

# **THE FEARLESS ARTIST METHOD**

## **5 Success Hacks For Today's Professional Artist**

**In this ebook you will learn:**

- Why most artists don't make money**
- Why they can't build an audience**
- Why most artists quit and fail**

**If you want to not have these things be your destiny as an artist, you have to be prepared to really look at your habits, practices, and social behavior and honestly assess the areas that need work.**

**I've narrowed the reasons that most artists can't sustain a career by looking at my experiences with hundreds of artists and simply studying what the successful ones do right and what others who are struggling do and noticing a clear pattern.**

**Let's start with the three main reasons most artists fail.**

## **Failure Factor #1: Lack of Clarity of Purpose**

**Being an artist sounds like a fun job but like any job, it has demands and requirements. Do you know WHY you want to be a professional artist and not just do it as a hobby you enjoy and find relaxing  
There is nothing wrong with dabbling.**

**I know lots of people who use art as a way to socialize, therapeutic reasons, and who enjoy working with their hands to make things for people.**

**I knew an artist who was a mom of three, and had so much talent. She liked to make beautiful scarves as gifts. Could she have made a business out of it? Probably. But she may have understood that doing something she loved, on her own time and for her own pleasure, was more satisfying than having to validate her talent in the cold cruel marketplace.**

**That is totally a legitimate conclusion to come to, everyone with talent is not meant to pursue art in a deep and committed way.**

**When you lack clarity of purpose, you set yourself up for failure in many ways.**

**Without having a purpose or a focus for your work, big picture as well as immediate goals, you are going to be flailing in the wind.**

**You won't create traction and the subsequent momentum you need to build the foundation for a sustainable career that can weather the storms.**

**I knew an artist that was immensely talented, he sold a painting in my gallery for 5 figures. He thought it would be a good idea to then transition to doing merchandise with his signature style, because he became popular.**

**If he had asked my opinion, I would have advised against it because to go from selling a painting for 5-figures, to pushing hats and t-shirts for a few bucks, wasn't the way to grow his brand just because it made it more accessible to people.**

**Having clarity of purpose is like having a business plan of who you are and where you want to be.**

**When you have that set in your mind, it can be the guiding principle that helps you decide what is a good idea for the moment versus for the long term. What you can say yes to, and what you should pass on.**

**I haven't heard of this artist EVER being able to sell another painting at that price level again because now he is more known for inexpensive work and products...**

## **Failure Factor #2: Lack of Professionalism**

**This is a big one for many artists I've seen over the many years of doing this.**

**What does it really mean to be a professional artist?**

**What distinguishes a professional from a person who is just really great and talented, yet unknown and without buyers?**

**The difference is professionalism- the approach to making work for the public, presenting it in an appealing manner, communicating and conducting transactions clearly, in a timely and respectful fashion.**

**If you break these things down, they are the elements that are difference makers for your career and the degree to which you pay attention to them is the variable.**

**Are you planning and budgeting? Are you paying attention to details?**

**Are you communicating with everyone involved with your work in a clear manner?**

**Or.....**

**Do you wait until the last minute to do everything?**

**Do you blame other people for not pointing out details you should have noticed?**

**Do you use emails to keep track of what you promise to do and what others promise?**

**Do you show up and deliver on time?**

**When I help an artist, these are the things I am noticing. The art world is changing quickly and the relationship between artists and intermediaries like myself is becoming more of a partnership.**

**Like most insiders, I don't want to work with people who are unprofessional because that ends up wasting everyone's time.**

**Professionals know that when we can find someone who is willing to put the work in to make themselves more successful - your success will be FAR more likely!**

**Which is great for all of us!**

**There was an artist who had a lot of talent. Her work was really innovative and great, it even got picked up by some magazines and celebrities. But she was not able to use those opportunities to create lift and take off.**

**Why?**

**Because she was completely unprofessional and unpleasant to deal with. Her attitude was one of entitlement. She was always late and didn't keep her word and deliver on time. She thought that "because I'm an artist, I get a pass on these kinds of things."**

**She didn't and you don't!**

**Worse, she talked to staff members in a demeaning way, and left a bad taste in people's mouths after working with her.**

**So when the time came to choose a feature of emerging artists for an event, her name was brought up, and quickly all these things were also mentioned.**

**So despite her natural talent, she was passed over for opportunities she will never know were available to her.**

**Some talented people are jerks and act like they are special and so behave badly. The world is full of them.**

**Maybe that's their way of stroking their self-confidence and masking insecurity. It's definitely the way they kill their careers.**

**At the end of the day, you are an extension of your work and you should represent yourself that way.**

**If you imagine someone paying money for a piece of art you've created, you should want them to feel good about that experience.**

**If you want a gallery to show your work, do you think they will choose to work with a person who seems unappreciative of the opportunity, who doesn't return texts and calls promptly and shows up and delivers late?**

**Of course not.**

**If you were not taught or trained in how to write descriptions, how to do administrative tasks professionally, how to execute social media, graphic design and the specific skills that are needed to present yourself and your art work -- you need to know that we can help.**

**We have the resources and the professional community for you.**

**We can connect you to free legal and business development services. Online, we can help you find and hire assistants, consultants and everyone you need to take the burden off the “business” end of being an artist who shows and sells.**

**It can feel overwhelming, but when you shift your mindset and your habits into business mode, and when you get your focus beyond what a genius you are ( and I’m sure you are!) - you will be WAY further along your goal to to be seen and sold.**

**One of my favorite artists - she lives in Miami - astonishes me by the level of professionalism she consistently shows. She is always on time. She returns her calls promptly. Her website and social media is extremely thoughtfully arranged and uses high quality images only. She is strategic about her pricing, offering holiday sales and a variety of price points. She updates her outlets frequently. She sends newsletters, and stays in contact with her large fan base. She gets so many opportunities now because she values her reputation so much, people love working with her and referring her! She came to me as a referral and I helped her sell her whole collection at over \$60,000. I even helped sponsor her artist visa.**

**When a person is doing all they can to be successful, I and everyone in the professional art world are drawn to helping them. It's a less risky investment of our time and effort and so rewarding to see your hard work pay off!**

And besides - your reputation is always on the line. In every interaction, every communication you make, you are either hurting your brand or conveying your stellar reputation.

### **Failure Factor #3: Lack of Support System**

**Being an artist and sharing your art can meet with mixed responses from people, depending on your culture, your social circle, your financial situation.**

**You don't always have people that have inside knowledge or experience of the art world and the Business of Art -- and they can project their fears and ignorance onto you without even meaning to.**

**In fact, they may feel like they are "helping" you by giving you "a dose of reality" and by extinguishing your dreams before they even get off the ground.**

**Or maybe you have artist friends that you see soaring and making big moves in their career, and when you ask them how they did it or who should they talk to, they won't share their contacts.**

**But even worse are the those struggling, flailing, failing artists who can't see past their own bitterness and so can't give you any positive feedback or information - only doom.**

**Having no support system can really suck. By contrast, it can make a huge difference to your success when you are surrounded by artists who act with professionalism - and with positive energy and great attitudes.**

**To succeed, you need to find a community of artists who are similar to you and have more experience and the right connections for you.**

**A deep and vibrant network is one of the most powerful assets an artist can have today and one of the easiest to gain if you know where to look.**

**When you have a support system like this, you can workshop ideas in a safe environment, you can learn new techniques and approaches, you can hear about new opportunities to show and sell. These are some of the most important keys to success.**

**Having a peer group helps artists push each other, inspire one another and give life to your dreams because now you can finally see opportunities that were invisible before and now are within your grasp.**

**It's no coincidence that Warhol, Herring, and Basquiat were all friends, and ended up the most celebrated pop artists of their time.**

**When we started the Fearless Artist Popup Gallery, little did we know that the biggest and most significant outcome, would be the network of artists we would create internationally and how helpful and supportive they would be to one another.**

**How important is it to find a community like us?**

**“One of the greatest predictors of success for an artist is their network.”**

**- Artsy Magazine**

**When you are part of the Fearless Artist Community, you learn all the techniques, internal and external, in the studio and in the gallery world, with commissions and sponsorships, online and offline that lead to success.**

**I have watched TFAPOPUP artists meet up around the world, call upon each other for places to stay, learn techniques from one another, share exhibition expenses and contacts and become close friends for life.**

**Working alone is hard enough.  
Making it on your own is even harder.**

**But hardest of all is convincing people outside of the art world that what you're doing is worthwhile and has potential!**

**The reason so many artists fail and quit is so often due to the alienation and stress that comes from having to do it all with no guidance, and no support.**

**The Fearless Artist Community has become one of the premier supportive professional communities in the world.**

**Here are just 5 quick hacks that can help you become the successful artist you were meant to be.**

**I have found that these 5 quick hacks are part of the bottom line that separates the pros from the amateurs.**

**They are the foundation of being a FEARLESS artist!**

### **Discipline**

**How committed am I to this process?**

**How much do I trust myself to support my dreams and how can I upgrade that?**

**How do I handle perceived stumbling blocks**

**How can I face my fears**

**How willing am I to do the work required to make my dreams a reality;**

### **Initiative**

**Open mindedness**

**Step Out of Your Comfort Zone - so many artists push forward, open up contacts, prepare web pages and don't go that final mile because it feels too scary. So they self-sabotage and convince themselves they are "trying" but never reach the finish line. So - send that mass email to all your friends and contacts. For example, activating your entire network is often the bravest first step artists can take to stake their ground as a working professional.**

**Planning - so many artists have big ideas and big ideals. Because they tend to be imaginative by nature, they stay stuck on big goals, without taking the micro-steps that get them there. At the Fearless Artist, for example, we train artists to ask very specific questions:**

**“what actions am I willing to take to make my dream become a reality” and**

**“what inner and outer qualities do I need to develop to make it in the world of professional artists.”**

**“What resources or guidance do I need?”**

**“How can I express my needs to others to get results?”**

**And then we walk them step by step through the answers and the actions they need to take starting right now.**

**To learn more about how to become a professional artist and get your art seen and sold in 2020.**

**The Fearless Artist Method gives you insider secrets gathered from years of experience working with hundreds of artists.**

**Learning why and how artists do what they do helps me give a unique understanding of what matters.**

**Money is important but most artists do what they do for a deeper purpose.**

**The Fearless Artist Method can help you find or refine that purpose, and give you structure, tools and support you need to not only achieve your goals, but also accomplish things you only dreamed possible.**

**Visit [TheFearlessArtist.com](https://thefearlessartist.com)**

**Connect with us on Facebook at**

**The Fearless Artist Page**

**and on Instagram @ [tfa\\_the\\_fearless\\_artist](https://www.instagram.com/tfa_the_fearless_artist)**