

Small Changes, Big Impact

12 Easy Steps Towards Making Your Art
Business More Successful



Bonny
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ACADEMY

"It's the little details that are vital. Little things make big things happen."

John Wooden

Mindset

Having a positive can-do mindset is key to making a success. Know you're going to succeed, know your work will be fabulous, know that people will buy from you, know you can do it and make a success of it.

Start to re-train your inner voice, so it always comes from a place of positivity. Make your go-to response a positive one.

Whatever challenge comes up, your response is always "I can do this, I can make a plan and overcome the challenge", or make an informed decision not to do something for the right reasons.

Only compare yourself to you

Comparing yourself to others can stop you in your tracks and can even cause you to give up completely. Once you have your mindset in the right place then you are in a much better place to not feel jealous or downbeat when you see others' work.

Make a habit of acknowledging your feelings for what they are. Jealousy, frustration, sadness; work out why you are feeling those things and then turn that feeling into the opposite, a feeling of positivity, a feeling that you can make a plan to improve and develop your work, so it's more realistic or more painterly or uses more colours.

Always flip the negative for a positive and make that a habit.

Stop making excuses

I'm no good at social media

I'm no good with words

I'm no good

I'm no good

You *are* good, but the more you say you're not, the more that label will stick.

Start saying "I am", if you feel you're not good with social media, make a plan to improve and learn. If you feel you're not great with words and writing content, find someone to help you articulate what you want to say.

No more excuses! You *can*!

Work life balance

This might seem rich coming from me as I've always found it hard to balance my life and work, but in the last 12 months, I've really started to balance things out.

I now work a four-day week and I finish my 'work' at 4PM Monday through to Thursday.

Drawing is my downtime, so I don't class that as work.

It's vital to have time away from what you consider work, as it allows you to refresh and relax. I now meditate, have therapeutic massage and yoga sessions each week and it's made a big difference to my life and, funnily enough, I'm more productive.

Ignore the trolls & bullies

This is a biggy.

The more successful you become, the more the keyboard warriors will start to target and hassle you.

Ignore, ignore, *ignore!*

Don't give them air time. Don't respond.
Don't listen. Delete and block.

People who write unkind things are not the people you want in your audience. Don't allow them to project their negative feelings and emotions onto you.

Imperfect is the new perfect

Perfectionism in art is just not possible. We can find something to improve on in every piece we create. Wanting perfection in each piece is a big waste of time and energy.

Instead, be happy in your art space. Enjoy what you do and don't get too bogged down with trying to be perfect; it will stifle your creativity and end up making you miserable.

Be joyous in your imperfection; it means you're always learning.

Be proud of what you do

You will always have people asking you: "Can you make a living from art?"

That whole starving artist myth is just that - a myth.

Sometimes, family can be the worst. "When are you going to get a real job", or, "How are you going to pay the bills if you're just drawing?"

Stand up for yourself and be proud to be an artist.

Making a good living from being an artist doesn't have to be hard if all the pieces of the jigsaw are in place.

Set boundaries & learn to say no

This has been a hard one for me. I'm definitely a "yes" person, a people-pleaser, and I find it hard to set boundaries.

Boundaries will protect you and enable you to say no confidently when there is something that doesn't fit in with your goal or strategy.

In the art world, think about not taking on commissions from a poor photo and not accepting a lower price for an original piece, saying, "Actually, I'm not taking that advice because it doesn't align with my values". Having those boundaries in place will protect you and enable you to grow without compromise.

No doesn't have to be negative, it can allow you to concentrate on the things you actually want to do.

Concentrate on engagement

Don't get hung up on having the most followers.

It's tricky, I know. You're on social media and you want loads of followers, but, in the grand scheme of things, are they actually benefitting you?

Yes, they may bring you kudos, but not all followers are genuine.

Concentrate on building relationships with your engaged followers. People buy into people. Engaging with your audience builds trust, encourages people to recommend you, and will create a much more stable business.

And, don't forget, your mailing list is the most important thing to be building. It's a place where you can hold your audience's attention, share your message, and keep them engaged.

Become organised & efficient

This is so hard for me as I'm naturally chaotic, but, oh my goodness, it makes a difference!

Create your overarching strategy in a structured way that allows you to drip down into all the areas of your business.

Marketing, branding, social media engagement, finance, sales.

Create mini strategies for all the areas of your business, so you know where you're going and how you're going to get there.

Set some time aside to do certain tasks. My day is split into two, with admin in the morning and early afternoon, and drawing only in the evening.

Turn off your phone, so you can focus, batch create content, so you can plan for holidays, and think about a project management tool like Trello or Asana.

Niche down

The more niche your business is the more you can focus and create success.

You cannot please everyone all of the time, so why not please the people you know you can serve the best, and do that all of the time.

Niching down means you will be seen as an expert and the go-to in your area of business.

Be consistently you

Consistency is key.

Being you is vital.

Consistently posting, consistent content, consistent style, all aligned to your personal values.

People will know what to expect and will recognise you for your style of content and art.

Be you, always. Don't try to force something that isn't you, or isn't aligned with your values because you will become exhausted and burnt out.

You are unique, don't try someone else's persona on because they're successful. Make your own success by being unapologetically who you are.



**Sometimes the smallest step in
the right direction ends up being
the biggest step of your life**



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[The 40-Minute Dog's Nose Challenge](#)

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