

How to Develop Your Artist Voice/ How to Make A Lot of Art

Wouldn't it be great to feel confident in your artist voice, working towards a portfolio for your first solo exhibition or to set up the release of your online shop?

From a young age I loved art, but even after graduating with a degree in art and art history I still didn't feel I had a distinct voice in my art. But I kept creating. And it was when I stopped forcing things and started trusting my inner artist that I began to make art that garnered attention, even awards.

Hi, my name is Carrie Brummer and I've created a community called Artist Strong to help artists like you refine your skill and develop your unique artist voice. I spent years looking for my voice and trying to understand how to get there.

It was only when I began teaching art and fostering high school students through a two year program designed to improve skill and develop voice that I finally began to understand what it took. Now I'm here, serving artists like you.

So what are the systems and strategies you can use to develop voice? The first one is the most obvious, but the hardest to follow through on: make a lot of art. I spent almost ten years after my university degree making art, and making a lot of bad art, to find that voice and continue to build my skill. I wish I could have been more systematic and focused about it, and that's why I'm here encouraging you.

But Carrie, you say, I don't have a lot of time! I feel intimidated by the idea of a large number of artworks. And I'm not sure about my voice. I think my work is derivative: it looks like artwork other people have made. It doesn't look like me. And when I think about having to stick to one style my whole life, well, that does my head in. I already want to quit and I haven't even started!

That is why I've created this video series for you. I'm going to answer these questions and give you strategies to help you make the art YOU feel called to create.

Today, let's start with this problem of time. Every single person I know wishes they had more time in their day, it's not just a problem for artists. But I want to ask you: can you find 15 minutes?

My friend Bethany told me about this idea, she read a book by Samantha Bennett talking about finding time and getting organized as an artist and Bennett suggested this idea of 15 minutes. It made me curious. I wanted to try it out. So I did.

Then I was talking to another friend of mine named Jenn. She talked about this accountability idea of marking her calendar every day she practiced yoga. She told me it was a game changer for her: the more marks she noted every day on her calendar showing the fruits of her effort, she

kept wanting to come back. She didn't want to break that lovely chain of Xs on her calendar celebrating her accomplishment of daily practice. I read more about this idea and apparently comedian Jerry Seinfeld swears by this for his writing.

So I combined the 15 minutes and the calendar to document it and in one month, I made LOADS more art than I had in any previous month just because I committed to 15 minutes. I began shouting it from the rooftops to our community because it was a game changer for me and my friends. If it wasn't just a "me" thing, but could work for vastly different people and personalities, I was sure it could work for more.

Of course some days we still don't have time or room for art. But we have so many more Xs on our calendars because we've made this commitment to prioritize our art!

Several people in our community swear by it.

Roberta told me:

The start of the breakthrough was the "Family Tree". I had no idea why I loved the artist I loved and why they inspired me and who inspired them and on and on. This started the opening of the door, but when the topic of just do SOMETHING for 15 minutes a day emerged, it changed my entire life and my existence as an artist and person.

This is such a profound and attainable concept. Anyone and everyone has 15 min!!!! Many of us have day jobs, myself included and then our other responsibilities. Finding the time to "go into" the studio seems so daunting.

Carrie introduced this amazing tool, "what if you could just do something for 15 minutes a day?"

Really! My work is prolific, I have entered into areas of my creative mind I never knew existed.

Carrie has even nurtured the GRAND ideas I have and I can continue with them "even if it's just for 15 mins a day."

I have also had some people tell me 15 minutes "just doesn't work for them." That's okay too. The idea here is to prioritize your art and find a way to make it part of your life. If you need a big chunk of time, block off a 1.5 hour or more period in your calendar each week as if you have an important appointment. Tell friends and family you HAVE an appointment for that time. Because you do. With your art.

As as part of today's video, I have formatted next year's calendar so it is ready for you to use. Just click on the button or link below this video to save your own fillable PDF to help you stay accountable to your art and commit to those 15 minutes, or to your weekly chunk of time.

In the next video I'm going to talk more about a way to save yourself time and make more art. And we are also going to dig into this idea of sticking to one style forever, which is totally false, by the way.

Right now, let's keep this conversation going. I'd love to know your big "aha" from today's conversation. Maybe you have a question or problem with some of what we talked about today? Even if you are watching the replay, this is an important conversation, so let's keep those comments coming. I'll be there to read and respond.

Thank you for watching and listening and I'll talk to you in a few days time about how to make more art!