



# *How to be a Successful Artist*

*By Kevin Chung*

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*30 tips for becoming an empowered & successful artist*

*By Kevin Chung*

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# Table of Contents

Introduction	5
1. Give Yourself Permission to Succeed	6
2. Immerse Yourself in Your Craft	9
3. Clearly Communicate Who You Are	12
4. Being Prolific	15
5. Make the Time for Creating Your Art	19
6. Don't Let Perfection Prevent You from Sharing Your Art	23
7. Taming the Critics	27
8. Firm Up Your Filter	30
9. The Power of Questions	33
10. Clear Your Mental Money Baggage	37
11. Don't Get Sidetracked by HOW Something Will Get Done	41
12. Feed Off the Energy of Others	45
13. Your Ability to Communicate with People Will Determine Your Success	49
14. Come to Friendly Terms with Marketing	53
15. Four Reasons People Create	57

16. You Must Have Structure for Receiving Payments	61
17. Know Who Your Ideal Fan Is	66
18. Effectively Communicate Who You Are and What You Do	70
19. How to Describe What You Do For More Sales	73
20. Marketing Should be Especially Creative for Artists	77
21. Crucial Factors for Creative Arts	82
22. The Bicycle Wheel Method of Online Marketing	86
23. The Fan Engagement Triangle	90
24. Get Your Ask Out There	94
25. Make It Easy for People to Help You	98
26. Ask for the Sale	101
27. Connect with Fans Through an Email List	105
28. Goal Setting, To-Do Lists, and Getting Things Done	111
29. Be a Teacher in Your Industry	115
30. Learn to Enjoy the Process & Have Fun	119
Conclusion	123
About the Author	124

# Introduction

[Bob Baker](#) has a [movement](#). It's not just some idea he came up with to make money or become famous. It's a vision to change the world and how the world view artists. He wants to inspire artists and creatives of all types to “express themselves, hone their skills, and share their talents with the world!” That's a mission and vision worth fighting for. Bob was kind enough to provide immense value to artists everywhere with his free Youtube video series “[30 Ways to Become an Empowered Artist](#).” I'm just doing my part to spread the word about this lofty and [empowering creative revolution](#). Here are my thoughts on all thirty videos of his [Youtube series](#).



# 1. Give Yourself Permission to Succeed



Picture by [celestinechua](#)

In order to succeed as an artist, **you must first believe you can succeed**. The myth of the starving artist is extremely prevalent, but there are many examples of artists who have not only survived, but flourished. **If you don't believe you can succeed, you won't**. Negative self talk is one of the biggest obstacles you have overcome in order to be successful.

One book I can't recommend highly enough, especially for artists, is [Choose Yourself! by James Altucher](#). In the book, James tells you how being creatively, financially, spiritually, and physically healthy will lead to success in life. If you need a boost in morale, you need to read this book.

An example of someone who has given himself permission to succeed is [Nick Onken](#). Nick is an extremely talented photographer who started as a graphic designer. He has shot for the biggest brands in Nike, Coca-Cola, and Conde Naste. If he didn't switch course and believe in his work, he never would have realized

the positive impact he has created with his photography. If you are interested in learning more about Nick, check out [his great interview](#) with [Lewis Howes](#).



## 2. Immerse Yourself in Your Craft



Photo by [seeminglee](#)

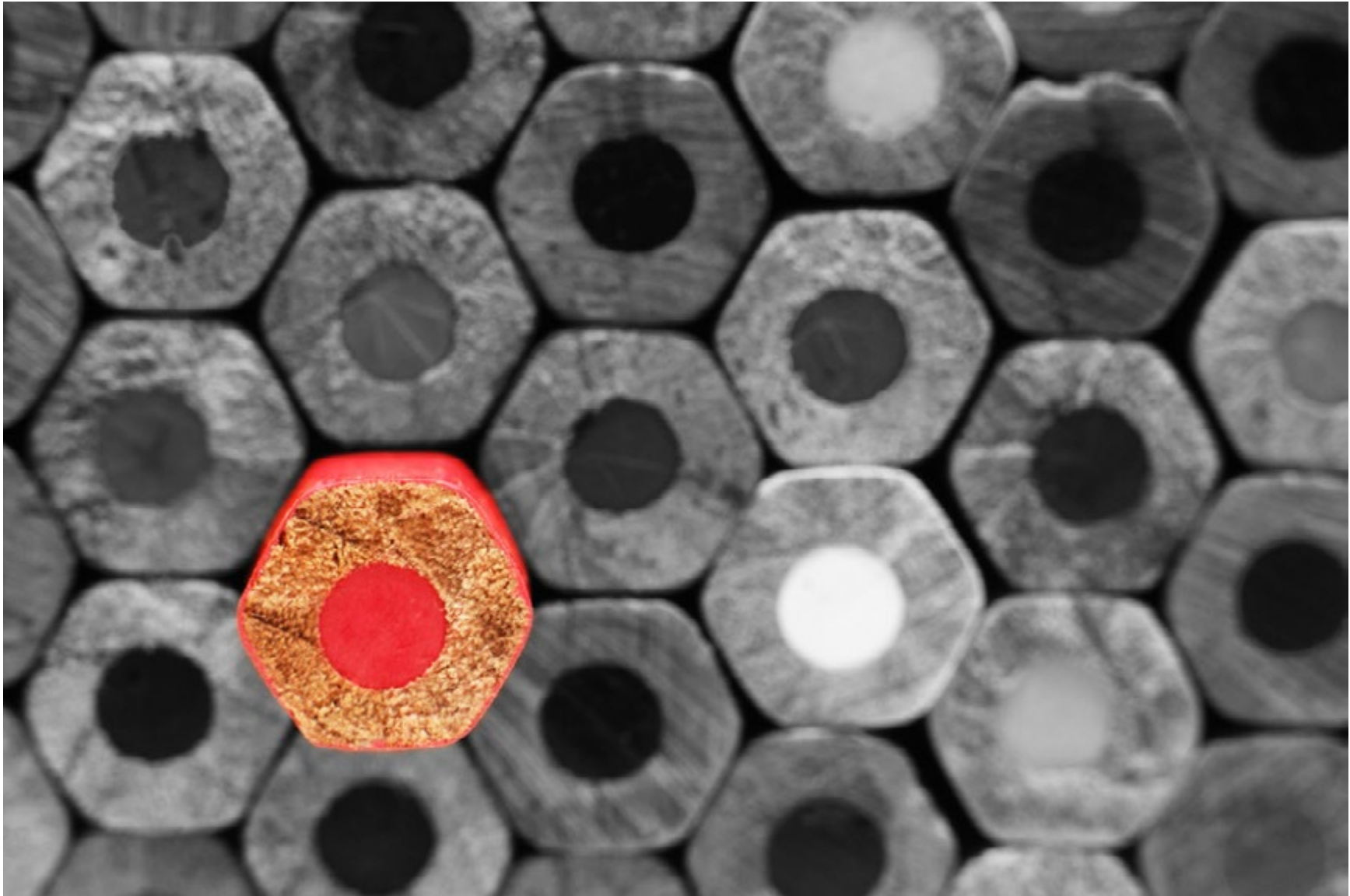
One thing that separates successful artists from the amateurs is simply dedication. Some artists have the talent to have a successful artistic career, but are not committed to the number of sheer hours it takes to succeed.

In [Outliers](#), [Malcom Gladwell](#) explains that it takes 10,000 hours to master any craft. Although this rule may be true in a general sense, I like [Tim Ferriss'](#) idea of being the best in a much narrower field to be an expert in it. In his [great interview with Chase Jarvis](#), Tim uses the example of photography in general vs macro wildlife photography. To become an expert in all photography, it probably will take the 10k allotted hours. Becoming a master in a very specific type of photography, like macro wildlife, will take a much shorter amount of time.

Now that you know what it takes to become a master, you must actually put in those hours. **Don't use excuses to put off working on your craft.** You must practice every day to become better and to hone your skills. A mistake many artists make is looking at a success of another person and thinking "How in the world

did they become successful so quickly?” In every single case, they are ignoring the incredible amount of work that person took to become successful. Even one of the greatest artists of all time Leonardo da Vinci was not an instant success. Stop looking at other artists and wishing you could be like them. Put in the work and your odds of success will go up exponentially. Dedicate the time, and be so good that people can't ignore you.

### 3. Clearly Communicate Who You Are



Picture by [olfika](#)

Copying is bad. That is what you are told time and time again growing up. There is truth in this statement, but as an artist, you can definitely twist the rule in your favor. In the wonderful video [All Creative Work is Derivative](#), you will notice that artwork since the beginnings of human history is similar to other unrelated works of art. Does that make them any worse or bad? No, it means that **humans share ideas, build upon them, and improve them.**

Now that I've said that, at some point, you need to stop copying others and develop your own style. This doesn't happen instantly. **You must find time to develop your own voice.** Pull elements from multiple artists. See what you like and don't like about their work. Creativity doesn't happen like you've been led to believe. Make sure you leave yourself time to develop your own uniqueness.

Once you've developed your own style. Celebrate it. Shout it from the rooftops. Make sure people know it came from you. Your audience doesn't like your work



because you copied someone else. **They are drawn to your creative twist to art and the world.** Do you want to compete with the thousands of other people creating art or do you want something that is uniquely you? No matter how much we try to fit in with the world, each and every person has taken their own path through life. Everyone has a different way of looking at the world.

Even the greatest artists have gone through and refined this process. Need proof? Just watch [Kirby Ferguson's](#) amazing series "[Everything is a Remix](#)." Everything you once thought was new and different was most likely inspired by something else. . Sure people have drawn elements they like from other artists, but the great thing about derivative art is, when you put your own perspective on those same ideas, it makes them your own. The key is putting yourself and your style into your work.

## 4. Being Prolific



*Picture by [pdbreen](#)*

If you are having trouble spreading the word about your art, there are three methods that are commonly used.

One strategy is creating work and promoting the hell out of it. Many people have had success with this method. Many photographers take part in something called [Project 365](#). In this project, you take a single picture every day for a year and share it with the world. This not only gets work into the world, but it also sparks your creativity. This project is so popular that there are [Flickr groups](#) with over 28,000 people in them and even an [iPhone app](#) for it. This isn't just for photographers, any artist is capable of taking part. If you want to learn more about Project 365, you can [read this beginner's guide](#).

The other method is creating a ton of content and getting it out into the world. [Derek Halpern](#), the founder of the insanely popular [Social Triggers](#), suggests spending [20% of your time creating content, and 80% of your time promoting it](#).

He says if your content only gets to 1,000 readers, there are likely “one million other people in the world who can benefit” from your work as well (His target audience may be bloggers, but this advice can apply to artists as well). **Just because you’ve promoted your work before doesn’t mean you can’t promote it to a brand new audience.**

My personal favorite is a hybrid of the two methods. This can be seen best in [Ryan Holiday’s book launch](#) for his fantastic book [The Obstacle is the Way](#). For the launch, Holiday went on a bunch of podcasts, wrote a dozen articles, went on a speaking tour, created book trailers, shared his books with book clubs, and promoted his book to his e-mail list among many other things. I highly encourage you to read his [article detailing exactly what he did for his launch](#). The reason this is a hybrid method is he created a singular piece of work, his book, but he also created an insane number of original pieces to promote it.

If you are struggling to promote your work, give a try at all three methods and see which one works best for you and your audience. As always, **the best way to find out is to just do it.**



## 5. Make the Time for Creating Your Art



Picture by [MattysFlicks](#)

One excuse creative people like to use to get out of doing work is “I don’t have the time.” This excuse is terrible. I’m sorry. **If you want to make a living doing what you love, you can make the time for it.** You **MUST** make the time for it. If you’ve been using this as an excuse, you need to re-evaluate your priorities. Do you really want to create art for a living? Is your art just a hobby? Decide whether or not you actually want to pursue your creative endeavors.

One thing I have done to make time for myself is waking up earlier. As a self-proclaimed night owl, this may seem tough but I now wake up an hour earlier than I used to, so I can make time for myself. During this time, there are no distractions, no people to bother you, you can have it all to yourself. **This allows you to work on what truly drives you instead of what other people want you to work on.** This time is especially great if you are still working for someone else. When you get back home from work, you have much less energy than you do when you first wake up.

Along the same lines, don't put your art off. Even if you aren't feeling it, just begin. The great [Pablo Picasso said](#) "To know what you're going to draw, you have to begin drawing." This is true for any creative endeavor. **A mistake many people make is thinking they will be struck by some creative muse with a brilliant idea.** Thomas Edison famously failed thousands of times before creating the lightbulb. [Edison said](#), "The three great essentials to achieve anything worthwhile are: Hard work, Stick-to-itiveness, and Common sense." **You need to work hard and stick with it.** [Mihály Csíkszentmihályi](#) says [flow](#) is completely focused motivation that leads to an ultimate experience for performing and learning. Working on your art every day can lead to a state of flow, which feels like an outer body experience. You lose sense of time and become wrapped up in your work.

Another thing you must do to be a successful creative is getting the support of those around you. It is absolutely crucial to have a great support system to

encourage your art. You want to make sure people understand that your art is as important as everything else. If they care about you, they will support you 100%. Let your loved ones know you need time to work on your passion and you need their encouragement. **This encouragement will give you the strength to carry on.**

**If you want to be a successful artist, you need to make time for your work.** Don't make excuses. Find times when you are just watching TV, browsing the internet, or playing games and create art instead. Wake up early. Go to sleep late. Become the artist you've always wanted to be. In other words, just do it.

## 6. Don't Let Perfection Prevent You from Sharing Your Art



Picture by [x1brett](#)



## Perfectionism is a blessing and a curse.

It is a blessing because it means you hold yourself and others to a certain standard. You are uncompromising in your pursuit of excellence and will not accept anything less.

Perfectionism is a curse because it can hold you back from ever releasing your art. You will constantly reiterate on your work, and you may never be satisfied.

This quote perfectly sums up perfection:

*“Perfection itself would be a failure. All we can hope is that we will fail better. That we won’t succumb to fear of the unknown. That we will not fall prey to the easy enchantments of repeating what may have worked in the past.”*

– Dani Shapiro

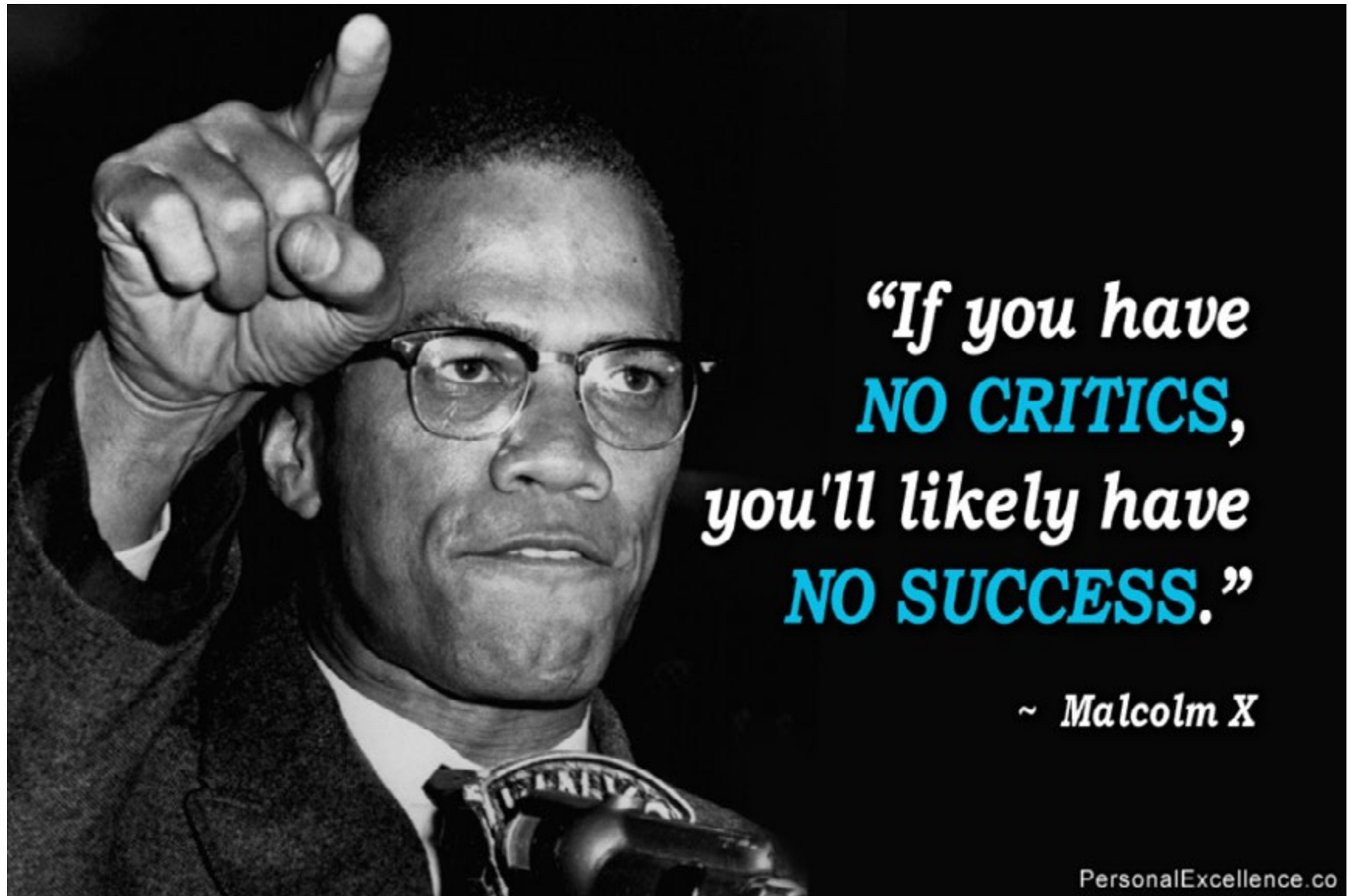
Don't let perfectionism hold you back. Don't let it tell you "I'm not good enough." Stop waiting for the stars to align so you can release your masterpiece to the world. Even the great [Salvador Dali realized](#) he could not attain perfection, "Have no fear of perfection – you'll never reach it." You will only get better if you consistently create and receive feedback from others.

I love the idea of creating your art like start-ups create [MVPs](#) (minimum viable products). MVP is a strategy where you release a product with the least amount of necessary features and receive feedback from it. Then you improve the product based upon the feedback. This allows you to improve your product to meet the demands of the market. I know this idea may seem foreign and unconventional to artists, but there is definitely something you can learn from it. If you want to learn more about MVPs, check out [The Lean Startup](#) by [Eric Ries](#).

If you are waiting for your art to be perfect, take the [advice of Vince Lombardi](#),

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

## 7. Taming the Critics



Picture by [celestinechua](#)

One thing every artist will encounter is criticism. When other people criticize your work, they are usually trying to be helpful and help you grow. Despite what you may think, everyone is not out there to “get you.” Critics exist to add to the debate and give their own opinions about art. [Ricky Gervais](#) said, “An artist moaning about critics is like a fisherman moaning about waves. Tough. They’re there. They’re there because artists are there.”

That being said, if an overwhelming majority of critics feel the same way, they may have a point. Whether their reviews are good or bad, you must learn to consider their opinions, learn from them, and move on. Don’t dwell on what other people tell you, it can eat you alive. **Any worthy artist will have critics.** If you don’t you aren’t taking enough risks.

*“As long as you are living... you will always get criticized when you’re doing great things.” – [Neil Strauss](#)*



You will also encounter a much more powerful critic: yourself. Have you ever heard that nagging voice in the back of your head telling you your work sucks and you'll never make it as an artist? **That is your inner critic, and it is the greatest obstacle coming between you and your success as an artist.** If that voice inside your head is getting to you, take [Ryan Holiday's](#) advice and become “unstuck, unfucked, and unleashed.” **Let that voice guide you and turn your weakness into a strength.** Make that voice work for you instead of against you. Let it spark your desire to succeed and prove yourself wrong.

## 8. Firm Up Your Filter



Picture by [martazappia](#)

The way you view the world has a profound affect on your art. The world tends to throw a lot of negativity at us. If you open a newspaper or watch the news, you would think the world is falling apart at the seams. Whether it's disease, death, or financial collapses, the media wants you to live in a world of fear and negativity. Don't let the news media scare you. Take [James Altucher's advice](#) and don't consume the news.

Instead of letting the world bombard you with negative thoughts, **take it upon yourself to view the world through a positive lens.** How can you do this? Write things down. Research has shown [writing can have a profound difference on your positivity](#). Writing your worries can calm you and increase performance, writing down three good things daily can improve your outlook on life, and writing down things that you are looking forward to can make also make you happier. Happiness has also been shown to [increase productivity, making you more successful](#). If you have a choice between being positive and negative, always choose

positivity.

Another way to be more positive is surrounding yourself with positive people.

The saying about being the average of the five people you surround yourself with is absolutely true. Over the last few months, I have made it a point to go out and seek people with similar goals and outlooks on life, and it has helped me immensely. **Don't let others bring you down with their negativity.**

One last thing that is especially true of artists is not viewing others' success with negativity. **Don't be jealous if someone gets the opportunity or praise you think you deserve.** Instead, congratulate them and give them encouragement. Just like the Golden Rule says, treat others the way you want to be treated and your positivity will be reciprocated. Weed out all the negativity in your life and you will see the world in a much better light.



## 9. The Power of Questions



Picture by [debord](#)



Along the same lines as positive and negative mindsets is the power of asking a good question. Many artists are asking themselves the wrong questions.

When you frame your question with a negative mindset, you will think and develop negative answers. The question “Why doesn’t anyone support the local art scene?” seems like a completely valid question until you start to think of the answers. “People are too busy,” “They have more important things to do,” “They just don’t care.” These are the types of answers you will tell yourself when posing that question.

Instead, try to focus on positively framed questions like “How do I create a unique experience people want to go to?” This type of question leads to an entirely different set of answers. “I can create a guerilla marketing campaign around town” or “I can promote the art show like a Hollywood Red Carpet event.” Just because these aren’t conventional ideas for an art event doesn’t mean they can’t

work. As a matter of fact, wouldn't you be more intrigued by these ideas instead of the normal way art shows are promoted?

The ever-knowledgeable [Srinivas Rao](#) does this very thing with his [Morning Power Questions](#) routine. When you wake up in the morning instead of asking yourself the usual unhelpful question like “Why am I so tired? Why didn't I sleep earlier?, or What am I going to eat?” ask yourself “What do I have to look forward to today? What's absolutely perfect about my life? How can I make today absolutely awesome or What's the best thing that could happen today?” instead. Asking these types of questions will shift your focus towards what you want to have happen.

The truth is lousy questions will get lousy answers. Asking the right questions can make a world of difference. Just [follow in the footsteps of the great Socrates](#), who was so knowledgeable because he knew how to formulate great questions.

You can also try taking on the questioning mindset of a 4-year-old, who are absolutely overflowing with questions. They are great at being curious and wondering about the world around them. Use that frame of mind to question with a purpose and to truly understand the problem.

# 10. Clear Your Mental Money Baggage



Picture by [68751915@N05](#)

This is probably my favorite topic so far. Artists have trouble when it comes to money, plain and simple. It's not that they don't deserve to get paid, they do. It's the fact that they don't WANT to get paid. It's a vicious cycle that can be completely wiped away. **There's no need to feel like a downtrodden, struggling or starving artist.** You just have to be willing to change your mindset about making money as an artist.

There are two videos by the wonderful [Marie Forleo](#) that help to dispel the undeserving artist title. The first is [valuing what you do as an artist](#). **Just because you are selling your art doesn't mean you are taking it away from the buyer.** Think of it like giving joy or adding value to them instead. People who are willing to pay you for your art, WANT to give you money so you can continue to increase the joy in their life. Think of a world without any kind of art and you will begin to see the value in your work. **Art is one of the few things that makes us think, feel and love.** By creating art, you are doing a service to the world.



[Marie's second video](#) is about creating a ton of work, and sometimes creating what the market is asking for, so you can make a living. She used the great example of Saturday Night Live, which has been creating skits for what seems like forever. Are all of them hits? Absolutely not, but by creating so many skits, many of them are absolute gems. **You just have to keep on creating until one resonates with your audience, even if you don't know which ones will be a hit.** She also talked about creating art that you know your audience will like. Sometimes you have to make money off of things that you aren't passionate about to fund the things that you are passionate about. There is a fantastic book about Jim Henson called [Make Art Make Money](#) by [Elizabeth Hyde Stevens](#) that goes into great detail about how Henson made money off of commercials and Muppet merchandise to fund his passion projects. If you are having trouble understanding how you can fund your projects, check it out.

If those haven't convinced you, check out this [interview with Christian](#)

Howes, who is one of the top violinists in the world, even after being in jail for four years. His story is truly powerful because he didn't take the straight, linear, path to success everyone dreams about when becoming an artist. He has hustled and learned how to chase opportunities. **Instead of thinking of his art as “salesy” he presents it as a way to serve people.** I'll close this out with a quote from Christian “You can serve a financial need and a human need and get paid... and it's still art.”

# 11. Don't Get Sidetracked by HOW Something Will Get Done



Picture by [mgifford](#)

It is always great to have a goal in mind when starting on a new project. **Goals give you clarity of thought and focus.** However, too many artists start with HOW something will get done before they've even started. "How will I get this painting into a gallery?" "How do I make this album?" "How can I sell this on Etsy?" Before you know it, you've questioned yourself out of a project and you don't move forward. **You need to forget about the how for a second and focus in the why.**

If you need help with the WHY, watch [Simon Sinek's](#) profound TED talk [Start with Why](#). It's one of the most popular TED talks online, and for good reason. In it, he explains that most people who create something begin with the what, then the how, and lastly the why. His idea of the Golden Circle flips it inside out. Take Apple for example. Other companies will say, "We make great computers. They're beautifully designed, simple to use, and user friendly. Want to buy one?" Apple will say "Everything we do, we believe in challenging the status quo. We

believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, easy to use, and user friendly. We just happen to make computers. You want to buy one?” All that happened was reversing the order of the way the story is told. Starting with why made the pitch much more compelling.

*“Life is meant to be lived with adventure, doing things that matter – both to you and to the world.” – [Scott Dinsmore](#)*

You just need to know that, like [Marie Forleo](#) says, “everything is figureoutable.” If you need to know how to do something, you can always figure it out later. Google is at your fingertips just about every second of the day. Know why you want to do something before you try to figure out how to do it.

I will give you an example. Say you want to be feature in a gallery. Ask yourself



why. Is it to gain more exposure? Is it so others think you've "made it"? If so, you need to change your mindset. The better questions are: What do I want the viewer to feel? How can I share my story with the world? How do I take the viewer on a journey? These questions will put your work on a completely different level. Instead of trying to make something that can get you into a gallery, think of a why your piece NEEDs to be made.

## 12. Feed Off the Energy of Others



Picture by [dbakr](#)

There's this rampant myth of the lone “creative genius”. If you think about it, it is almost impossible to be a lone creative genius. **In order to be creative, you must combine ideas to create something novel.** Where do these ideas come from? Everywhere. Everything you've done up until now has left an impression on you, no matter how small. This includes everything from deep conversations you've had with others to watching mindless TV. There's a reason people don't work in isolation. **Almost every great idea has been the result of collaboration with others.**

If you want to feed off the energy of others, you should join groups. You may think finding groups of like minded people may be hard as a grown up, but that couldn't be further from the truth. You can join Meetup groups, take classes, or you can become a part of an organization. Sure, not all of these people are upbeat, but seek out those who are. **Being a part of a group subjects you to an array of new ideas, and stimulates the brain in ways that being alone cannot do.**

Two things that have had a profound impact on my life have been Mastermind groups and having an accountability partner. Mastermind groups allow you to regularly share, give feedback, and foster encouragement in others. Some of the most successful people in the world [were part of Masterminds](#). US President Franklin D. Roosevelt used Brain Trusts to form the New Deal. Andrew Carnegie created a steel empire and while knowing very little about steel. I can't count the number of times I've gained a valuable insight from being a part of a Mastermind. **The group mind has an incredible way of figuring out how to solve a problem you can't solve on your own.** If you want to know more, check out [Pat Flynn's post on Masterminds](#).

The lone genius may be a myth, but add one person, and you can have a profound impact on your creativity and productivity. [This article from the New York Times](#) does a great job of debunking the myth of the creative genius and explains why pairs are the force behind creativity. The way you can make use of this

principle is through an accountability partner. Having an accountability partner has not only helped me achieve my weekly goals, but has been a crucial sounding board for new ideas I have. **When you are only accountable to yourself, you can lose focus and procrastinate endlessly, but having a partner pushes you to achieve more.**



# 13. Your Ability to Communicate with People Will Determine Your Success



Picture by [usarmyafrica](#)



Language and communication are some of the most fundamental parts of being human. Since the beginning of human history, the ability to communicate with each other has allowed mankind to not only grow, but flourish. As an artist, you need to be able to effectively communicate your message with the world.

This may not come as a surprise to you, but the more people you know, the better your odds are for success. We would all love to believe people will buy our art because of how great it is. Although that is an extremely important factor, **your ability to talk about your work may be more important**. You may have come across certain works and wondered why they got that exposure and you didn't. The reason is probably because of the connections that artist has or that artist's ability to tell a story about their art.

There are a few ways you can communicate with your audience. You can use the written word, you can create something visual like pictures or videos, or you can

speak to people face to face either in person or through Skype/Google+. The key is being comfortable communicating your message with your audience.

You may be asking yourself “How do I communicate more effectively?” Just like everything else, the answer is with practice. Although some people naturally enjoy talking to others, the key to doing it effectively is by practice and trial and error. How do you know what will work? Try it out. If this sounds uncomfortable, good. You need to stretch yourself and break out of your comfort zone.

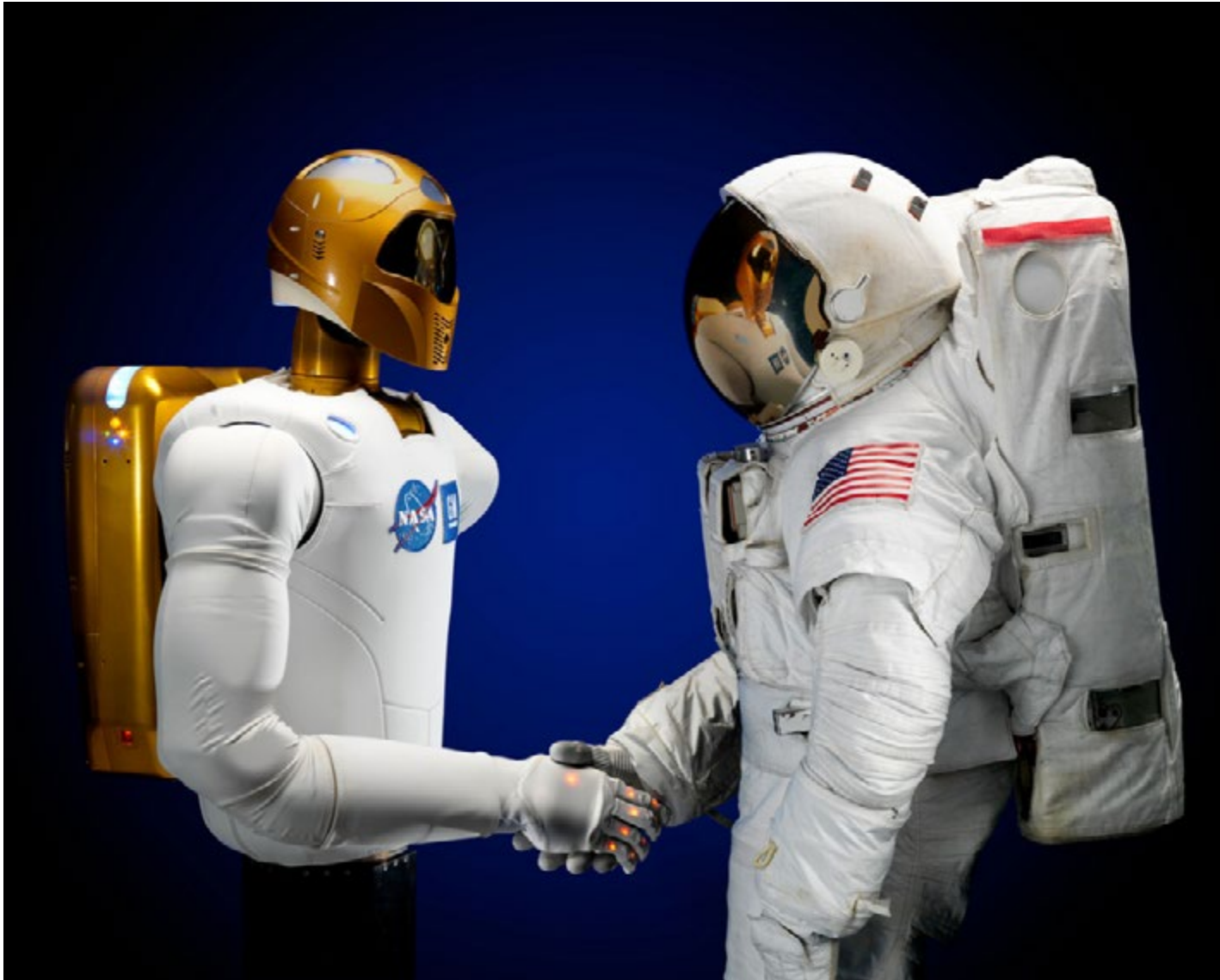
*“To grow, you must be willing to take strategic risks, to learn new skills, and to push yourself outside of your area of familiarity.*

*The best way to continue to grow is to take small strategic risks, to build time into your life to experiment with ideas and skills outside of work hours, and to increase your tolerance for how others perceive you.” – [Todd Henry](#)*

A few things you can try to get out of your comfort zone are joining [Toastmasters](#), doing [improv](#), or doing [stand-up](#). I have admittedly only done improv, but that alone has increased my confidence in front of groups of people. You have to realize that most people who are watching you, want you to succeed. **People are not as scary as you make them out to be.**

When you've built up enough confidence, try presenting your message to groups, teaching others, or demonstrating your art in front of others. The more you do this, the more people will want to know more about you and your work. This allows you to build relationships with your fans, which are absolutely essential if you want to succeed as an artist.

# 14. Come to Friendly Terms with Marketing



Picture by [nasarobonaut](#)

You are probably on this site for a singular purpose: to learn how to market your art. Many of you may despise the word and don't think you should have to do it at all. I can tell you one thing. **If you want to be a successful artist, you need to know how to share your art with the world.** As an artist, that is exactly what marketing is. It's a way to share your gifts with the world. You need to resist that voice inside your head telling you marketing is scammy. If you want to succeed as an artist, you need to stop thinking of marketing as a necessary evil and begin thinking of it as a wonderful tool for sharing your work.

You might be asking yourself “That’s all fine and good, but how do I market my art?” The key here is to tailor your marketing to your personality. You need to find the unique story only you can tell as the artist. What is the message you want to convey that will resonate with your audience?



*“Make stuff you love and talk about stuff you love and you’ll attract people who love that kind of stuff. It’s that simple.” - [Austin Kleon](#)*

You are the only one who truly knows the [story behind your work](#). A few questions you can ask yourself are: Why did this work need to be created? What was I feeling when I started the piece, and what emotions did I feel while making it? What was my inspiration for creating it? These are just a few of the many things you can talk about with your audience. These are the things your fans want to hear.

*“People buy art because it makes their lives and themselves more interesting.”  
– [Martin Stellar](#)*

Art is truly effective when the audience feels something when they encounter **your art**. You must re-frame your mind around marketing to share what makes your art special. No one wants to know about the technical details about the

technical details about the piece. They want to know the WHY behind it. Share what you love and people will follow you.

# 15. Four Reasons People Create



Picture by [stephycupcake](#)

This concept is new to me, but when I think about it, it makes complete sense.

There are four reasons people create. There may be some overlap, but this covers just about every reason artists make things.

## **1. Personal Satisfaction**

This one is fairly obvious and is the most likely reason your love for art began.

Creating art brings you love and joy not found in other arenas. You get that joy when setting a goal and you are able to achieve it. Your reason for creating comes completely from within yourself.

## **2. Recognition & Credibility**

Once you've created and put your work out in the public, you will begin to notice acknowledgement from other people. They will congratulate you for your art, music, or performance which gives you another reason to create. This praise and acceptance for your art comes from the outside instead of within.

### 3. Benefit of Others

At a certain point, you will realize that your art has a profound affect on other people. This is a BIG shift in the way you view your own art. People will tell you how much your art has touched them or had a lasting impression on their lives. If people tell you your art is affecting them, it is a good sign that you are successfully conveying your message. This is your opportunity to begin making money for your craft. This is the shift I found in life that has pushed me to help other artists.

### 4. Money & Getting Paid for Art

This point ties in quite well to point number ten of the series: Clearing Your Mental Money Baggage. You can make money from your passions as an artist as long as people are willing to pay for it. You need to find the intersection of what you are passionate about/good at/known for with what people need or are willing to pay for. You need to find out how your art touches people and convey that



message to your entire audience. **People are more than willing to pay you if they feel a connection with you.** They WANT to help you grow and succeed, not only as an artist, but also as a person. As long as you have gotten past the misconception that you are taking people's money from them, you can make a living off your art. **Value your own work and people will also value it.**

## 16. You Must Have Structure for Receiving Payments



Picture by [mecklenburg](#)

A problem many artists have when trying to sell their art online is making it so darn hard to pay them. They have no business model for how to create a website or sell their art online, and they make it extremely hard to actually pay them. Some artists don't even list a price on their site! You can't just throw up a webpage and expect people to contact you to buy your art. If they don't see a price, they will likely move on. You need to make what you offer, as well as how to pay for it, concrete, specific, and clear.

There are three offerings you can use to entice someone to buy your work:

### **1. Low Hanging Fruit**

The lowest priced option that you will offer. This is something like a small framed piece or a print.

## 2. Mid-Tier

This is usually something larger and more expensive than the low hanging fruit pieces. These pieces use up more resources and takes a longer time to create.

## 3. High End or Serious

This will be your most expensive offering. These pieces take a significant amount of time to create, are more expensive to create, or are much larger than your other offerings. Your high end pieces don't necessarily cost a lot to make, but you should be able to justify the price tag.

Keep in mind all of these prices are relative to each other not other people's work. Your high end price might be someone else's mid-tier price. **You need to test different pricing models and see which one works for you.** Get an idea of what the market price is for art similar to yours, but don't base your prices solely off of theirs.

I think another big mistake artists make is not having a variety of offerings. As you can see above, there is more than one pricing option when selling your art. **Too many of us pigeonhole ourselves into a single pricing tier.** If you do this, you are excluding entire portions of your fan base. **Make sure you are creating multiple revenue streams by offering art in each of the pricing tiers.** This way, anyone who likes your art can buy it. An important note to remember is, these prices aren't set in stone. As you grow and are able to make a living off of your art, you can adjust your prices. Pricing is subjective, so use good judgment when setting them. (Note: You might also consider offering services like speaking engagements or classes.)

One last point I will make about this is, when you have art in three price ranges, the middle-tier offerings feel like a bargain. You want to price your work so the mid-tier offers are the ones you want to sell the most. When you set the bar high with your most expensive pieces, people will compare that price against the



prices of your less expensive work. At this point, you are effectively taking the pricing of other artists out of the equation while also encouraging people to buy your less expensive art.

## 17. Know Who Your Ideal Fan Is



Picture by [tsarkasim](#)

As artists, we like to think everyone is our ideal customer, but that is simply not the case. Your art will resonate with a specific set of people who are incredibly passionate about your work. Don't believe me? Listen to this scenario:

You are on Facebook and you see an interesting link, so you click on it. You begin reading and nodding your head in agreement. Then the writer says something that appears to be written specifically for you. You think to yourself “How did she know exactly what I'm thinking?” It feels like she is having an intimate one on one conversation with YOU. This isn't some mind reading trick, it's called speaking to your avatar. Avatars are just a fancy term for your ideal customer profile, and they are crucial when communicating with your audience.

If you've ever felt that beautiful connection with someone you don't even know, you have seen the power of avatars. In order to successfully sell your art, you need to create the profile of your ideal fan.

You might already know some details about your ideal fan, but here are some more questions you can ask yourself to find out more:

- What is their age range and gender?
- What experiences have they gone through?
- What is their view of the world?
- What attitudes and beliefs do they have?
- Where do they shop or hang out?

Once you've discovered who your ideal fan is, write it all down. Create a profile for that person you can physically look at. This acts as a reminder of who is most likely to buy your art. Any time you are writing, speaking, or teaching, think of this person. You want them to think you are talking directly to them. This creates a powerful relationship, that makes a person more likely to buy your art. Just remember to be genuine and try to understand them. Keep it conversational and

don't force it.

If you are having a hard time with this, look in the mirror, your avatar is probably a lot like you. We enjoy spending time with people who are like us, so your avatar likely enjoys the same things as you do. Let that be your guide.

## 18. Effectively Communicate Who You Are and What You Do



Picture by [mosmancouncil](#)



As a creative person, whether you are talking to someone in person or writing about yourself on your website, **you need to be able to capture your audience's attention.** You do not want to bore your audience into submission by simply stating what you do. You want to describe what you do. It all comes back to that old adage of show don't tell.

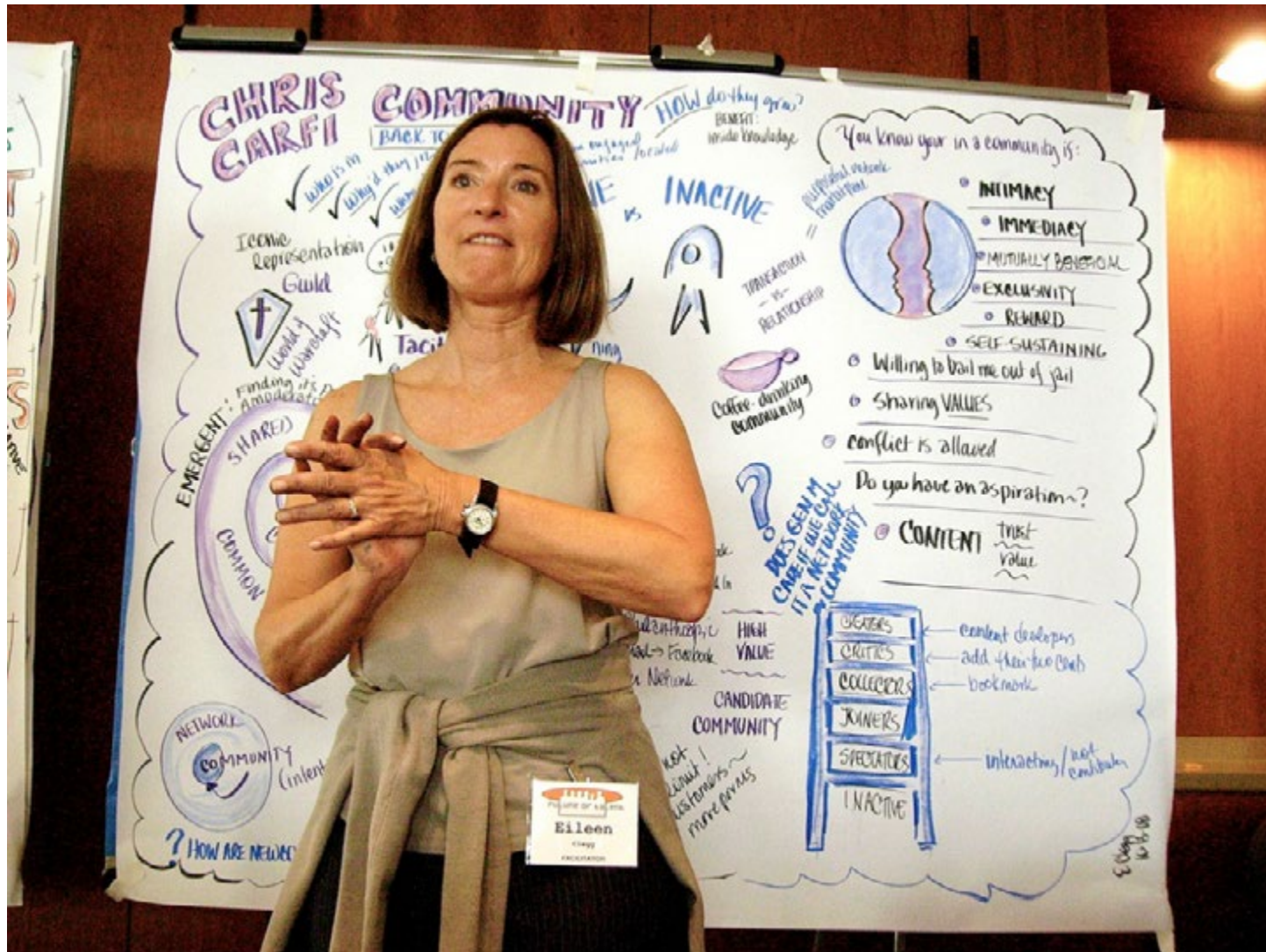
In the video, Bob Baker prescribes what is called a brand identity statement. It's a way to uniquely tell what you do. Instead of saying "I am a painter," you can describe yourself using the direct approach or the indirect/intriguing approach. These methods create a sense of curiosity in your audience. For example:

Direct Approach: "I use vibrant paints to create abstract landscapes."

Indirect Approach: "I combine the abstract landscapes of Salvador Dali with the vibrant colors of Leonid Afremov."

Even if your audience doesn't know what those concepts are, or who those painters are, they are much more intrigued. This gives you the unique opportunity to explain what you do. You can paint vivid pictures in their minds and show what makes you unique. **Being able to capture your audience's attention is the first step in getting them to buy from you.** First, you need to capture their attention, then you need to build a relationship with them, then they will be willing to buy your art.

# 19. How to Describe What You Do For More Sales



Picture by [christophercarfi](http://christophercarfi.com)

There are two ways to promote your art events, shows, or readings. One is effective in getting people to come and the other is not as effective.

Let's say your friend is throwing a show at a local gallery and wants you to attend. Here are two ways he can ask you to attend:

1. I'm having my first ever art show tonight. I'm really excited for the opportunity to show my work. It will help me gain exposure for my work. I want to impress the gallery owners so I can have more showings. It would mean a lot to me if you could attend.

2. There's an awesome art event at the gallery downtown tonight. There will be a lot of cool people to hang out with and talk to, as well as some great music. It ends at 8pm so you will have plenty of time to do things afterwards. I'm also showing a few of my art pieces, and would love for you to check them out.

Which one of these shows are you likely to attend? These might be extreme examples of how someone might pitch their shows, but you get the idea.

In example one, the artist focuses all of the attention on themselves without a thought about the person they are talking to. There are a lot of I's and me's. It's like reading one of your friend's "I just ate a sandwich for lunch" tweets or status updates.

**In the second example the artist focuses all of the attention on you.** He talked about the benefits of attending the show and gave a concrete time for when the show will end. This answers any questions about how much commitment the show will take. Only at the end did he mention anything about himself, which shows he's putting you before himself.

Even if you are not interested in attending the show, example two is clearly more

enticing. You may be asking yourself “What makes for a good pitch?” Here are a few of the keys:

- Talk about your audience’s interests not your own
- Use YOU statements instead of I statements
- Avoid talking in third person, use second person instead
- Cater your message to what’s in it for them
- When talking about your art, focus on the audience not the technical points of the art



## 20. Marketing Should be Especially Creative for Artists



Picture by [nomadic lass](#)

Many artists dread the idea of marketing their art and having to drop everything they are doing. There are so many different things to do from actually creating art to blogging, social media, packing and shipping, and accounting. The list seems endless.

There are a few things going on here. First, if you dread the idea of marketing and approach it with that mindset, you are setting yourself up for failure. Second, **if you are trying to do everything yourself, you WILL get burned out.** Let's address these two issues separately.

**If you are an artist and you hate the idea of marketing, you need to shift your mindset.** You need to be creative and have fun with it. Instead of thinking "I hate marketing, can't somebody else do it?" approach it like you approach your art. What creative solutions can help spread the word about my art? What can I do differently from what other artists are doing? How can I spice this up or stand

out? This goes back to the [Power of Questions](#). If you ask yourself the right questions, your solutions will be much more creative.

In a wonderful [interview](#) with [Tim Ferriss](#), the genius photographer [Chase Jarvis](#), said he studied artists outside of his own field to get ideas. Instead of trying to copy what other photographers were doing, he read up on the biographies of [Jean-Michel Basquiat](#) and [Robert Rauschenberg](#). He zigged instead of zagged.

Let's explore some ideas.

**Visual artists:** What if you brought other creative people, not related to painting, to your event? Have a poet read a short story. Have a guitarist play some songs. Have a creative chef cater the show.

**Musicians:** What if you had some painters create a custom backdrop for your

show? Have some dancers perform on a stage. Hire some stage technicians for a fancy light show and other visual effects.

**Actors:** What if you had someone record you while you are practicing or performing in front of a live crowd? Hire a sound technician to create a video with a cool soundtrack. **Create a story beyond the story.** Show off your dedication and commitment to acting.

These are just a few ideas that came to mind after about ten minutes of thinking. There are tons of other ways to enhance your offering to the world. **You just have to be willing to think outside of the box and present something unique to the world.** If you are interested in ways to separate yourself from the competition, check out [Blue Ocean Strategy](#). It tells you how to compete in uncontested marketplaces to make your competition obsolete.

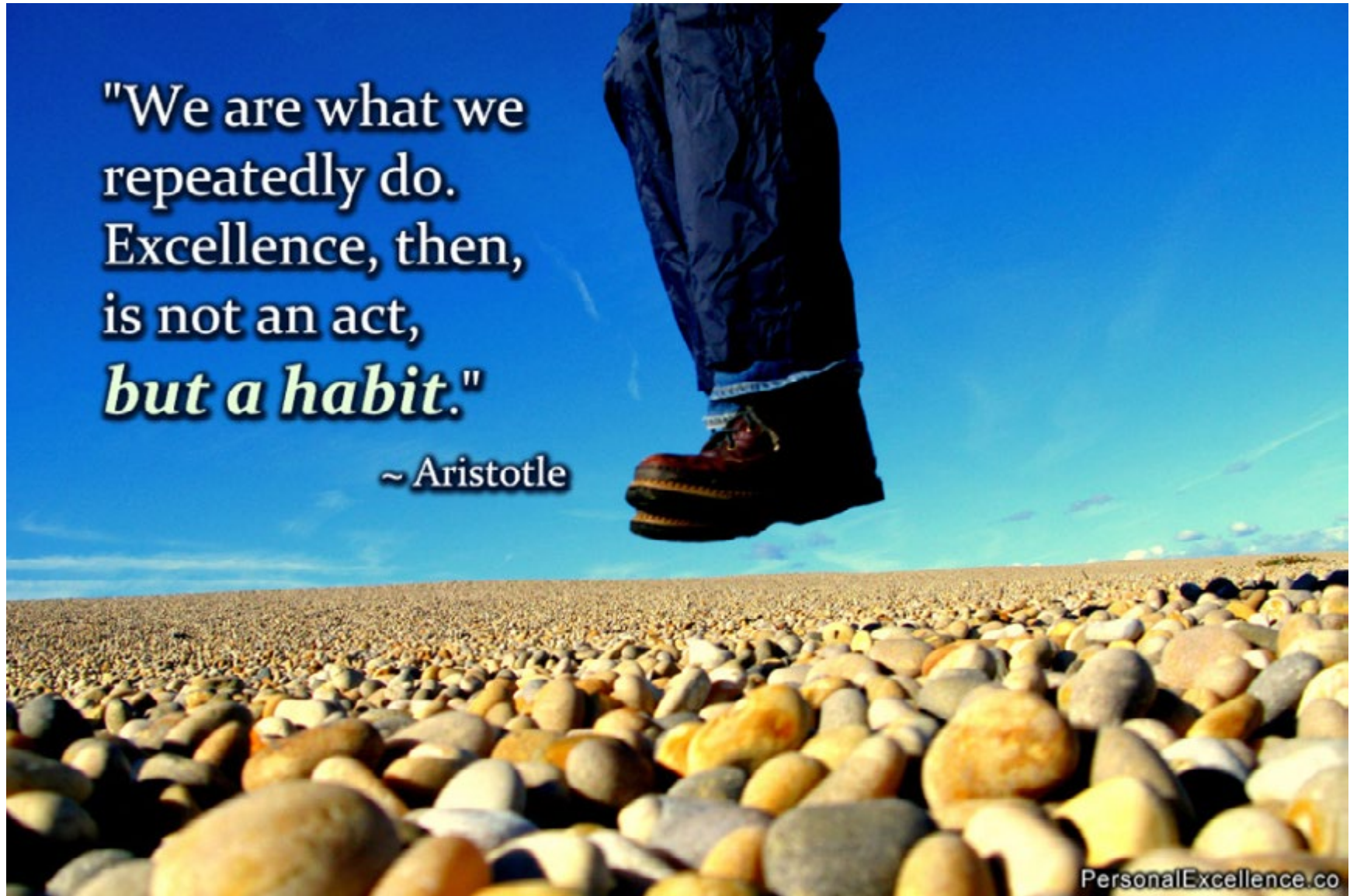
The second strategy you need to adapt is to stop burdening yourself with every task. Every great company was built by a team. What makes great art any different? You should be focusing on the things that really matter.

Don't like dealing with payments? Hire an accountant. Don't know how to design a website? Hire a designer. **You need to focus on what you do best, which is creating art and telling your story.** That being said, you should never outsource your personal social media accounts or writing. Your voice needs to be authentic and truly you.

If you are suffering from juggling too many hats, check out [this interview](#) with [Chris Ducker](#) on [Smart Passive Income](#). He talks about [superhero syndrome](#) and the burn out you can feel when you try to do everything yourself. It's a great introduction to the idea of outsourcing and the power behind having someone else do the tasks you don't like.



## 21. Crucial Factors for Creative Arts



Picture by [celestinechua](#)



Have you ever felt the excitement and thrill of creating and showing your art? The joy and thrill of creation followed by the praise of your fans. You feel like everything is going right for your art career.

How often is that enthusiasm followed by a lull. You haven't created art or had a show in months. You've slowed down and are no longer excited about your art. You feel more like a hobbyist than an artist.

The keys to avoiding this wave of ups and downs is consistency and repetition over time. Even if you create amazing work, you need to do it consistently. You must stay at the top of mind with your fans if you want them to remember you and buy your work.

*“We are what we repeatedly do. Excellence, then, is not an act, but a habit.” – Aristotle*

This all comes back to immersing yourself in your craft and being prolific. If you are constantly creating and putting it in front of others, people WILL notice. You want to stay in front of people with your message and create more and more. These are key to growing and succeeding as an artist.

You must be consistent, you must be persistent, and you must repeat this cycle. That's not to say you should bombard people with your art. That is the quickest way to put a sour taste in someone's mouth. You just need to be consistent. If it helps, create a schedule or begin incorporating daily habits into your life. Writing things down will help to create consistency.

If you are always creating, sharing and doing events, your audience will grow. Have you ever noticed an artist that seems to come out of nowhere to become an instant success? You never saw them before, but now they are everywhere. They may be new to you, but they have probably been creating and promoting

consistently. If you want to be a successful artist, you need to get serious and stay on top of it.

## 22. The Bicycle Wheel Method of Online Marketing



*Picture by [29233640@N07](#)*

Your online marketing should be structured like a bicycle wheel. Look at the wheel on the previous page.

**Hub** – At the center of the wheel is a hub. The hub is like your website. It should be at the center of all your marketing efforts.

**Spokes** – From the hub, you have spokes shooting out towards the tire. Each of these spokes is like a social media platform you can use to market your artwork. They also act as a two way street, with communication back and forth from your website.

**Tire** – The tire is the sum of all your marketing efforts. Separately, your efforts may not be much yet, but add them together, you can build a powerful presence online.

You want to make your own website the hub of your online marketing efforts because you have complete and total control of it. Companies like [Facebook can shut down your account](#) for any reason they see fit. They can also change their sites so you [reach fewer and fewer people](#). You need to avoid sending people directly to your social media pages and send them to your website instead.

If you focus your efforts on your own site, you won't have that problem. [Creating valuable and relevant content](#) on your own site allows you to market that content to each social media platform, while also pointing people back to your site.

The key is to cater your message to the specific audience on each platform, while also enticing them to come back to your site. A person on Facebook is different from a person on Twitter who is different from a person on Pinterest. [Each social media site has its own audience and interests](#), so you need to cater your marketing to that audience. This lets people know you understand them, which creates

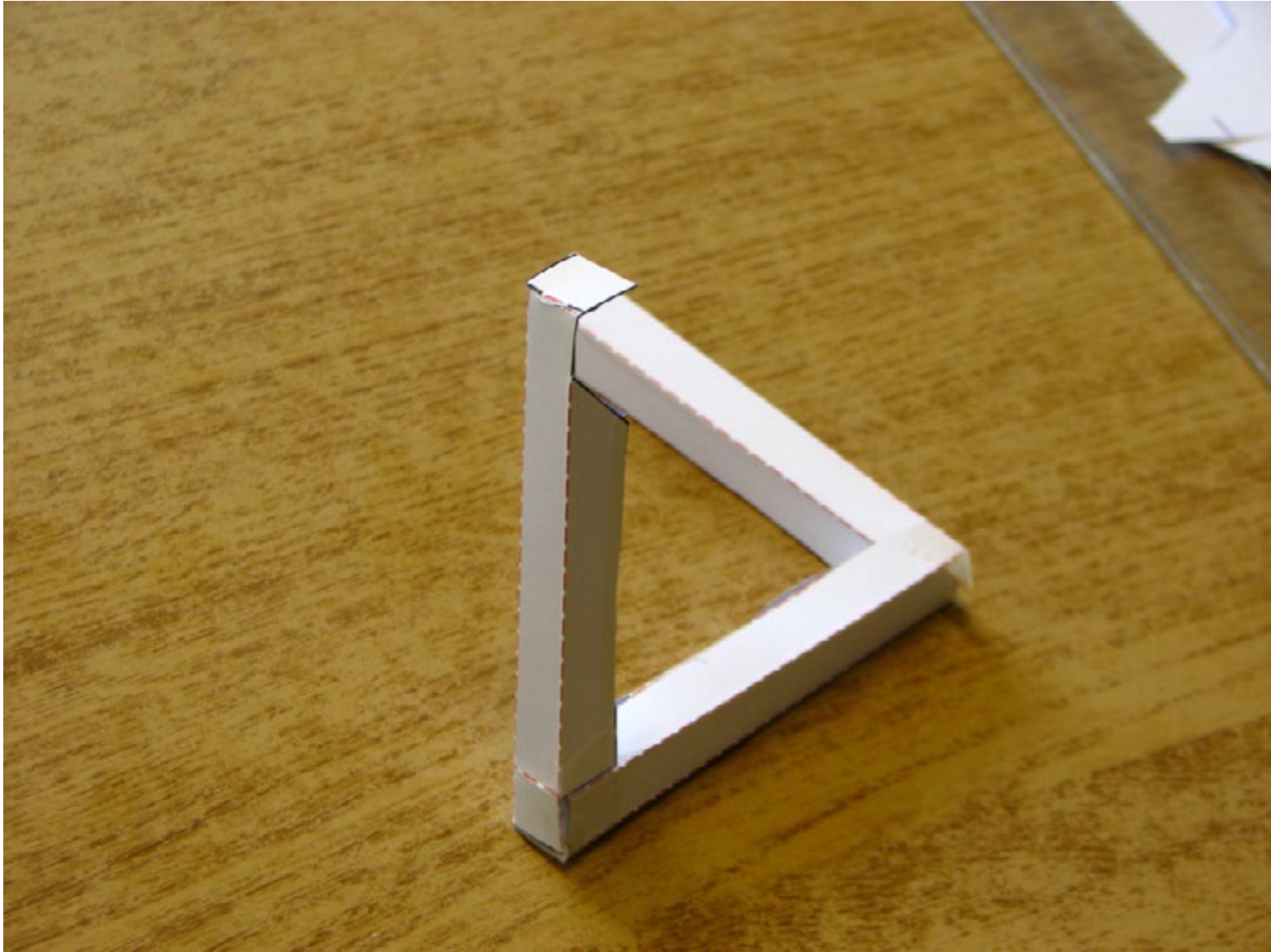


stronger relationships.

If this all sounds like a lot of work, it can be. My suggestion would be to concentrate on using the sites you feel most comfortable with and mastering those first. **There is no point in jumping from one site to the next if your message becomes muddled.** Take your time and figure out what works, then move on.

If you remember one thing from this section it is this: **use your own website as a hub for creating content and always point your audience back to it.** This ensures you are always in control and everyone is receiving the same great content.

## 23. The Fan Engagement Triangle



Picture by [fdecomite](#)

If you take a look back in time, artists only had one way to communicate with their audience. They had to rely on big donors or patrons to get their work out to the masses. Take a look at Renaissance. The Medici's funded the greatest artists of the day: Leonardo da Vinci and Michaelangelo.

This era lasted all the way into the end of the last century. Big record labels and radio stations still funded and controlled every musician's outreach. Fine artists had to rely on commissions and galleries to get their work seen. Communication between artists and their fans was a one way street.

This all changed with the advent and explosion of the internet. Communication became a two way street. It has become incredibly easy to find artists like yourselves and communicate with them directly. Your fans can e-mail you, leave a message on your Facebook page, or send you a Tweet. The internet has allowed artists to thrive without the help of some large entity controlling their every

move. The key is to be accessible and respond openly and honestly with your fans.

The third point in the fan engagement triangle is fans communicating with each other. **You need to turn your community of followers into a Tribe.** This has been happening for a while, just look at the Deadheads who followed the Grateful Dead wherever they toured, or the Parrotheads who all dress up in Hawaiian shirts and parrot hats. These communities organically formed around the bands and became a signature for anyone who was a fan.

The key is to build a community of people who are all fans of your work, but who also get to know each other. These people will not only get to know you, but they will also form strong relationships with each other.

This engagement can be seen in Facebook groups, forums, and even in person.

Some examples are [Hal Elrod's Miracle morning Facebook group](#) or [Scott Dinsmore's Live Your Legend Meetup groups](#). You want to build groups that help spread your message and also allow people who are like minded to gather together.

In order to create a passionate audience, you must strengthen each point in the fan engagement triangle. You need to communicate with your fans better, be open and accessible with them, and build communities where they can interact with each other. If you can get your fans to create, vote on, and share your work, you will create an extremely engaged audience.



## 24. Get Your Ask Out There



Picture by [carbonnyc](#)



Have you ever been discouraged or frustrated with the progress you are making in selling your art or getting people to come out to your show? Many artists don't tell their audience what to do when sharing their work. Everything you do should be followed by a call to action (CTA). A call to action is simply telling your audience to do something when they read your blog post, watch your Youtube video, or listen to your podcast.

Are you using a call to action? If you aren't, you need to begin asking people for their support. Unless your art is incredibly unique or noteworthy, **you can't just put your work out there and expect people to share it.** People are more easily distracted than ever, so you need to tell them what to do while you have their attention.

**Your requests to your audience need to be specific, clear, and easy to do.** At the end of all my blog posts I ask my readers to either comment on the post or share

it with their artists friends. This has helped my posts reach a much larger audience than they normally would have. Here are some ideas of CTA's for different mediums:

**Blog Post** – Ask your readers to share the post with someone that might find it interesting. This helps introduce your work to a very specific audience.

**Youtube Video** – Ask your viewers to subscribe to the channel or post it on social media. This helps you gain new and repeat viewers.

**Podcast** – Ask your listeners to subscribe to your podcast and leave a rating. This helps increase your exposure.

**In order for your work to gain traction, you need your fans to help you out.** The best way to do this is to reach out and ask people for their help. By asking people

to share your work, your audience increases exponentially. So the next time you are ready to publish your post or artwork, ask yourself “**What do I want people to do?**” Including this in everything you do will get you more engagement.

## 25. Make It Easy for People to Help You



*Picture by [49889874@N05](#)*

Have you ever received an event invitation for someone's show and realized it's missing some critical information? Maybe they don't tell you the time of the event, the location, or the price of admission. There's just something missing. Have you ever done this yourself?

If you want people to help you, you need to make it easy for them. We've all gotten those event invites, where we want to go, but we don't know exactly where to go or when it is. You may even ignore it all together because it takes too much effort to figure it out. Don't make this mistake. **Don't make people jump through hoops to figure out what you want from them.**

It all comes down to the basics we learned as kids: who, what, when, where, why, and how. These things are more relevant than ever when trying to gain support. As I've said over and over in this series, people have short attention spans and need to be told exactly what to do. If you cover these points, it will be extremely

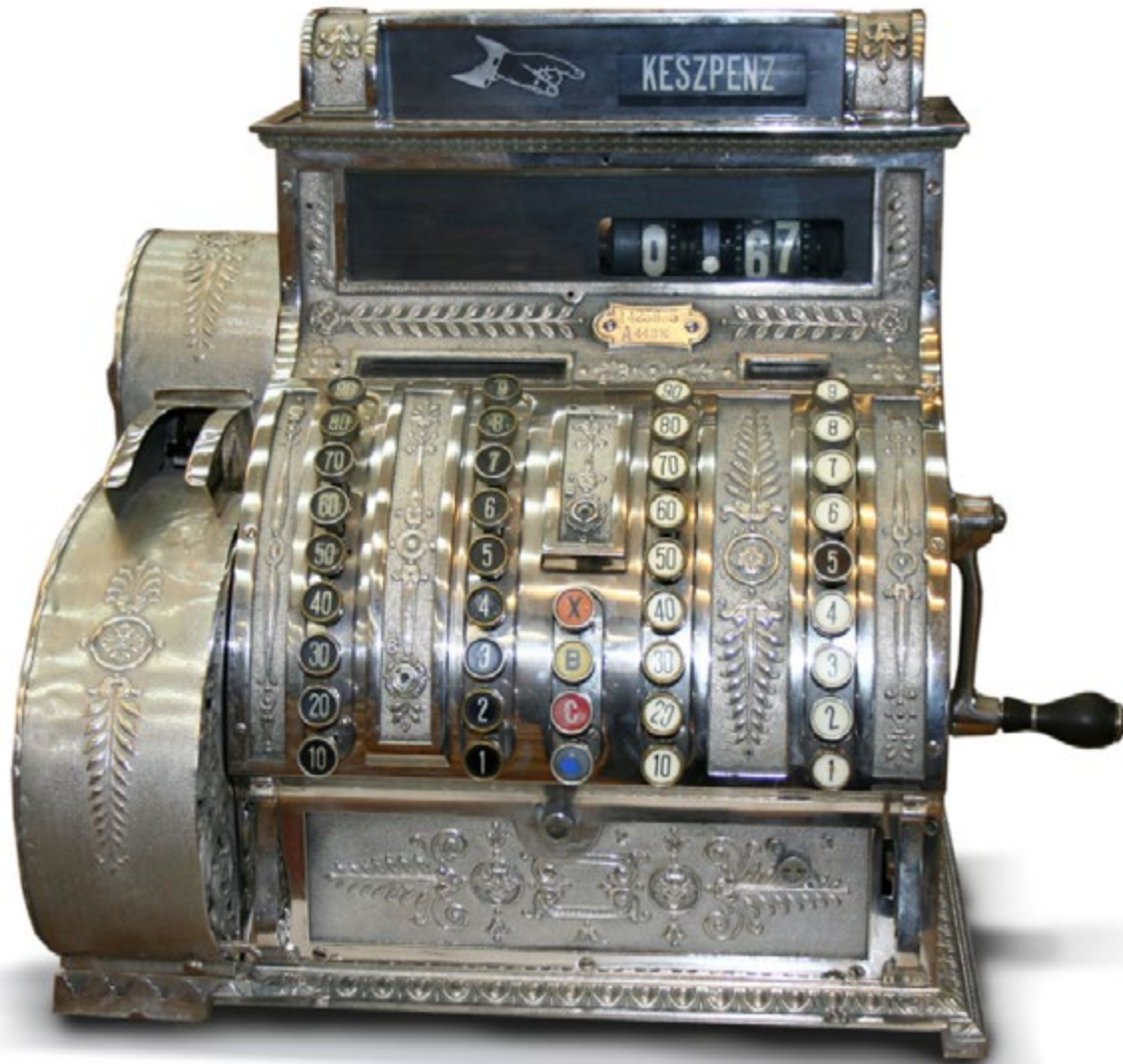
easy for your fans to help you.

The next time you send out an invitation, link, or request, ask yourself “**Am I providing all the information people need?**” Go through the 5 W’s and make sure you’ve covered each one. Provide the tools, steps, or links that make it easy on your audience to help you.

Whether you want someone to subscribe to your blog, purchase your art, or attend your event, you need to provide all the necessary details. If you provide this information, you will make it easy for people to help you, and you will see significant improvements.



## 26. Ask for the Sale



Picture by [13519089@N03](#)

If your sales are stagnating, it might be time to shake things up. You need to make offers to your audience. There are a few ways to do this. Two incentives that have been proven to work across many fields, not just art, are getting people to buy now or adding value to your offer.

### **Buy Now**

In order to get people to buy now, you must create scarcity. This can be done by offering your art for a limited time or offering a limited quantity. You don't want to be dishonest about these things. If you are offering limited editions of your art, truly make them limited. If there is a high demand after you finish selling your limited editions, make sure you emphasize your next art work. This pushes people to buy now instead of sitting on the fence. If you stick to your guns, you will get a surge at the beginning and end of your offer periods.

## Adding Value

The second way to incentivize your audience to spend more is by adding value to your offers. Instead of trying to sell your art for less, try adding bonuses to your original offer. If you are a visual artist, try adding an unreleased print to your original offer. If you are a musician, add bonus tracks to your CD. **You want to add things things that aren't available to the general public to increase value of your offering.** This creates an abundance mindset instead of a scarcity mindset.

One last thing you can do, which does work, but I don't recommend, is offering sales or discounts. Sure **Discounts may increase sales, but people will now be expecting a discount before they buy any more of your work.** Discounts devalue your own work. I'm not saying you can't do it, you definitely can. I am just advocating the other two methods above it.

Before you go and ask for the sale, I have a few more tips. **You need to remind**

people more than once about your work. People often get distracted, and buying art is usually not first on their list of things to do. You can't just tell people once and let it be. That being said, don't bombard your audience either. A good way to do it is make your offer three times, in the beginning, in the middle, and at the end of your offer periods. This way, you are giving a constant reminder that isn't overbearing.

The last and most important tip I have is get over your squeamishness for selling. If you can't ask people who love your art to buy it, no one will. **Sharing and selling your work is a crucial part of becoming a successful artist.**

## 27. Connect with Fans Through an Email List



A newsletter subscription form is centered on a green background with a fine grid pattern. The form is a light gray rectangle with rounded corners. At the top, the word "newsletter" is written in a simple, lowercase font. Below this, there are two input fields: one for "Name:" and one for "E-mail:". Under the email field, there is a "Version:" label followed by three radio button options: "HTML" (which is selected), "Text", and "Mobile". At the bottom of the form is a green button with the word "SUBSCRIBE" in white, uppercase letters.

Picture by [92five](#)



If there is one thing you should learn about marketing your art online, it's that [building an email list is the most important tool to reach your fans](#). No other medium puts you in direct contact with fans like an email list. When you send out tweets, how many people see it? How many people interact with your Facebook posts? It is almost guaranteed the number is less than those who will open your emails.

For [Mailchimp](#), the email provider I use, the [average email open rate for artists](#) is around 28%. I would be amazed if you could find anyone who has 28% of their Twitter followers read a tweet. Facebook is even worse. [Facebook's organic reach](#) for smaller pages is around 6% as of February 2014. The truth is, even after all these years, **email is still the best way to reach your audience.**

You may be thinking to yourself “Email? Really?” That's exactly what I thought. Isn't email old fashioned and spammy? This line of thinking is completely wrong.



When someone signs up to your email list, they are giving you permission to **contact them**. They WANT to stay in the loop. Not only will you be keeping your fans up to date, but you are also building a more direct relationship with them. Compare that to the generic tweets and Facebook posts that flood your feeds, and you can see why people prefer email.

## Incentives

How exactly do you get people to sign up for your email list? That's a very good question. The answer is, give stuff away. People who sign up for your newsletter want to keep up with your work. Why not incentivize them to sweeten the deal? All you need is their name and email address. In return you can send them an unreleased song, a painting tutorial, or a behind the scenes video of you practicing your craft. The key is to give away something of VALUE. You want to give them something that is closely related to your work.

Don't like the terms newsletter or email? Spice it up a bit. Call it something else like the VIP Lounge, Private Club, or Fan Community. This grabs your reader's attention and gives it some excitement.

## Styles

There are two styles to emails that people like to use. One is the short and sweet, the other is the long and detailed. The short and sweet email gets straight to the point. It gives a quick blurb summarizing why you sent the email and points the reader to your website to buy or interact with your content. The long and detailed email provides as much information as possible, but keeps it all relevant. They engage the reader and keep them reading til the end. Neither method is inherently better than the other. [That's why you have to test it out.](#) Don't let others dictate the length of your email. See which one works for you and your audience.

A few points to close out this very important section.

### **Use an Email Service**

Don't manually add people to an email. Use a service like [Mailchimp](#), which offers signups for up to 5,000 people for FREE.

### **Collect Emails at Live Events**

This is the easiest way to keep in contact with people you meet offline. Get people to sign up wherever you can.

### **Be Consistent**

Whether you send one email per week or one email per month, try to do it regularly. This keeps you on the top of people's minds.

## Add Value

This is the most important part of having an email list. You don't want to constantly blast people asking them to buy. Provide them with value, and they will be more than happy to buy.

## 28. Goal Setting, To-Do Lists, and Getting Things Done



Picture by [29853404@N03](#)

Many people, not just artists, have trouble figuring out what they should be doing at any given time. There are so many tasks to accomplish on our daily to-do lists from emails, to blog posts, to phone calls, and everything in-between. At times, it feels like you are just a hamster spinning its wheel.

In order to overcome this, you need to attach your tasks to specific and measurable goals. If you set a specific number and deadline for your goals, you will be able to tell if you've achieved it. Instead of saying "I want to get more subscribers to my website," say "I want 100 new subscribers by the end of the month." These specific and concrete goals will lead you to more specific and measurable action. It also helps to write your goals down so it is ingrained in your mind. You will also be able to check off goals as you complete them.

You may be asking yourself "How do I know what to put on my to-do list?" The better question is "Why am I doing this?" Once you know the Big Picture WHY,



it becomes much easier to set your goals. Just remember from my earlier point, [Don't Get Sidetracked by HOW Something Will Get Done](#), it's about the why.

Ask yourself “How will my work touch other people?” or “What inspires me to do this?” If you remember from [Four Reasons People Create](#), finding the connection with your audience is a big reason we create. Do you create so people will have a good time, to uplift them through story, to make people feel something, or to feel a greater purpose? If you can find your purpose, it will be infinitely easier to set goals based on that purpose.

One thing you want to consider when creating a to-do list is knowing what to put on it. When creating your list, don't put projects on it. Projects usually take a longer time to complete and are made of many different parts. Instead, [break your project into actionable steps](#).

For instance, your project might be creating your blog. Instead of putting that on your to-do list, break it into action steps. Put things like finding a web host for your site, deciding what kind of management platform you want to use, and finding a theme you like on your list. **Breaking your to-do list into actionable steps makes it easier to manage and allows you to see progress.**

Something you want to remember when setting your goals is, they will evolve. **You need to be flexible and open-minded about your goals and projects.** They may end up being very different from what you originally planned. You need to adjust when necessary.

**If you are having trouble with your setting goals, remember why you create art, and base your goals on that.** Put specific actions based on those goals on your to-do list, do these actions daily, and be flexible with your goals.

## 29. Be a Teacher in Your Industry



Picture by [departmentofed](#)

Do you feel like you've tried everything to grow your business and make money from your art? **One thing that is often overlooked when searching for revenue sources is teaching.** Teaching your craft can be extremely fulfilling. Here are three reasons why teaching can be beneficial to your artistic career.

### **1. You Can Pay it Forward & Inspire**

Teaching up and comers in your craft builds your influence as an artist. **The more you help people, the more people respect you.** You shouldn't try to horde all your knowledge. Even if you don't think you are knowledgeable enough to help people, you should do it anyways. We all take for granted what we know and overestimate how much others know. If you can help inspire just one person, it is worth doing. You never know how much of an impact you can have on a person.

### **2. You Can Attract More Fans & Grow Your Audience**

Teaching is a great way to attract more people to you artwork. Try creating a

Youtube video showing your thought process behind a work or showing some of the techniques you used to create a certain piece. You can also try speaking at a public forum and talking about what you've done. The method you use to teach is not important, the fact that you are teaching is. You never know where your biggest fans can come from. Teaching is a great way to bring in people who may not know about your work. These students can become fans and can help support you. **Giving away value is one of the best ways to grow your audience.**

### **3. You Can Make Money**

Teaching is not only beneficial as a way to inspire others and grow your audience, it is also a potential revenue stream. You may remember from an earlier point that [creating multiple revenue streams](#) is a key to your success, and people often overlook teaching as a way to make money. **Students are not only more willing to buy your work, but they are also more willing to pay to learn from you.** Think about it this way. Would you rather learn from some random artist, or an

artist you trust and whose art you love? The answer to me seems clear.

For a good example of how teaching can help you, let's take a look at Bob's example: [Flora Bowley](#). Flora started out with a workshop. Her audience grew large enough from these workshops to land her a book deal. The exposure and demand for these classes allowed her to launch [on-line courses](#) so she could help more people. If this doesn't inspire you to teach, I don't know what will.

If you teach, you can help inspire others, grow your audience, and make money from doing it. This will all help support your craft and allow you to make money doing what you love.



## 30. Learn to Enjoy the Process & Have Fun



*Picture by [42dreams](#)*

The last, and most important, key to becoming a successful artist is having fun. The reason you got into art in the first place is you had fun doing it. You should never let anything get in the way of doing that.

*“Happiness lies in the joy of achievement and the thrill of creative effort.”*

– [Franklin D. Roosevelt](#)

This list may seem daunting, but it's all in the name of the joy you get when creating your art. Find that joy so you can share it with everyone around you.

At some point in the process, you are bound to run into hurdles and obstacles. You will get tired of the daily routine. You might think “Ugh, I have to write another blog post,” or “I don't want to make another video.” Don't worry, these are all natural reactions. No one said being a successful artist would be easy. Every now and then, we need to [remind ourselves not to take things so seriously](#). We

need to just work through the process.

Other times, you will feel tired, stagnant, and unproductive. These are the perfect times to take a break from your work. It's easy to become overwhelmed or over-worked. Take the time to reflect and tap back into WHY you love creating art. In the grand scheme of things, you will realize your worries are not that big of a deal. You get to do what you love and share that gift with others.

The best part about being an artist is, you are able to dictate everything you do. You decide the subject matter, you decide when you work, you decide how to create, you are in control of your own success or failure. Sure, you need people to buy your work, but that is just a side benefit of creating. The most important thing you can do as an artist is take care of yourself first. Enjoy the craft, the storytelling, the emotions, and the sharing that comes with being an artist. Don't take things for granted. You are lucky to be able to do what you love. If you

find the joy, fun, and enjoyment of creating art, then don't. Otherwise, **go out there, have fun and let your creativity shine.**

*The Joy of Creating*

*Force yourself to smile and you'll soon stop frowning,*

*Force yourself to laugh and you'll soon find something to laugh about,*

*Wax enthusiastic and you'll very soon feel so.*

*A being causes his own feelings.*

*The greatest joy there is in life is creating.*

*Splurge on it!*

*– [L. Ron Hubbard](#)*

# Conclusion

There may be a lot to digest in this series, but no one said being a successful artist would be easy. I've not only learned a lot by watching [Bob Baker's amazing Empowered Artist series](#), but I've also learned a lot by writing my thoughts about it. Reviewing these videos has allowed me to share my thoughts with the world. It has been a great outlet for allowing me to explore some of the knowledge I have on the subject. Believe it or not, this is just the tip of the iceberg. There is so much more we can learn about being a successful artist. If you like what you read, [sign up for more of my tips for artists](#). Also, if you have anything to add, I would love it if you would [send me your thoughts](#). Everyone has valuable information we can use to succeed as artists.

If you know anyone that want to become an empowered and successful artist, send them over to download their own copy of the book. Thanks for reading!

# About the Author



My name is Kevin Chung and I will be bringing all my knowledge about design, marketing, and psychology to help grow your art business. I've been a [graphic designer](#), [web designer](#) and web developer since 2008 . I've also had a [design blog](#) since 2010.

If you are sick of people complimenting your art without buying it or trying every marketing tactic without any results, [sign up to receive my tips for artists](#).

I want to help you grow your audience, create strong lasting relationships with your customers, all while making money and having fun while doing it.

For a more detailed story, check out [My Artistic Journey](#).

*For more great tips, visit <http://marketingtrw.com/blog/welcome>*