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## **Business Spotlight**



## The creative process of being an entrepreneur

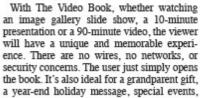
By Barbara Krafchin, ThinkSpot, Inc.

or 35+ years, I was a driven New York City creative service and product development entrepreneur and business owner. I led design teams and managed resources on more that 2,000 projects, working mostly with sales and marketing departments in the financial, publishing, media and consumer products industries. Powerful

presentations and high-impact messaging were the challenge. Today, nothing has changed... except the technology and the world in general.

That's why I developed The Video Book, an elegant, easy to operate, presentation platform bound in a customized hard book cover. It delivers a high impact visual experience that engages and connects with the audience. The Video Book combines tradi-

tional print with a vibrant, clear and precise 7" HD screen that brings marketing messages and visual assets to the next level. The covers can be custom designed to meet your specific marketing and communication needs. In today's world, in-boxes and cell phones are inundated with messages.



weddings and so much more.

Being an entrepreneur is in itself a creative process. It's a passion filled with dreams, successes and sometimes failures. For those of us who have endured, it's often a lifetime of hard learning and great inspiration. My passion is to share my experience with those people of any age who find themselves on this journey and help guide them through the emotional maze that can sometimes



Barbara Krafchir

be daunting. I do this most often as a mentor and on a select basis as a paid consultant.

To learn more about The Video Book, or to order one for business or personal use, visit my website at www.thinkspotinc.com. To connect with me, email me at hello@ thinkspotinc.com.