



DAREN SMITH



FILM PRODUCER
CREATIVE ENTREPRENEUR
SELF-PUBLISHED AUTHOR
PODCASTER

CREATIVE BUSINESS STRATEGIST
COURSE CREATOR
SPEAKER
HUSBAND & FATHER TO 3 BOYS

FEATURED IN








INTERESTED

SPEAKING TOPICS

- Mastering your mindset as a creator
- Creative business strategy across awareness, engagement, and conversion
- Systems building for creative entrepreneurs to free up time and create leverage
- Content creation and distribution
- Aligning your business to the needs and outcomes of your ideal customer
- Building Your Bespoke Creative Business

GET IN TOUCH

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ABOUT DAREN

At the start of the pandemic in 2020 when events were cancelled, gigs were postponed, and creators were forced into their homes, Daren started Craftsman Creative with the goal of helping artists and creators build more resilient businesses to support their creative work.

He took his experience from film and TV production and created systems and frameworks to help creators improve their mindset, focus on outcomes, increase awareness through content and partnerships, engage their audiences through email, build out their product ecosystems, and convert more prospects into leads, customers, and clients.

Daren's creative entrepreneur journey started in 2006 when he started his first company doing post-production sound.

10 years of freelancing, running a video production company, touring the nation, and working with brands from local startups to the Fortune 50 gave him a breadth and depth of experience in how to succeed in creative industries.

In 2017 he left his production company to pursue film producing full time. He was a Senior Producer on the TV show Relative Race, the #1 rated show on BYUtv for four seasons.

While at the show, he wrote and published his second book, produced documentaries and TV pilots, and in 2021 produced his first feature film that ended up at the Toronto International Film Festival and was purchased by IFC Films. His second and third feature films came in 2022, the latter an international project filmed in Cape Town, South Africa.

Daren's growth as a content creator grew in 2022 when he published his third book, Craftsman Creative - How Five-Figure Creators Can Build Six-Figure Businesses, and created the podcast The 10k Creator with Joe Pulizzi and grew the show to 25,000 downloads and \$45k in revenue in the first 10-episode season.

He is a trained business coach under the Robbins-Madanes method of 6 Human Needs psychology, and brings his deep experience as a creative professional to the businesses of other creators who need help with strategy, outcomes, and mindset.



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AREAS OF EXPERTISE

Creative business strategy
Content and media production
Mindset and creative psychology
Marriage & Family as full-time creators

KEYNOTE TOPICS

Build Your Bespoke Creative Business
Grow Your Business Through Podcasts
Increase Your Revenue Per Person
Self Publishing - Your Business Card On Steroids
Creating Incredible Partnerships To Grow Your Brand

PAST APPEARANCES

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