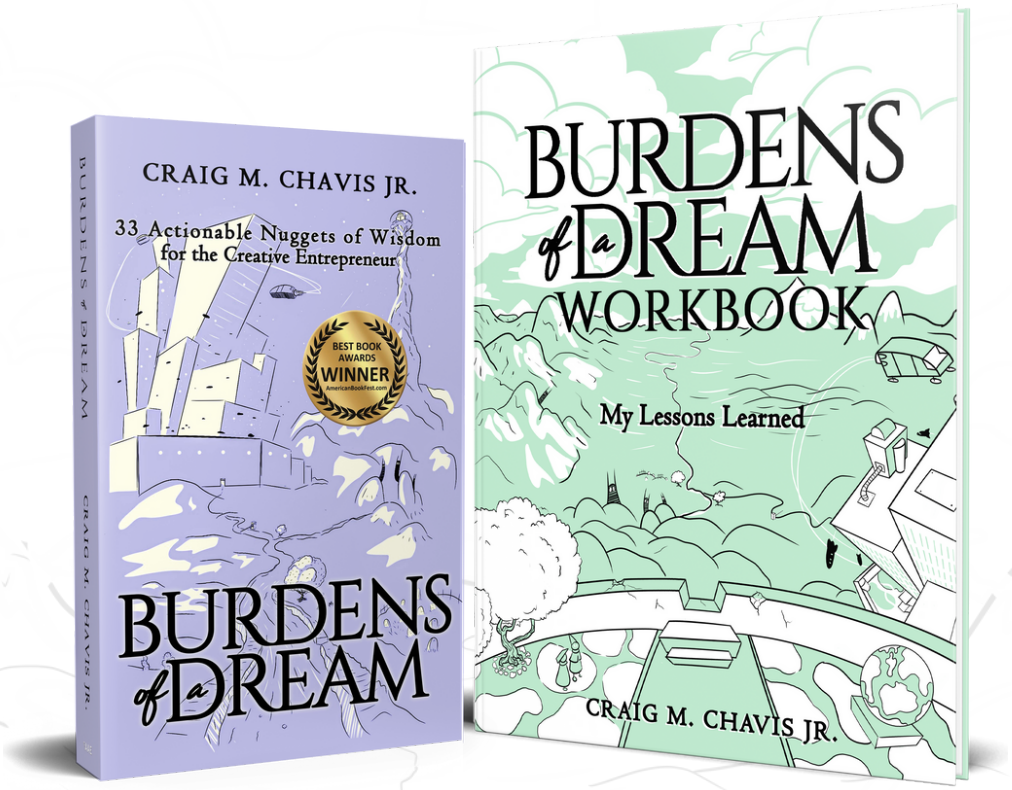
WINNER OF THE **2020 BEST BOOK AWARDS**
FOR BUSINESS: ENTREPRENEURSHIP & SMALL BUSINESS



BURDENS of a DREAM

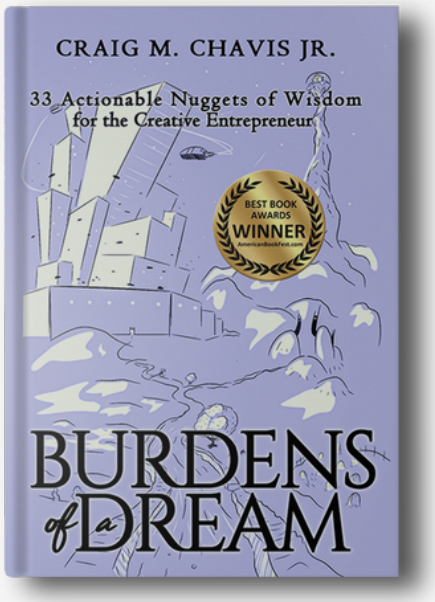
33 Actionable Nuggets of Wisdom
for the Creative Entrepreneur

CRAIG M. CHAVIS JR

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CRAIG'S BOOKS



In Burdens of a Dream: 33 Actionable Nuggets of Wisdom for the Creative Entrepreneur, Craig M. Chavis Jr. guides readers through the ups and downs of his journey of entrepreneurship through 33 powerful life lessons.

In this book, Craig reveals how he transformed from collegiate athlete into a businessman, left everything behind to serve citizens of a foreign country, and found joy in life after a sudden and unexpected betrayal. Through candid stories and practical advice, he provides the vital spark of hope that will reignite your inner creative genius.

YOU'LL DISCOVER:

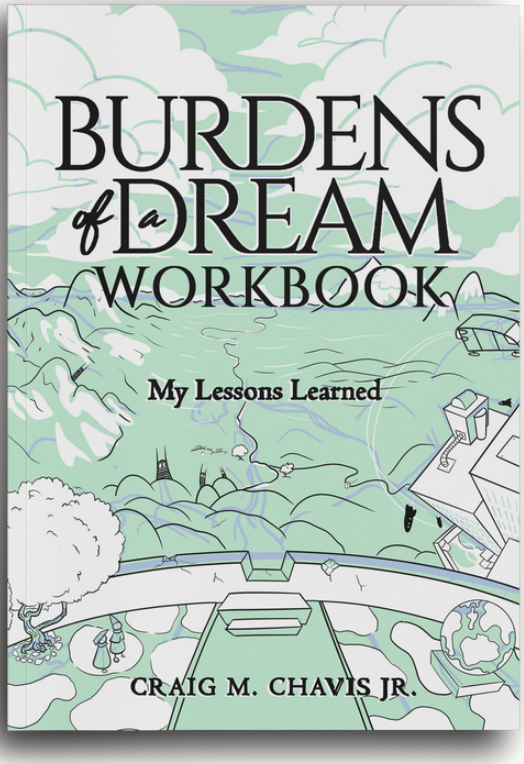
- How to define your priorities and visualize your future
- How to design a business around your unique strengths
- How to step out of your comfort zone and collaborate with others

Practicing self-reflection helps you learn from the past, take massive action in the present, and plan for the future. Time is of the essence, and the Burdens of a Dream Workbook is for aspiring entrepreneurs who are ready to develop the right mindset to build a business, career, and life they love.

When paired with the award-winning book Burdens of a Dream: 33 Actionable Nuggets of Wisdom for the Creative Entrepreneur, this workbook provides useful tools and insightful exercises that are guaranteed to fast-track growth within your entrepreneurial journey.

WHETHER YOU HAVE ANALYSIS PARALYSIS, ARE DROWNING IN STRESS, OR DO NOT KNOW WHERE TO START, THIS WORKBOOK WILL HELP YOU TO:

SEE what the journey of entrepreneurship is and why it's important to embrace failure, release self-doubt, and create a life filled with purpose and intention.
FEEL inspiration from memorable quotes, uplifting affirmations, and engaging activities based on proven principles, positive psychology, and other methods for practicing self-reflection.
SHIFT your mindset to view problems as opportunities, unleash your full potential, and confidently share your inner genius with the world.





Craig M. Chavis Jr. is a solopreneur coach on a mission to transform solopreneurs into CEOs. As the author of Burdens of a Dream: 33 Actionable Nuggets of Wisdom for the Creative Entrepreneur, Craig shares his personal stories which have impacted his entrepreneurial journey while designing his life aligned with his purpose. He regularly speaks and facilitates workshops for aspiring entrepreneurs and is a guest lecturer to students at various colleges.

CRAIG *in a* NUTSHELL

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SOLOPRENEUR COACH

Craig's mission is to transform solopreneurs into CEOs. He specializes in building creative business models and go-to-market strategies. At the core of Craig's coaching philosophy lies the mantra Become the Entrepreneur of Your Life. Through this lens, he coaches through an alternative and holistic perspective cultivated from over a decade of first-hand experience launching and managing multiple businesses in Ghana, Costa Rica, Peru, and the United States of America.

KEYNOTE SPEAKER

Craig regularly speaks to global audiences, particularly higher education, corporations, associations, and nonprofits. He has signature keynotes on the innovation mindset, intrapreneurship, entrepreneurial leadership, failure, and rethinking learning. Craig brings a high level of enthusiasm and energy to both live and virtual stages. As a Returned Peace Corps Volunteer, a former division-1 collegiate, and having lived and traveled to 15 + countries, Craig speaks to audiences globally.

AWARD-WINNING AUTHOR

Craig M. Chavis Jr. is an award-winning author and has published two books: Burdens of a Dream: 33 Actionable Nuggets of Wisdom for the Creative Entrepreneur and Burdens of a Dream Workbook: My Lessons Learned. He has also published poetry, including American Immigrant, that has been featured at the Peace Corps Museum at American University. Craig was the winner of the 2020 Best Book Awards for Business sponsored by the American Book Festival.

ENTREPRENEURIAL EDUCATOR

As a six-time founder, Craig dedicates much of his time toward educating aspiring entrepreneurs. From launching a distillery in Peru to co-founding a logistics company in Ghana and leading a travel company in Costa Rica, Craig's mission is to help thousands of entrepreneurs build creative business models while leveraging their unique strengths.

GUEST LECTURER

As a strong advocate of youth entrepreneurship, Craig is a guest lecturer at a variety of colleges, including University of Tampa, Samford University, The Columbus College of Art and Design, and Ohio State University.



SIGNATURE **KEYNOTES**



THE ART OF **ALIGNMENT**

Looking at your career through an entrepreneurial lens can benefit all of us whether we own our business or work in other fields. Entrepreneurship is not a straightforward nor linear path. During this session, Craig will share his life story and guide guests through the ups and downs of his journey of entrepreneurship through several powerful life and business lessons.

By the end of this keynote, participants will:
- ▸ Learn how to define their own reality
- ▸ See current problems as future opportunities
- ▸ Develop a purposeful business mindset

EMBRACING AN ENTREPRENEURIAL MINDSET

When starting out on their entrepreneurial journey, new founders often have trouble identifying viable, feasible, and desirable business ideas. Without a clear direction or strategy, early-stage entrepreneurs are on a fast track to failure because they lack a deep understanding of the problems they're trying to solve. In this keynote, Craig will provide actionable advice that will help early-stage entrepreneurs mutually create value for themselves and the customers they serve.

By the end of this keynote, participants will:
- ▸ Discover a profitable business idea
- ▸ Learn how to increase customer demand for their product
- ▸ Position themselves to achieve founder-market fit

DESIGN YOUR DESTINY

We often arrive at various crossroads within our personal and professional lives and need to make optimal decisions that propel us forward. How we prioritize our purpose and evaluate our choices determine our outcome. With the right tools and systems in place, we can design our lives aligned to our purpose.

By the end of this keynote, participants will:
- ▸ Harness their personal power to seek meaning and purpose in their work
- ▸ Develop a value first, profit second mentality
- ▸ Learn how to apply work-life integration

WORKSHOPS

HOW TO POSITION YOUR BUSINESS IDEA FOR SUCCESS

For aspiring entrepreneurs without a solid business idea

Founders have to choose a market long before they have any idea whether they will reach product-market fit. Moreover, the best predictor of whether a startup will achieve product-market fit is whether there is founder-market fit. Founder-market fit is achieved when the founders have a deep understanding of the market they are entering, and are people who personify their product, business and ultimately their company.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL:

- Learn how to better manage their personal and business finances
- Better understand the pros and cons of different sources of capital
- Identify their ideal funding strategy



THE OPPORTUNITY COST OF FUNDING

For Aspiring entrepreneurs with a side hustle or new business idea

Launching a new business venture costs time, energy, and money. In the beginning stages of this launch, it is common for entrepreneurs to spend and invest more money than they make. With this in mind, entrepreneurs will need to have a stash of money to provide them with a runway that permits them to operate with minimal revenue. Unfortunately, many entrepreneurs fail to raise or save enough capital to fund their business operations before they officially launch.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL:

- Learn how to better manage their personal and business finances
- Better understand the pros and cons of different sources of capital
- Identify their ideal funding strategy

EDITORIAL **REVIEWS**



"What I most appreciate about Craig's book is offering pragmatic advice and examples about what it REALLY takes to turn your dreams into reality."

STEPHEN WARLEY
Founder, Life Skills That Matter

"In this book he shares tips and lessons on how to cultivate those attitudes yourself, which is something I think everyone can benefit from."

GRANT SCHROLL
CEO, Mission Collaborative

"Every chapter of Burdens of a Dream made me feel the struggle. Great nuggets of wisdom for the creative entrepreneur - a great read!"

KATHY BINNER
Owner, Your Passive Income Coach

"Craig has done a fine work of displaying some truly pragmatic moments of discouraging events and how he overcame them which is the best form of mentorship anyone can provide."

BARIMAH APPIAH
CEO, Scuttle Group LLC

"I highly recommend this book, especially if you're going through a transition, craving to have an impact, and curious about what it means to be an entrepreneur."

SALEEMA VELLANI
Founder & CEO, Ripple Impact

WWW.CRE8IVECRAIG.COM
@cre8ivecraig in Social Networks

BOOK PACKAGES

SHAKERS PACKAGE

$5,000
500 EBOOKS

- Virtual Keynote
- Graphics to help promote your event
- Customized article sharing key messages for your organization
- 1-minute video teaser

MOVERS PACKAGE

$3,000
250 EBOOKS

- Virtual Fireside Chat
- Graphics to help promote your event

CREATORS PACKAGE

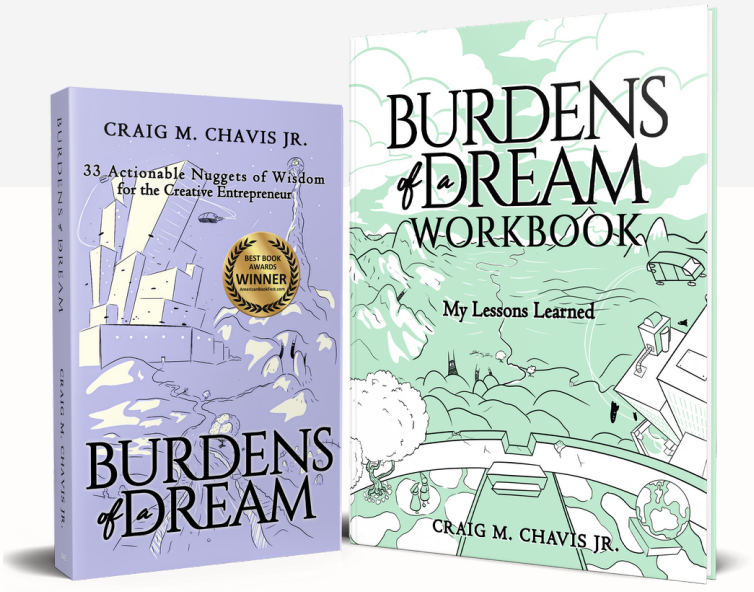
$1,000
100 EBOOKS

HARDCOVERS AND PAPERBACKS ARE AVAILABLE THROUGH CUSTOM ORDERS BY CONTACTING CRAIG@CRE8IVECRAIG.COM:

*Shipping available worldwide. Prices are in USD. Custom branding is also available upon request, including for ebooks.

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- How to design a business around your unique strengths
- How to step out of your comfort zone and collaborate with others

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FORMATS AVAILABLE	Paperback
WILL BE AVAILABLE ON	Amazon IngramSpark Kobo
TERRITORIES SOLD	Worldwide (English)

INTERVIEW

SAMPLE INTERVIEW QUESTIONS FOR CRAIG:

Why did you write the book “Burdens of a Dream”?	What is the book about?	Who is this book for? Why should they read it?
Why did you join the Peace Corps?	What drove you toward entrepreneurship?	What is your definition of failure?
I love how you leverage your personal journey as the foundation for your book; why did you do this?	This book has been created for use at many levels. Tell me how someone who is at the beginning of their career and in the middle of their career can use from the principles in this book?	What has been the most fun or surprising thing about writing this book?
	What are the ways that we can connect with you?	Where is your book available?



FAVORITE TOPICS TO DISCUSS

- On the power of having a “personal vision”
- On writing goals and being purposeful
- On the power of developing strong relationships
- On Failure

CRAIG'S QUOTES



"The creative entrepreneur defines their priorities, visualizes their future, and builds a plan to accomplish their goals. Recognize that some people will try to persuade you to make decisions on their terms and not in your best interests. Nobody else in the world can live your life, and it is up to you to make the most out of your current circumstances."

"The creative entrepreneur understands that journaling fosters self-motivation, clarifies priorities, and increases productivity. In life, our plans are guaranteed to incur some change, but you're forced to observe and evaluate each of them when they are written down. Do not rely on memory alone, buy a journal, and take the initiative to capture your thoughts on paper."

"The creative entrepreneur checks their ego at the door and teams up with others to develop mutually beneficial relationships. Realize that nobody is truly "self-made' and only narcissists believe they are successful exclusively based upon their merit. Avoid this trap and humble yourself by working with like-minded people to accelerate your learning curve and increase productivity."

"The creative entrepreneur accepts the possibility of failure and maximizes the opportunity to learn from their mistakes. Some expectations may fall short of reality and there is always a chance you may not accomplish your goals. Weigh your options, take calculated risks, and remember decisions are what separates the doers from the dreamers."

MESSAGE FROM CRAIG

Becoming an entrepreneur is something that everyone can do, yet given all the obstacles we are faced with, to some, it may seem impossible. However, it becomes possible when we're ready to make the conscious decision to leverage the resources at our disposal to create something out of nothing.

Every day may we arrive at various crossroads within our personal and professional lives and it is up to us to make optimal decisions that propel us forward. Although, each decision has its pros and cons, it is how we respond to our present circumstances that determine our outcome.

Those who navigate through the waves of life with control and purpose will find their calling and rest assured they will find their journey in life was purpose filled.

Sincerely,

Craig M. Chavis Jr.

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CRAIG *in* ACTION







