



Bonus!

THE *New* PRINCIPLES OF NO-EXCUSE SELF-PROMOTION

- 1. You are in charge of your career.**

You have control over words, prices, artwork, and your image. People will take as much from you as you give them, so guard this power to remain in charge of your destiny. Accept 100% responsibility for your actions and make no excuses.
- 2. Connections are critical to your success.**

To succeed, you must make an effort to meet new people and to maintain relationships.
- 3. There are no shortcuts.**

Building a successful career and business is hard work, so you have to be all in. Life isn't fair, the art world isn't fair, and no one owes you anything.
- 4. Anything goes!**

There is no rulebook for promoting your art. Be as creative with your promotions as you are with your art.
- 5. Technology is only a tool.**

It serves no good purpose without the artwork and commitment to your career to back it up.
- 6. Your artwork can't speak for itself, and the right language can help you sell your art.**
- 7. No one can promote your work better than you.**

No one believes in it more than you do. No one wants you to succeed more than you do. Motivation and ambition must start within you.
- 8. Every little step counts.**

When you feel overwhelmed, write down all of your ideas and create a plan. Take the smallest action so you feel progress.