

Artist Career Training helps you make a better living making art  
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**Hello – my name is Aletta de Wal, Artist Advisor and Art Marketing Strategist.**

**Welcome to the Artist Career Training web site.**

**Artist Career Training’s Mission is Your Success.**

Artist Career Training began helping artists in 1996. Our mission is to help artists make a better living making art – and still have a life.

I am equal parts artist, educator and entrepreneur, so I have direct experience of what artists have to deal with to make it in the art world and to make a living in any economy.

### **My Story**

My art crashed in 4<sup>th</sup> grade when I collided with my art teacher who said I was drawing my favorite tree “the wrong way.” It put my imagination on hold. For many years after that my only art was paint by numbers so I could be sure to “get it right.”

I did the “sensible” thing - focused on school and got on with my life. I built a career in banking that culminated in being in charge of training for 30,00 employees worldwide. Just before I turned 40, I had two strokes. Instead of climbing the corporate ladder, my daily job was learning to walk and talk again.

I had to reinvent myself. An art class called “Drawing for Absolute Beginners” changed the course of my life. Art became part of my healing. As my creative talents returned, I resolved to make art the core of my life.

During the day, I coached executives to be more creative. Nights and weekends, I made art; taught art workshops; sold my own work and the work of other artists.

Even though most artists love making art, and some even like marketing, I tell them it’s important to have balance in their lives. I’ve had to learn to walk more than once in my life, so it’s an activity that I treasure now. My work takes a lot of focus so I start my day by getting out of my head and into nature. The beauty I see around me and hear in the birdsong reminds me that my art

and business life is part of a far bigger picture. Feeling my gratitude for my health and surroundings is a great way to start the day.

### **My Life's Purpose**

I make art to step out of “clock time.” I am in awe of nature and the human experience with all its complexity. My life is all about the patterns and relationships that I see in that complexity. Everything I do – whether it is making art or helping artists with the business side of art – is full of layers – layers of meaning, materials and metaphors.

I have no doubt that I am now living my life's purpose. I'm doing what I was meant to do, helping artists turn their talents into a business that earns them a long term and healthy income.

Artists like to be different. I understand and respect that it's part of their creative nature. But I also know that there has to be a structure in order for their business to function at an optimal level. I've worked with over 4000 artists in groups and 400 individually. I've assisted each artist to create a pathway suited to that individual's time, money and energy. If they have the determination to get where they want to go, and are willing to do the work, I can guide them there.



### **A.C.T. Clients**

I work with part-time, emerging and full-time artists at any stage, who are serious about a career in fine arts. I make art marketing easier and the business of art simpler.

It's a myth that artists are right brained and business people are left brained. It takes both sides of the brain to make and to creatively market art. We all comprehend the world in different ways. Artists have a unique vision and ways of expression. I show them how to run a business that is as individual as their art.

Sometimes artists don't know what they need to know or how to get their art business moving in the direction they want. Some artists are not yet ready to market because they need to focus more on building a body of signature work. Others may have a lot of information but need guidance on how to get more from what they already know or are doing.

### **A.C.T. Services, Programs and Products**

I'm inspired everyday by what I do. Nothing is more fulfilling to me than hearing in the voice of a client that they now have a new level of understanding and awareness about where they can take their business. That is what Artist Career Training is all about...helping fine artists breakthrough to the next level.

To help artists who are ready to step up their art business game, we offer several ways to help you make a better living making art:

- **One-to-one advice by telephone:** [www.artistcareertraining.com/coaching](http://www.artistcareertraining.com/coaching)
  - **Group workshops and seminars:** [www.artistcareertraining.com/events-workshops](http://www.artistcareertraining.com/events-workshops)
  - **Online membership programs and mastermind groups:**  
[www.artistcareertraining.com/membership-programs](http://www.artistcareertraining.com/membership-programs)
  - **Group TeleClasses:** [www.artistcareertraining.com/classes-by-phone](http://www.artistcareertraining.com/classes-by-phone)
- and
- **Independent study through e-books and recordings** through The Art Business Library:  
[www.artbusinesslibrary.com](http://www.artbusinesslibrary.com)

### What A.C.T. Clients Say About Their Results

Two of my clients – Fabienne Bismuth and Huguette May- share their stories with you on the A.C.T. website: [www.artistcareertraining.com](http://www.artistcareertraining.com)

These two artists are examples of how thousands of other satisfied artists have reclaimed time to work in the studio or in plein air. Read their comments here: [www.artistcareertraining.com/kudos](http://www.artistcareertraining.com/kudos)

**Book Your Free 15-Minute Conversation to Get Started at** [www.artistcareertraining.com/request-a-conversation](http://www.artistcareertraining.com/request-a-conversation). One of the hallmarks of the Artist Career Training brand is personal service. I like to have a free 15-minute conversation with any artist who is curious about what we can do for you.



Once I have your answers to several simple questions, I schedule a telephone conversation so that we can have a better sense of whether we are a good fit for one another. I offer tips you can use right away and recommend how A.C.T. can help you to reach your goals as an artist and an entrepreneur.

If I think that you would benefit from resources other than mine, I let you know where to find those resources. Whether or not you end up working with me, I want to make sure that you get what you need.

Are you the next artist I will work with? Find out if I can help you grow your art business so you can make more money, and you can get back to doing what you love – making art. Get your free start here: [www.artistcareertraining.com/request-a-conversation](http://www.artistcareertraining.com/request-a-conversation)

Thanks for visiting and have an artful day!

*Aletta*

Aletta de Wal, MEd

Author of *"My Real Job is Being an Artist - What You Should Know Before you Quit Your Day Job (or Get One)"*

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