primary type is included in this report.





*Linears are focused on efficiencies, systems, processes, and scaling up. “How’s it performing? Who’s buying it? How can we streamline this?” Think Warren Buffett, the Chairman of Berkshire Hathaway, a multinational company with stock that has traded more than \$200,000 per share since 2016.*

## LINEAR CREATIVES

Linears are strategic thinkers, problem solvers, and innovators. At their apex, they are the thought leaders of their industry. Think: Warren Buffett, Bill Gates, or Kiran Mazumdar-Shaw or inventors like Thomas Edison, Marie Curie, or Grace Hopper.

Linears don't typically identify as creative, but they are! Linears are results-focused, love to hit goals, meet deadlines, and check off boxes. They can come across as hard-driving, type-A folks, and are good at setting & achieving goals, no matter what it takes. Linears speak in systems, patterns, processes, and numbers.

Linears can also be great at organizing and keeping people on task. They can be natural leaders or managers; giving clear, concise direction. Linears are also innovators, making someone else's idea even better. They're great at spotting the flaws and details that can stall a project, offering suggestions to put it back on track.

Relationship building doesn't always come easy to Linears, because relationships don't seem as straightforward as numbers and deadlines. Sometimes it seems easier to relate to a spreadsheet than to people. Numbers and patterns are predictable. Linear Creatives like stability and comfort, and aren't too keen on taking risks. They research, research, research, and only THEN do they make a decision.



## LINEARS & LIFESTYLE

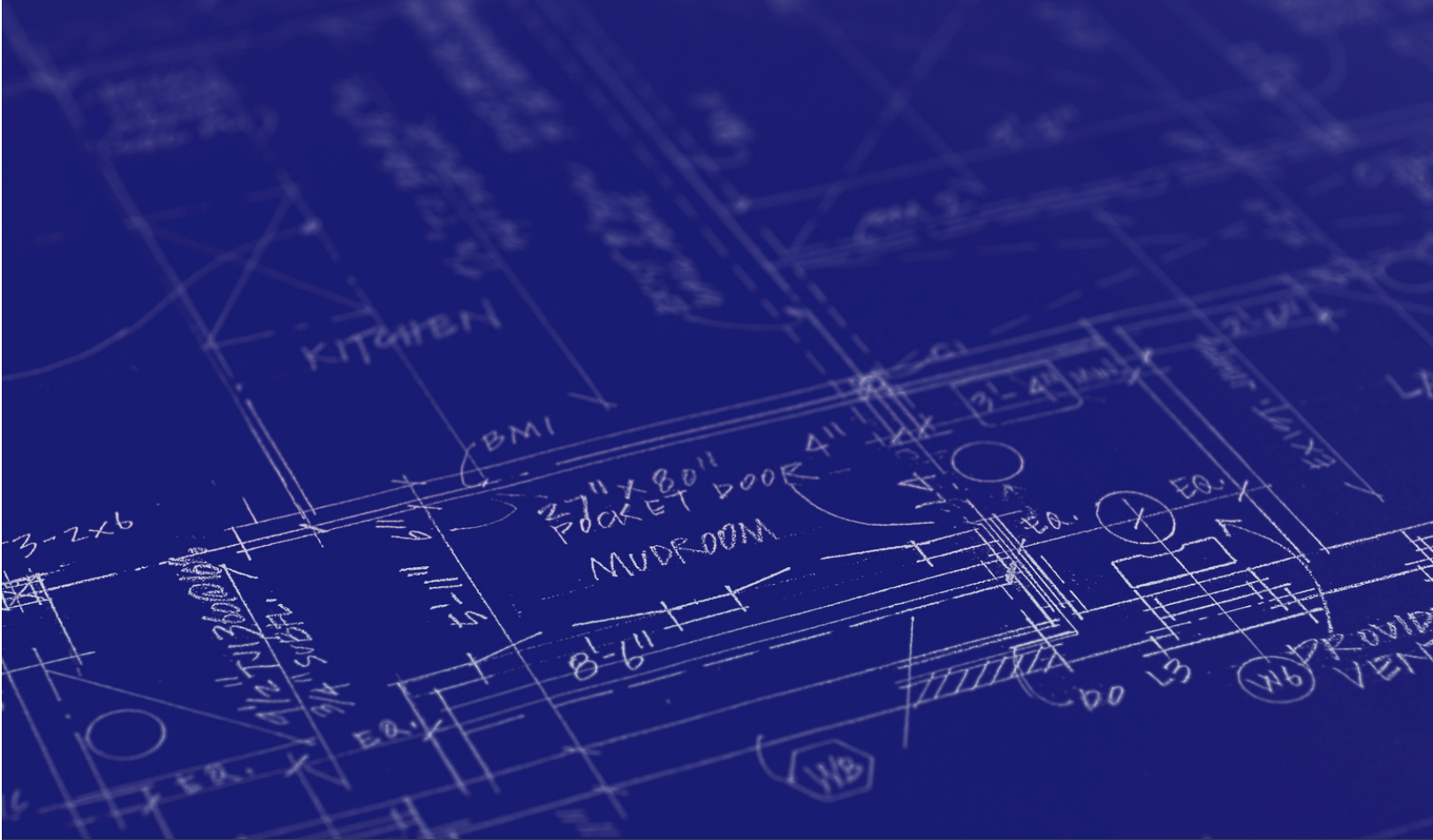
Linear Creatives typically reach a point when the money isn't as important as the meaning. When these clients come to me, they are looking to create more impact and have lives worth living. They want the safety and security that come with the money they're making, and they want to be able to enjoy it, too.

For Linears, health and well-being aren't typically a priority until later in life unless something or someone intervenes. For example, a spouse threatens divorce or a loved one falls ill, requiring them to spend more time away from work and actually learn to live without the daily grind for a while.

**THEIR HARD-DRIVING FOCUS ON THE BOTTOM LINE CAN LEAVE LINEARS BURNING BRIDGES, FEELING DEPLETED, BURNED OUT, AND UNSATISFIED WITH THEIR WORK.**

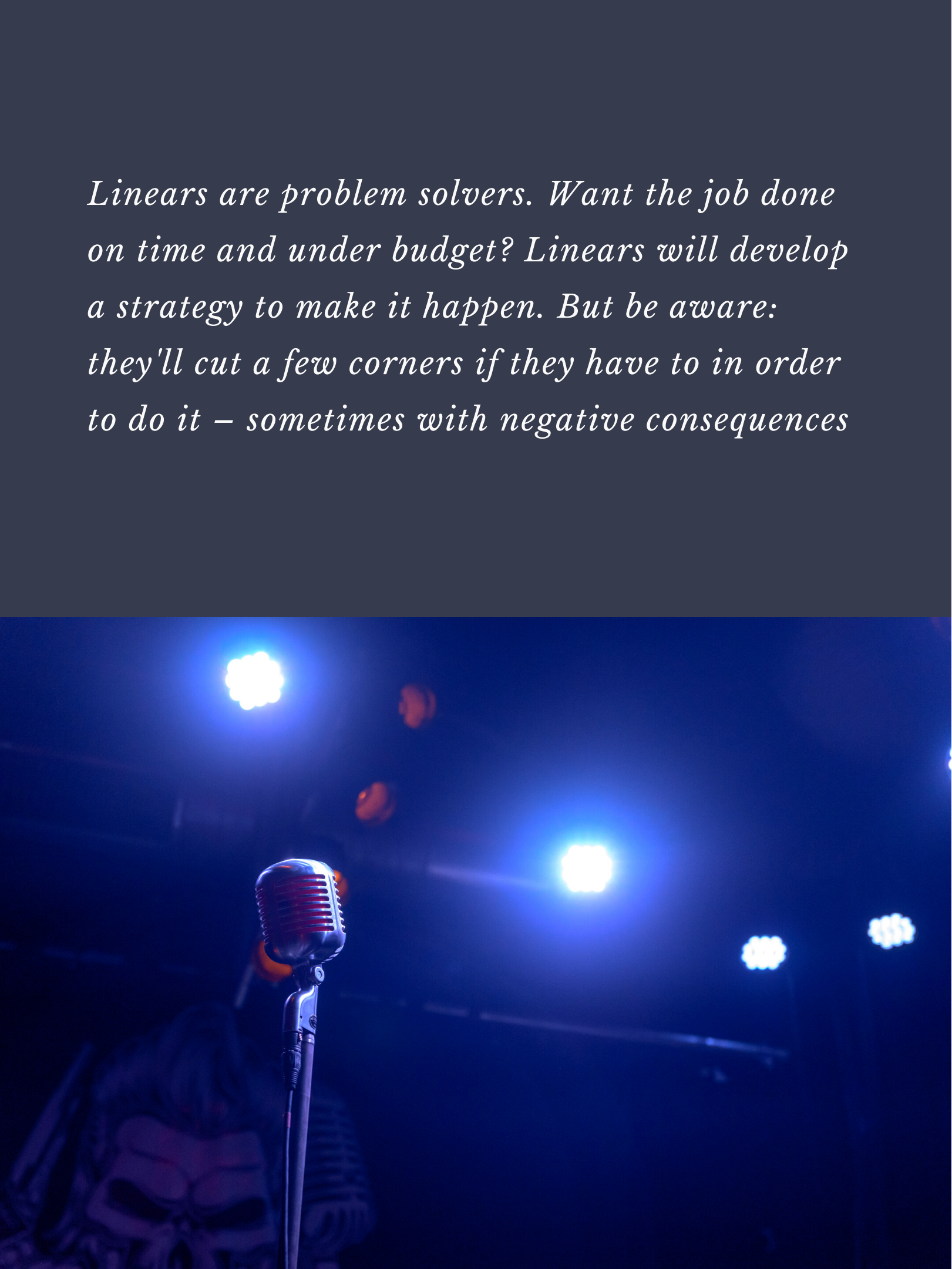
Why?

Their general aversion to all things Chaotic: trusting intuition, taking time out for self-care, and stepping out of their "results-oriented box" long enough to see the bigger picture of life. Afraid of "wasting time," Linears can get too focused on the details of meeting deadlines or budget constraints for a project and forget about the people that make it, buy it or support and encourage the originator of the Great Work in the first place.



*Linear Creatives typically need permission to loosen up - without guilt - and to trust their highly qualified teams to handle the day-to-day operations of the business. Linears can get lost in the details, so providing big-picture oversight is often helpful. It's hard for them to take a day off, not because they don't have a team to keep things running, but because they are so focused on results and profitability that they lose sight of sustainability.*





*Linears are problem solvers. Want the job done on time and under budget? Linears will develop a strategy to make it happen. But be aware: they'll cut a few corners if they have to in order to do it – sometimes with negative consequences*

## LINEAR RESULTS

Linears can miss the bigger picture of business entirely. In the worst case, they become cold, calculating, and focused on hitting their targets at the expense of everyone around them – including themselves.

Their results often belie what's going on behind the scenes: everything looks good on paper, and to the rest of the world, Linears should be enjoying the high life... but they're often on a “hamster wheel of hustle” searching for “more” of everything except what really matters.

Because money comes so easily, Linears often identify themselves by their results. So, if they're not making money, they somehow feel “less than” or like they're not pulling their own weight.

## THE SECRET TO SUCCESS AS A LINEAR

Because of their results-focused nature, Linears can burn through their team members quickly. Linears can come across as too demanding, asking for the impossible when it comes to deadlines and sales goals. A well-tempered Linear inspires their team to achieve great things, setting stretch goals and checking in not only on the progress of their team but also on their well-being. Without that bi-lateral “check in”, an overbearing Linear can be seen as a judgemental tyrant.



**LINEAR CUSP**  
**CORE ISSUE:**  
**PROFITABILITY**

Like every Creative Type, your Ninja Skills, when taken to the extreme, become your challenges.

Take a look at the chart to see how some of your greatest gifts can also take a turn to the dark side.

And remember...

*Details are important,  
but without the  
bigger picture,  
your Great Work  
has no meaning.*

*These*  
**NINJA SKILLS**

Results  
oriented



An eye for details  
and errors



Great at organizing,  
systems, and processes



Great problem solver  
Innovator



*can become These*  
**CHALLENGES**

Too "bottom line" focused,  
Cutting too many corners

Misses the big picture

Over-systemizing, creating structure  
that is too rigid/inflexible

Asking the impossible,  
alienating team members

*Challenge:*

**TOO RESULTS FOCUSED /  
DOING TOO MUCH YOURSELF**

*Success factor:*

**DELEGATE TO YOUR SUPPORT TEAM /  
TAKE TIME TO CELEBRATE YOUR WINS**





ARE YOU READY TO UNLEASH YOUR

# Star Power?

Howdy! I'm Lisa M. Robbin Young, a multi-passionate Fusion Creative with my fingers in a lot of pies. I've built a profitable career as a creative entrepreneur. I've written books and music, appeared on film, stage, and television. I've "been there, done that" when it comes to making good money without selling your soul.

I've been helping creatives for decades.

**Now I want to help you have more impact, more income, and more freedom to enjoy it.**

**Take a look at your "What's next?" options to find out how I can help.**

WHAT'S NEXT?

## Rising Tide

MEMBERS ONLY ACCESS AREA

An ongoing community program of coaching, accountability, and support to help you stay on track with your goals and plans.

<https://lisarobbinyoung.com/risingtide>

## Private Coaching

Let's work together! We can build out your offer stack, review your marketing, or lay plans to make this your best year yet!

**Book a 15 minute discovery session**