

Artist Career Training helps you make a better living making art  
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*sculptureby FaB* *A biochemist by training, Fabienne Bismuth's love for the human body evolved from a molecular level to an emotional one when she decided to pursue her passion as a sculptor full-time. Born into a family of Parisian artists in the late 60s, Fabienne (aka "FaB") moved to California with her husband and two boys in 1996. Moving from Europe to the U.S. allowed her to reinvent herself, leaving the biotech industry to embrace the world of Art. In the past twelve years, she took what was at first a "surprising hobby" to a way of expressing beauty and emotions. You can read a full interview on Fabienne's career here: [www.artistcareertraining.com/fabienne-bismuth](http://www.artistcareertraining.com/fabienne-bismuth)*

### **Why I Chose Artist Career Training to Work on My Art Business**

I met Aletta about four years ago when she first came to one of my artist open studio events in Palo Alto, California. Aletta came because she had seen my work at the San Jose Museum. She knew who I was as an artist and what kind of art I created.

I felt she knew my questions and concerns... even before I started asking or expressing them. When, we started talking, it was mostly about creating a personal connection. She gave me so many helpful pieces of advice before even offering her services: no business asked for, just feeling the help from someone who knew the art world in more vast level that I did and who cared deeply about me being successful as artist.

### **What I Appreciate About the A.C.T. Membership Programs and Artist Community**

I entered the A.C.T. membership program community about three years ago. It helped me refocus my art marketing. Looking at how other artists proceed to make their vision seen by others is a most inspiring way to make yourself more successful.

Being an artist can be really lonely and even if it's something that we enjoy, it can be hard. On the down days or the really exciting ones, it's good to share your experience with people who really understand and share your feelings.

Being part of a community is always enriching. As emerging or even established artists, we have all experienced times when we have questions or concerns. Chances are that someone in the

A.C.T. community can give you first hand advice that can be useful to you. When, at Aletta's suggestion, I decided to participate in the Loveland sculpture show, I put a message out there on the discussion board. Sure enough one of the other artists in the program had been there and gave me some useful advice.

I recommend the A.C.T. program and community because it's like being part of a family, only it's one composed of other artists, living all over the country but sharing more or less the same aspirations and always ready to support each other.

### **The Benefits of A.C.T. One-to-One Coaching**

I only spent few hours in one-on-one coaching with Aletta, but what she said to me during those few hours still helps me today on many levels.

First of all she helped me focus. One of her first questions was "What is your personal definition of being successful?" She is right, this is very personal. After few years of asking myself this question over and over again, I think I am starting to grasp the answer! And it is obviously a very important thing to determine your goal, because it gives you a chance to actually reach it!

Second, she asked me to define myself in 10 words. I didn't like this – one short sentence that would define all that I was creating and wanted to share with people looking at my work. I resisted it at first. But, once again, it is so useful because allows you to introduce yourself, and to define your work. Now I actually have few versions that I use on different occasions.

Aletta reassured me about things I was doing right, like my website and a few marketing actions. She also help me tweak few things I was struggling with. I sculpt in two different media and the way I was presenting my work was not giving a unique space to each medium. We explored a few solutions and I found one that works.

Aletta didn't give me "her" answers but she gave me tips I could use right away. She also asked me a lot of great questions to consider so that I could arrive at answers that suited me. Some questions I am still answering, and they are helping me every step towards reaching my personal goals.

I recommend one-to-one work with Aletta. She is friendly, positive and she really cares. I think that in the four years that I have known her, she has come to at least one of my shows every year. Each time I sent an invitation, I received a little encouraging note. It means a lot to me. As artist, it reassures me when I am in self-doubt. As a human being, I think of her as a friend.

### **In Summary ...**

Thank you Aletta for bugging me at some points by challenging me. Thank you also for being part of my life as artist. Thank you for being on my side and supporting me for the past four years. Thank you for being my art business coach, but also my art friend.

Fabienne Bismuth [www.sculpturebyfab.com](http://www.sculpturebyfab.com)

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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*

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