

8 YOU as a business – art isn't just fun... it is essential and you should take charge of your career

Here's another valuable concept: just because you claim to want to make art doesn't mean the world will reach out to help you. Some might see this as the beginning of a downward spiral into negativity. I choose to see it as liberating. I make my choices and I am the one to pronounce the arrival of my wonderful creations. To, as Walt Whitman put it "sound my barbaric yawp over the rooftops of the world."

The concept of viewing yourself as a valuable asset to your work helps you in many ways: it strengthens your optimism and your resolve, and allows you to feel the confidence you deserve to carry with you to face a world that doesn't know they've been waiting for you and your gifts.

No one knows about your cool ideas and projects yet. They will when you choose to inform them. That is why it is your responsibility to be your biggest fan and your own business manager. No one will ever care more than you about your own work. That is the secret to recognizing how valuable you are to yourself. It can be a tremendous help to understand not only what you want to do, but why you need to administrate your plans. The seemingly daunting tasks involved in addressing each aspect of your career do not need to be yours alone, but it helps to locate yourself at the center of each sphere of the artistic and the business... and each aspect of each sphere. You are the conductor who assures the coordinated efforts of your team. If your team consists of you, then you tend to each aspect one at a time. If you have a few people helping you, you still must have a hand in each to insure other helpers are working well for you, and working well with each other.

And this is all ultimately for your work. It is not about you, but about nurturing the work you've had a hand in making. I say this to reinforce the knowledge that there is a distinction between you and the work you make. This is about an attempt to generously offer well crafted messages that help people see and understand things.

It is so easy to confuse the two, but it is worthwhile noting that one of the downfalls of identifying with your work is a loss of a sense of your self. There are many others, but we can discuss those at a later date. As far as the business of promoting your work is concerned, maintaining perspective and focus helps you to make sound decisions on behalf of your career and your life's path.