

Module 1

# Kia mārama pai koe ki tō whakaaro pakihi

Get clear on your business idea

Weaving your creative passion and business





HĒ KAI KEI AKU RINGA  
NAU MAI WHAKATAU  
MAI KI A PAKIHI TOI.  
KUA HANGAIA TĒNEI  
KŌHI MĀU HĒI AWHINA  
KI TĒ KAIWĒ I ĀU MAHI  
AUHAHA, KIA TAHURI  
HĒI PAKIHI. MĒ MAHI I  
IA KAUPAPA HĒI  
WHAKATAKOTO I TŌ  
MAHERĒ MĀ NGĀ  
NGOHĒ WHAI  
TIKANGA, Ē ĀRAHI  
ANA KIA PŪRANGIAHO  
AI ĀU TĀWHAI Ē WHAI  
AKĒ ANA.

**You want to start your own creative business? Wohoo, Karawhiua! It probably won't be easy, but hey, nothing worthwhile ever is.**

**It's OK — deep breaths, hā ki roto, hā ki waho — Pakihi Toi is here for you and is designed to help prepare you to launch into your own creative business. By working through the mahi outlined in this course, you'll carve the direction of your business and work out where you need to start. Stick at it, and by the end of this mahi, you'll have an action plan right in the palm of your hand.**



ME RUKU KI ROTO  
I Ō TĀTOU  
POHEWATANGA O  
NGĀ ĀHUATANGA  
Ē HIAHIA ANA  
TĀTOU KI TE  
WHAKATUTUKI.  
WAIHO I NGĀ  
NGOIKORĒTANGA  
HŌHĀ KI TE TAHA,  
TUKUNA KOĒ KIA  
MOĒMOĒĀ  
KŌROTO Ē PĀ ANA  
KI TŌ TINO PAKIHI.

## What's your business whakaaro and wawata you want to achieve?

Let's dive right into our juicy imaginations of what we want to cultivate. Push pesky limitations to the side and let yourself dream deep about your ideal business. Take the time to visualize and capture what that looks like for you. Don't shy away from thinking big and broad because we're going for your ultimate ideal.



## What does your ideal business look like?

Whakaarohia ngā tūmomo ekenga ō tō wawata. Here are some questions you can ask yourself to determine the direction you want to grow.

In your ideal business:

- What kind of projects are you heading?
- What mahi are you making?
- Who knows about you?
- Who's buying your mahi or services?
- What are people saying about your mahi?
- Who are you working with?
- Do you have a team?
- Where's your workspace?
- Do you collaborate with others?
- Does your mahi take you travelling?
- How do you balance the demands of mahi and whānau?
- What's your income?
- Who's coming along on your journey of success?
- What does success look like for you?

**We all have a unique tirohanga of what success looks like. Pinning this down gives you your huarahi to move toward, and the motivation of working for an exciting future.**

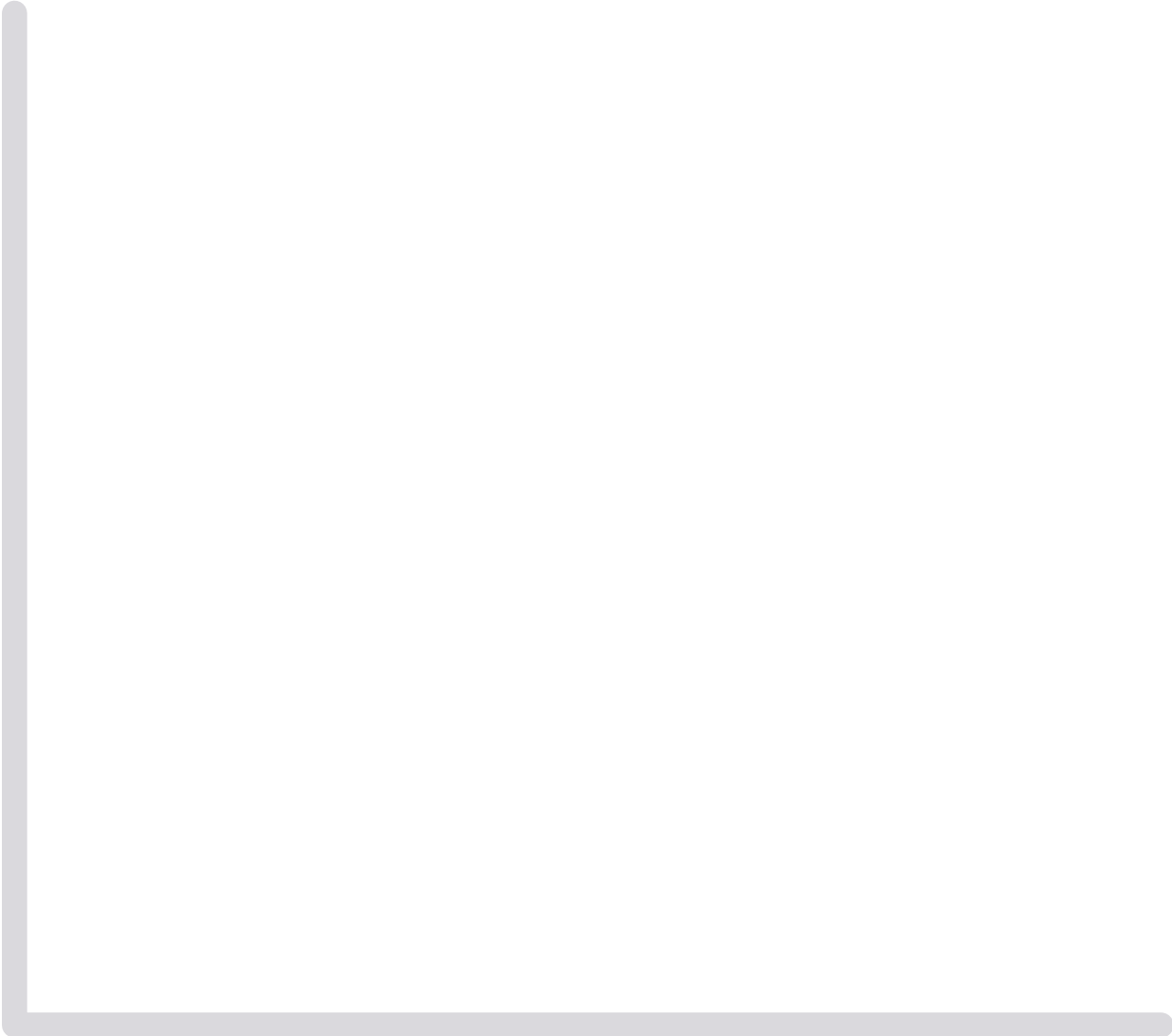
Visualise what your ideal business looks like in 10 years time. Write or draw this below.

Also write or draw what this looks like 5 years and 2 years. This will help you visualize what the journey might look like.

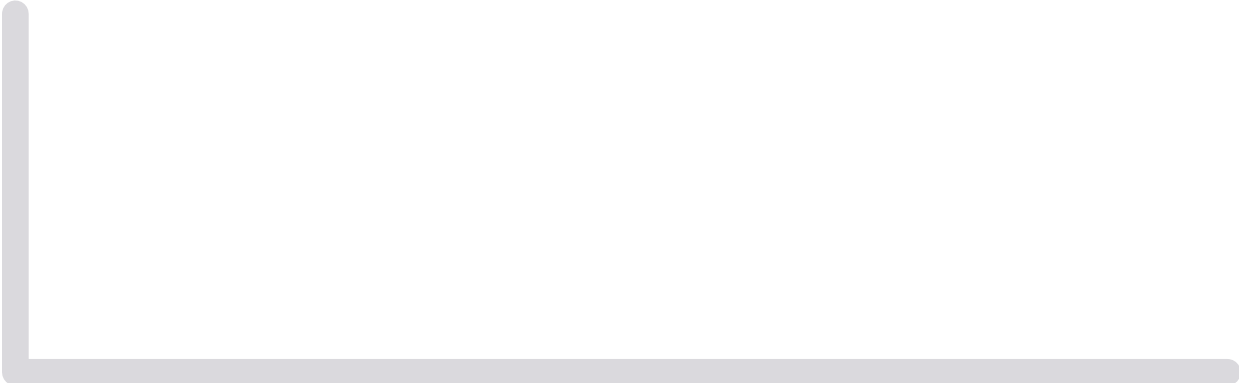


**My ideal business**

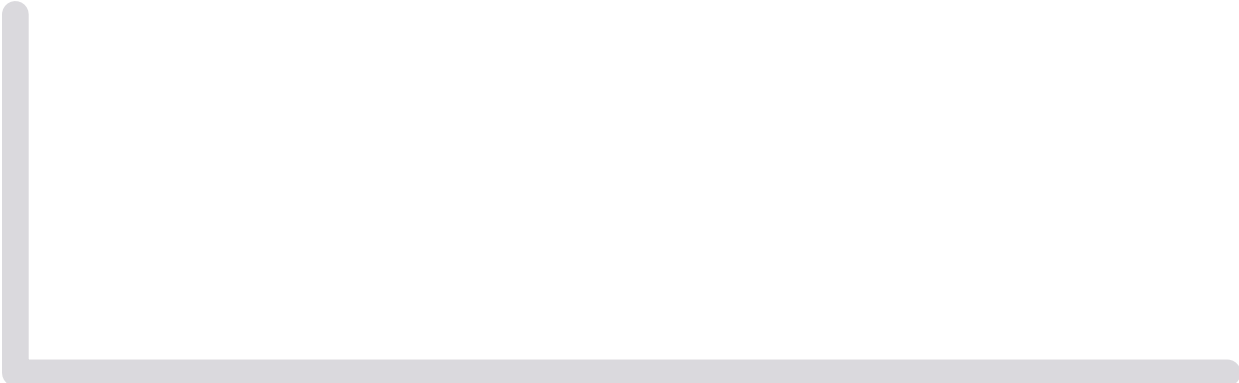
10 YEARS



5 YEARS



2 YEARS



**Values are the beliefs that underpin what you do and the way you go about things.**

As your business grows, your values will help you with the decisions you make, because they will align to the kaupapa you've set out for your business. They will guide you toward or away from certain projects and actions. You want to focus on projects or actions that are in line with your values.

As an example, here are Creative Waikato's values:

**AUTHENTIC** Keeping It Real.

**ROCK SOLID** No Matter What.

**ENERGY** Our Passion Fuels Us.

**SMART** Knowledge Talks, Wisdom Listens.

**MANAAKITANGA** We Embrace, Respect and Care.

**BOLD & BRAVE** Feel The Fear And Do It Anyway.



Think about what values are most important to you.

How do you want to treat yourself and other people? How do you want to approach your mahi?

Think about what qualities you admire and aspire to. Brainstorm below, and then try to get your list down to no more than seven words. A short explanation for each word can help you get clear on what these words really mean to you.

**Brainstorm**

A large, empty rectangular box with a thick, light grey border. The box is positioned below the 'Brainstorm' header and occupies most of the page's vertical space. It is intended for users to write down their brainstorming ideas.

**Final values and explanation**

1.

2.

3.

4.

5.

6.

7.



**COPY THESE VALUES  
INTO YOUR BUSINESS  
PLAN BOOKLET**

**Whakaarohia ō rawa hei tāpaetanga. What you have to offer is often described in business-speak as your ‘point of difference’.**

One way to look at this is to answer the question: What need or demand is there and how does what you offer meet that need? Another way to get clear on this is to ask yourself: What can you do better than others and why do people want it?

What are your taonga or products and services? What are the benefits of these and who are they for? What is unique about what you will make or provide? How do you ‘stand out’ from similar services or products? Is it your unique style element? Or are you focused on a particular niche (a particular group or market)?



This exercise will help you get clear on your point of difference and then turn it into a single sentence. Here's an example of what an artist might come up with:

**MY PRODUCT**

Custom made whakairo based on what is special to the customer.

**THE BENEFITS**

Bespoke, special, unique to each story.

**TARGET MARKET**

My main rōpū are whānau Māori, and people who connect with toi whakairo and who want to record significant moments and stories.

**UNIQUE**

Customer focused, high quality, not 'off the shelf'.

**MY POINT OF DIFFERENCE SENTENCE**

I create whānau memories through whakairo for people who want to capture unique stories.

Answer the following questions to start capturing your own point of difference.

## My point of difference

### MY PRODUCT

(What is your product, service, mahi or creation?)

### THE BENEFITS

(What benefits do you provide? What problem are you solving?)

### TARGET MARKET

(Who do you do this for? Who is your target customer?  
What are they prepared to pay?)

### UNIQUE

(How you do this uniquely well? Why and how are you and  
your business different from people who do similar mahi?)



See if you can combine the essence of what you have written into one sentence. This sentence can be a powerful way to let people know why what you do is important.

My point of difference:



COPY YOUR POINT OF  
DIFFERENCE SENTENCE INTO  
YOUR BUSINESS PLAN BOOKLET

**For your business to flourish,  
you have to know there's a  
need and a market for what  
you do.**

Doing is a powerful way to learn, so give yourself time to play and experiment. There's the mahi you love making or doing, and there's what people want, need and will pay for. You're looking for points of connection between them.

The idea you have now may be different from what you end up building your business around. Your creative talent can manifest in many ways, so take your time with this!



# Find the market need and your solution.

Here's an example of market need and a solution:

## **WHAT IS THE MARKET NEED THAT YOUR BUSINESS FULFILS?**

The special moments in life go by so fast and people don't have a way to capture them that really speaks to them and their whānau.

## **YOUR SOLUTION**

We listen carefully to people and their stories to create something truly special for them. We create unique whakairo that our customers will cherish, and hand down to their whānau.



**COPY YOUR MARKET NEED AND SOLUTION INTO YOUR BUSINESS PLAN BOOKLET**

## Market Need

WHAT IS THE MARKET NEED?

(What do people want? What is the gap I'm filling?)

WHAT IS MY SOLUTION?

(What am I offering?)

AHAKOA KEI WHEA KOE  
I RUNGA I TŌ HĪKOINGA  
PAKIHI, E TINO HIAHIA  
ANA TE TIMA O  
CREATIVE WAIKATO KI  
TE RONGO MAI I NGĀ  
RINGATOI KEI TŌ MĀTOU  
ROHE. KUA UTUA  
MĀTOU KI TE AIWHI I  
NGĀ RINGATOI, NŌ  
REIRA ME WHAKAPĀ  
MAI KI A MĀTOU.

**No matter where you're at in your  
business journey, the team at Creative  
Waikato love hearing from artists in our  
region. We're here to help, so please  
don't be a stranger.**