

Alyson B Stanfield

art biz coach

PRINCIPLES OF NO-EXCUSE SELF-PROMOTION

1. I'm in charge. I have control over words, prices, artwork, and my image. People will take as much power from me as I give them. I will guard my power carefully. I accept 100% responsibility for my actions and make no excuses.
2. Connections are critical to my success. To succeed, I must make an effort to meet new people and to maintain relationships.
3. Life isn't fair. The artworld isn't fair. No one owes me anything. Building a successful career and reputation is hard work. There are no shortcuts, no easy ways out.
4. If I ignore the latest technology, I'll quickly fall behind.
5. My artwork doesn't speak for itself. The right language can help me sell my art.
6. No one can promote my work better than me. No one believes in it more than I do. No one wants me to succeed more than I do. The motivation and ambition must start within me. No one is going to ask me to set goals; no one is going to tell me that I have to make a certain amount of money or achieve a certain level of success in order to be satisfied. I must set my own goals.

From the book *I'd Rather Be In the Studio! The Artist's No-Excuse Guide to Self-Promotion*. ©2008, 2011 Alyson B. Stanfield.
See <http://IdRatherBeintheStudio.com>