



DEAKTING DYLAKING

THE CURSE OF THE
“STARVING ARTIST”

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You are creative. You are a visual poet. You were born to change this world with your art! The dark hand behind the status quo is afraid of you and will do anything to stop your destiny!

A dark curse has covered the land and permeated every culture and every continent. It's a mantra repeated in every language. "*Artists starve!*" it says. Artists are not just poor, or unstable. No, they starve!

This **curse** directly addresses the root of our most basic instinct. We must sustain our bodies otherwise we will die. Have you ever wondered why the curse isn't, "stupid artist" or "hated artist" or even "useless artist"? Those words speak to our higher brain that cares about purpose, or what other people think, but the word "starve" speaks directly to our lower, primal brain that operates in fight or flight and is mostly driven by fear.

The need to create is as old as fear. We see this

in prehistoric cave paintings, small sculptures and idols. In fact, art preceded money. You have a need to create. You have a voice, something to say and the desire for the world to hear it. Your purpose is to shine light on the human heart and create beauty that bypasses the intellect and speaks directly to the spirit. Your art has the power to transform, shift, engage, and activate souls. It has the power to change homes, communities and nations. It's time we dispel this curse and know that we will not starve or be left wanting. In creative power we will not have lack. Actually, the very opposite is true. Artists are set to be the most prosperous and blessed people on earth.

The only way this "starving artist" curse has power is through our agreement. We agree with our thoughts, words and actions. Let's all get out of agreement with this lie. Let's detonate a truth bomb. This is the year the curse dies!

Chapter 1: The History of “The Starving Artist”

The starving artist. Three words we have all heard far too many times. It is a lie woven into our culture and repeated over and over until it becomes a stereotype, even a prejudice. Too many artists and their families believe in this lie, giving it teeth to fulfill its mission to discourage and thwart destinies. One simple, yet powerful action is needed to break the back of this curse: **agreement**. If you simply get out of agreement with this lie, you will see your own art endeavors prosper.

So how did it all start? For centuries art was supported by the church and governments. Artists were both subjects of the court and servants of the bishops. All successful artists were beholden to their patrons, the people who paid them, and so their creativity bound by these authorities. During the Renaissance, the Medicis created the notion of super patron and were responsible for hundreds of years of art patronage reaching into the millions. This birthed a notion that artists were merely creative geniuses that could barely tie their shoes and needed a powerfully rich patron to support them throughout their life. The idea perpetuated that artists just wanted to be "taken care of" and left to their creative pursuits.

The starving artist arrived on the scene in the mid 1800s. Artists left the strongholds of salons, academies, churches and estates in hopes of pursuing all their creative impulses as they collectively dismantled and deconstructed each

and every art movement of mastery from the past. Impressionists deconstructed light, cubists deconstructed perspective, the fauvists deconstructed color. The elitist art world retaliated by holding tightly to their purse strings; critics were born and enthroned as the new king of patronage. The critic, curator, and gallery director have been propped up by church and state to be the new voice of approval for the successful artist. This new power was beholden to the NEA, the Guggenheims, the Vanderbilts, Rockefeller's, Carnegies and Bilderbergs. For a mere 100 years the superpowers of art lost their grip only to refuel, reposition and rebrand as the "critique."

Meanwhile, Henri Murger published *Scènes de la vie de bohème* (Scenes of the Bohemian Life), which romanticized poverty and emphasized the creation of art for art's sake. Every bohemian from near and far gathered in Paris to live out their wild exotic dream of the starving art-

ist. They were the new nobleman, who valiantly defended an artist's independence and the purity of the creative process.

Today, we owe our gratitude to their convictions, but sadly, we also owe our dysfunctional societal interpretations of both the meaning and business of art to them. This was the beginning of the curse. It was artists like Van Gogh that sealed the myth that a true artist shall be a pauper. If an artist is financially successful, then he must have sold out and prostituted his creativity for rich man's couch art, or heaven forbid, make 'decorative' art.

The powerful, elitist superstructure of the gallery and museum systems were all too happy that artists were self described as miserable, impoverished misfits heroically living in squalor and painting with house paint on found objects from the dumpster. They could intentionally choose their darlings, and hand-pick the next genera-

tion of influencers. How is it that Peggy Guggenheim herself knew every art genius that would arise to the scene? Why were they all men, and how come many would be romantic interests of hers? Such as Basquiat, Duchamp, Buckett, Cage, Tanguy and more. How did we not see that the starving artist romance and elitist church and state super patron worked hand-in-hand?

Chapter 2: What Does The Curse Sound Like?

As a child, you were an artist. Maybe you were an architect, poet, musician, designer, sculptor or painter. You built forts and created models from legos, drummed on pots and pans, wrote songs about your friends, and wrote poems that started with “roses are red.” You had silly putty and playdoh in your pockets, and kept an arsenal of crayons and finger paints in your forts. You lived in creative abandonment without care of a critique or dollar in sight. You were free and a *true artist*.

One day, as you grew older, you might've heard your parents and teachers and mentors begin to ask you what you wanted to be when you grew up. More often than not, you were probably discouraged from all creative pursuits and instead channeled into more traditional vocations. Painters become graphic designers, poets become journalists, musicians become teachers. You were told you would starve if you remained an artist. If you wanted a family, you had to be able to provide for them. Great fear came over your parents as they looked toward your future as an artist. Words like, "so you want to be a starving artist?" were repeated over and over until our hearts turned cold to the possibility of a creative life.

My dad was an art lover and I grew up thinking of him as an art collector. Contrary to popular advice, he had always encouraged me to be an artist. I had never heard of the idea of a "starving artist." As a teenager, my dad bought me the

very best art supplies every chance he got and told all of his friends that I was an artist. But when push came to shove, he had misgivings about me going to art school. I didn't understand why. He told me I should go to a major university, not art school with a bunch of "weirdos." It was the first glimpse I had of his "starving artist" fears. I received a great scholarship to art school so he gave in and allowed me to go. Two years later, after my scholarship was depleted, he convinced me to transfer to the University of Georgia. Then, two years after I graduated, I announced my engagement to my artist boyfriend John Milan. That's when my dad lost it. All I heard is that we would starve, be penniless, and if we had children they would be wards of the state. He voiced his irrational fears up until the day I got married. He didn't stop his 'starving artist' mantra until we started making a six figure income from the sales of art several years after we were married.

By now, John and I have sold over 10,000 pieces of art in our lifetime, not to mention our children also have experienced a plethora of success in their own art careers. If I tell people what I do for a living, they smirk and then ask, “No, what do you really do, I mean for money?” People assume that I’m either not making it as an artist, or I have a side gig that really pays the bills. But the truth is that being an artist is one of the most fulfilling careers a person could choose, and financially speaking, there is no ceiling.

Chapter 3:

Why is There A Curse?

From the moment artists desired their own sovereignty—to break away from the constraints of the kings, rulers and bishops—a dark hand set this curse in motion. A truly free and autonomous artist could mean that concepts and ideals of beauty, life, hope, poetry, and light could reign forth throughout the earth. Darkness cannot exist in the light, so the dominion of darkness uses oppressive means in the art world to keep artists under its rule. Darkness uses elitism to keep artists lowly. It will elevate modernism and conceptual theory above aesthetic. It will say, “Beauty is bourgeois, spirituality is

sappy, and decorative is beneath us.” Darkness wants to make ‘true’ art unachievable, and a working professional artist an enigma.

Darkness also uses ego to keep artists discredited and powerless. This pride swells into self aggrandizement, comparison, judgement, and *arrogance*. The ego also disguises itself as self depreciation, shrinking back, false humility and lowliness. Pride and shame are brother and sister who invade our thoughts and seek to keep us impotent and **oppressed**. Pride says, “you are better than everyone else” and shame says, “who do you think you are, to be powerful and amazing?”

What is this darkness exactly? It is the enemy of beauty, the enemy of love, the enemy of possibilities and hope. It has existed since the beginning of man. It causes one nation to oppress another, It’s been in the hearts of evil kings and rulers. It enslaves, deceives, murders, destroys,

and aims to create a false culture, ruled by false kings, and protected by false armies. It's greatest foe is **love and a creative spirit**. A brush dipped in golden love is the only weapon this enemy cannot withstand. The creative pulling beauty from the heavenly realm into time is the only act this darkness cannot prevail against. It weakens with every brushstroke.

This darkness that has hovered over the art world for centuries—maybe even since the beginning of time—is afraid of the true power an artist has. This darkness has cast a spell over artists contorting their identity, making them believe that an artist is a genius and the source of creation, rather than a vessel or conduit or creative partner with something much bigger and more enlightened. Darkness despises the muse and loves pride. Through pride, darkness has convinced the world and even the artist, that an artist is a rare and peculiar genius who is born with a talent. You either have it or you don't. If

you fit the parameters of what this darkness is looking for, angst, cliché modernism, anti-aesthetic, a reliance on the system, and above all, self aggrandizement, then you are a genius and deserve a spot among the stars that darkness and only darkness can give you. It also loves the stereotype of a sad, moody, mistreated, victimized, poor, deranged, unstable artist which will also get you favor among the elites. This cliché fits their paradigm well and strengthens their hold well.

But why all of this deception? Darkness knows well the power of art. This dark dominion knows that art prophesies and brings in the world to come. It knows that the songs of a land determine her laws. It knows that dark art will bring in more darkness. Art that brings in light will dispel darkness. An artist who does not know their true identity or is not motivated by love will fall susceptible to self doubt or arrogance and become an unknowing pawn in this dark

scheme. There is a war in the heavens over the world of art. If an artist believes he is impoverished, he is. If an artist believes he will be destined to a life of poverty as an artist, he will choose another path where his prophecies will never be released. This lie and **curse** strips artists of their power.

Chapter 4:

The Truth About Artists

If “the starving artist” is a lie, then what is the truth? Artists are positioned to be some of the most affluent people on the earth. Today, an artist can be the owner of a multi-international business that exports products all over the world while she sleeps. An artist creates something from nothing. With just a few pigments and a surface an artist creates an image that affects people on a deep emotional level, it shifts their perspective and changes the atmosphere of the room. An artist is a leader and an influencer. An artist is a magician that dazzles their audience with a combination of creative unique-

ness and soulful sensitivity. An artist is a king or queen that powerfully influences culture, a prophet that envisions a new age to come and a visionary pilgrim that establishes a new earth.

Artists are passionate creators. They don't just accept things as they are. They challenge, stretch and bend reality to become a better tomorrow. Artists are much needed idealists who see beauty in all things and aim to exploit light, color, and expression to the utmost heights in order to illuminate our true identities. Artists inspire humanity to be great and they restore hope back into the hearts of man. The power an artist wields in her brush subdues darkness and casts out fear. An artist can manifest something from nothing and the world is forever changed by it.

Artists are culture warriors that stand at the pinnacle of the masses, look deep into the creative realm, point north and say, "This way is

freedom. Come with me and dance! Come up here and let's lift our heads to the heavens." They are catalysts, touch-points and conduits. They work humbly as a silhouette for the Divine to breathe through and release hope for the future. Artists have superpowers and because they endeavor their whole lives to seek, search, and know truth, they have an incredible talent for self discovery and a heart of a lion to conquer their own demons. Artists spend their lives breaking through walls, overcoming obstacles and coming through victoriously on the other side of their pain. They are conquerors. Artists carry tremendous authority through overcoming; and in their brushes, they carry banners of victory, which inspire others to overcome. Artists are change agents that come riding on a white horse to set the captives free.

Artists are generous givers that are willing to splay their hearts out on a large canvas for the world to see and judge. They cannot hide or

shrink back into safe places. They know they must offer themselves, their sensitivities and deepest passions; laying it all out, revealing boldly what most keep buried away. Artists live on the edge constantly confronting their fears in the utmost courageous life. They are on public display valiantly overcoming their unbelief, their deepest pain, and cultural biases. They must do all of this with their back straight and head high, as the world chants, “starving artist!” They live out this great sacrifice not for fame or fortune, not for respect nor honor, but for one thing. What they cannot escape, deny, or ignore. They do it for that Divine voice that calls them. It is The Creator, the one behind it all, the one and only that begins all creative endeavors and brings the magic to what an artist touches. It is this devotion to the Divine Creative Spirit. Every artist holds this connection more precious than their next breath. Touching this sublime incarnation of Beauty, beholding this electric tangible force, experiencing this immersive

saturation of perfect love is all the motivation an artist needs.

The time has come. This is the age of the New Renaissance. This is the epoch of the ARTIST. He will emerge and come forth like the good prince to save the world from despair. The artist will no longer be an outcast, thought of as eccentric and irrelevant, living on the fringe of society. Artists will be known as priests, and shamen, the bridge to the Divine, the one who makes manifest those things whispered in the spirit. As the age of reason gives way to the age of light, artists will be ambassadors of this realm that draws near. The artist is the envoy of the Divinity from this creative light that comes with good news, messages of love, and peace.

Chapter 5:

How to Break The Curse

Now that we know the “starving artist” curse is a lie, and we know the truth about who an artist is and what an artist does, how do we end this curse? How do we stand in truth and break the back of these damaging words? The answer is **agreement** and what we align ourselves with. How much voice we give a thought. Do we speak it? Do we allow it to be spoken in our presence? Do we support it? A curse without cause cannot stand. We are responsible for our agreements. We can choose to listen and give these thoughts weight. We can live in fear and resist the voice that calls us to the life of an artist. We can choose

to settle for what seems safe and easy. We can minimize our destiny to a hobby or weekend activity. We can choose to feel guilty to buy paint, and to invest in art classes. We can protect our heart and shrink back into our shallow grave of false humility and believe another's dream is more important than our own. We can slip back into the shadow thoughts of, "I'm not talented enough," "I'm not lucky," or "What if I fail?" All of this is agreement with this lie and this curse. These actions embolden it and give it power.

What if you displayed the ultimate act of courage—and although afraid—stepped forward anyway? What if you shut every door to plan B, eliminated every safety net, demolished every backup plan, and dove into the Divine with complete devotion to your destiny? What if you threw every resource you had towards the cause of being a professional artist? Not just a hobbyist, but an actual **professional**. What if you defied your mom and dad and aunts and uncles

and sprung loose from the shackles of expectations and the snare of obligation? Would it be terrifying? Maybe. But would you be completely liberated? Absolutely. What you give voice to is your choice. The thoughts you empower will be the thoughts that rule and dictate what this world will look like. Our collective agreement will change the course of history.

By now, the Divine Hand of creativity has detonated a bomb that was aimed to eradicate this false curse of “starving artist” over the land permanently. It’s already set in motion, the repercussions are felt worldwide. It is done and a new reality is already here. You can step forward and **join the movement** or choose to live in the memory of a past life with the “starving artists.”

You know this is what you were born for. You know this is your true destiny. You know you are an artist and your heart beats stronger

with every stroke of your brush. You have been waiting to hear the good news that this curse is over and you're not crazy. You have suspected something is different and you're right. Something has shifted. The world is new. You have longed for a creative community that inspires, motivates and uplifts. You have been looking for your tribe. You have known you don't fit with the others that live in the matrix of 9 to 5. Your soul has been shriveling and dying each day that it spends itself in the world of "get a good job." Each time you have sold an hour of your life for a wage you have known it is bondage and death. You are set FREE! This is your time! This is your year! You will do it. You will succeed. You will live your dream that was forged in heaven and given to you like a gift.

How do you succeed? What is required from you besides a brave step of agreement? First-and-foremost, you must work hard. Spend the hours. Commit the time. Eliminate every excuse. Die to

every habit that pulls you away. Live radically! Throw out your television! It is a false diviner and you do not need its influence. Feed your spirit with only things of beauty which uplift, empower, encourage, and instruct you. Create new habits. **CREATE** every single day. Devote yourself to 40 hours per week as an artist. Persevere! When resistance comes like a thief in the night, be vigilant, be awake and keep your doors locked to it. Never ever give resistance a place or a foothold.

To succeed you must grab hold of the Divine Hand and be led. You cannot do this alone, and if you think you can, you're falling into what darkness wants you to believe. Listen carefully to that consistent quiet voice inside that leads you forward. Know that resistance and fear are your enemies and do what you can to starve them attention. Don't be surprised if being an artist is difficult or requires the very best of you. Press into it. Be immovable. Be devoted. Be loyal and

faithful to your mission. Invest yourself. Invest in your new life. Perfect your craft, hone your skills, command your brush with confidence. Confidence comes with time and devotion and learning. Invest in learning. Be willing to have delayed gratification. Know that the results will come, but only through hard work and passion. Feed your passion. Join a community of artists who believe what you believe. Join a community of people who are positive, growing, succeeding, and are where you want to be.

To succeed as a professional artist, above all, you need to be teachable. Work consistently hard. Fuel your passion. And no matter what: persevere!

Chapter 6:

What Your Artistic Career Looks like in The New Renaissance

Twenty five years ago, before the internet became popularized, digital cameras and emails weren't really used, jpgs were unknown, and a post was part of a fence. An artist's career looked very different. An artist would create a painting, take a slide picture of it, and send it off to be developed. Two weeks later, the artist would put silver tape on the slide to crop the edges and send the slides via traditional mail to a gallery and await a response. If the gallery took the work, the painting would be shipped and sit on the wall for a month or two. Maybe

100 people might see the painting and it would sell and then sit on the collector's wall and maybe another 100 people would see it over the span of a life. The influence and effect the artist could have on their audience was very limited and somewhat elitist. Only art collectors had access to art. Only artists that had the gallery's stamp of approval sold art. The entire business of art depended on the exclusive structures of the art world, consultants, dealers, galleries, and curators of notable exhibitions. An artist needed access to the patron and the only access was through a discriminating 3rd party with an agenda.

Today it is quite different. An artist can stream a virtual portal into her studio allowing her fans and collectors to watch their creation come to life. The patron can participate in the creation. The artist can then, in a moment, take a picture from their phone and upload the image onto their platforms. Within just minutes and

hours, thousands of people can view the image, be impacted and even buy the image on a t-shirt, leggings, print, shower curtain, journal, or any product the artist wants to sell. Their audience can experience the creation while drinking a cup of coffee or writing in their journal. The audience can be any age and almost any social and economic demographic. These products can be created, and shipped all over the world straight from the machine that printed the artwork directly to the buyer without the artist touching it, packing it or holding inventory. This is revolutionary!

This new system has caused a shift of power away from the elitist establishment of the art world to the artist herself. Now the artist must learn how to **wield** her story, and leverage her superpower. The overcoming of her pain becomes her brand. The conquering of her fears becomes her content. The artist uses the internet to reach her followers who are endeared to

her story. The artist works the inner plumbing of the digital world to lure an audience to the vision of what he saw in the creative realm. The digital platforms, targeting, cabinets, google analytics, and pixels become her bridge from the far away things in the realm of light and the near things of this world. The artist today has the greatest tools and resources to touch her audience than ever imagined before. There has never been such an abundance of opportunity and creative marketing as the artist has in her hands today.

The artist not only has access to the greatest invention of communication ever conceived of, but also has in her hands the greatest business opportunity that would rival any other business. The artist has virtually no overhead, debt, exposure, or risk. The artist exists in a business model only few ever come close to achieving. The average person with a job, even a doctor, lawyer or engineer, exchanges their time for money.

The amount of money is set at a specific rate per hour depending on the scarcity and need of their work. Someone else usually determines most of their choices, work environment, and who they are surrounded by. The self employed have just a wee bit more freedom, but are still trading their time for money. Then there are the investors who again are limited to factors outside of their control and there is a rate of growth and expansion that is limited. The risks are often high, exposure often crippling, but they have transcended the trade of time. The artist is a business owner of a duplicatable, scalable, franchise that has virtually no limits. The more known the product, the more expensive and precious the original, yet the original can be multiplied and duplicated as much as she likes. The artist has the capacity to create an empire that spans every continent, transcend time, create legacy into future generations leaving her mark on the worlds to come. The artist has hardly any upfront, out of pocket investment or risk. From

the perspective of an MBA, the artist is in one of the best financial positions.

Imagine, your success is only limited to the amount of images you produce. You create products for every budget and you are not limited by geography. You have incredible control of your success and if you are not successful you are solely responsible. Isn't that exhilarating? Isn't that freeing? Isn't it beyond exciting to think you can affect the human heart in every corner of the earth from just an easel and a laptop? Who else can do that? From this point forward you can never ever believe an artist is poor, can only make it if she is lucky or has a misfortuned life. You must step into your authority, wear your cape with dignity and humility and live a life of excellence never squandering the gift you hold in your hands.

Chapter 7: What's Next?

It's a whole new day. A brand new era for the art world. The other realms of art have already caught on: music is streamed, not played on records or CDs, writers self-publish more than ever with amazon and have books printed on demand. Online galleries are popping up every month. New art selling platforms are being created as we speak (wink wink). What is next? Where do we go from here? What should you expect? What is your role?

Your role is to be the greatest success the world has ever known! Your mandate is to occupy the

internet. To create your domain. Your brand is your dominion. Flood the web with beauty. Saturate social media with your vision. We are at war. Light against darkness. We will win over the digital realm and wield our influence until darkness is vanquished.

The internet has no borders, language barriers are dissolving, commerce is opening, possibilities are endless, and it's open 24/7, all year round. The connectivity is instant and international. When the digital world is won and occupied by the dominion of hope, beauty, and the light of the Divine, it will pull heaven near. The space between heaven and earth is thinning; despite what the darkness will have you believe, ***life is better than it's ever been.*** To be an artist today is to be a leader and an influencer. If this ebook has inspired you and made something inside of you leap, this is your time to move into position. You want to be activating your passion and excitement and get serious about your life

direction. Don't let opportunities pass you by. Connect with other artists who are as excited as you are. Meet regularly with people who are going somewhere and aren't afraid to take risks. Develop good habits and feed your inspiration so that you will be behind that paint brush at least 20 hours per week. If you are super serious and really want to be a successful professional artist, then 40 hours a week is a minimum. If you absolutely cannot get your hours there, then stay as consistent as possible and work your best towards getting yours hours per week up to 40.

If you need more knowledge or skills then sign up for classes and learn from professional artists. DO NOT learn from people who don't practice what they teach. Stay informed of the latest trends in marketing and branding. Be teachable and know that none of us have arrived and we need to continue to stretch, grow and learn. This attitude is what will make us great leaders.

Now that your unbelief is dispelled, and you know you can succeed as a professional artist, commit to the work, be dedicated and think long term. Don't give up so easily at the first obstacle or words of discouragement. Don't allow doubt to derail you. Have a tenacious stick-to-itiveness. This is your life's dream. It deserves your very best effort all the time. Above all: PAINT. PAINT. PAINT! Nothing will happen for you if you don't paint all the time, **consistently** and **wholeheartedly**. We are fighting for a better tomorrow. Your cause is worthwhile and important. The future generations depend on us. Future artists will grab the baton we offer them and move heaven nearer!

A new heaven and a new earth is coming. Your brush will paint it forth.

Opportunities For Artists:

MILAN ART CONFERENCE

Want to learn more about the new art renaissance that we live in today? You should join the online conference that I'm holding with 7 other professional artists. In this 4 day event, we'll teach you how to market, your art, brand yourself and create a painting from start to finish. Become emboldened in your art journey through the contagious passion of professional artists. Click the button to learn more about this revolutionary conference for artists.

MILAN ART CLUB

If you are an artist that lacks community, you might want to join Milan Art Club. This is a community of artists from all over the world that consists of professionals, amateurs and hobbyists alike. Connect with people who love art as much as you and build lasting friendships with other artists who will motivate you to paint and encourage you throughout the process. And stay motivated to keep creating art with monthly contests where you can win cash prizes!

In this community you'll become inspired by professional artists who are masters of their craft with years of experience creating, selling and teaching art. Discover their unique insights and incorporate their techniques into your own creations. Click the button to learn more about this amazing community of artists.



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