

Artist Career Training helps you make a better living making art
Contact: Aletta de Wal, Artist Career Training
(650) 917-1225 (Pacific Time) | aletta@artistcareertraining.com



Huguette works in series, creating representational still life drawings of subjects that not only engage viewers with their tactile detail, but also convey imagery meant to evoke metaphoric associations. She received her MFA from the School of the Museum of Fine Arts / Tufts University, Boston in 2006 at age 55. She has completed her signature series of 12 oversized charcoal drawings of rope she calls the Hawser Series. Her drawings have been juried several times into Studio Visit Magazine, A Contemporary Exhibition in Print, one of which was featured on the cover of Volume Six. Huguette's work is represented in several corporate collections. She is a member of the Navio Artist's Collective in New Bedford, MA. You can read a full interview on Huguette's career here: www.artistcareertraining.com/huguette-may

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

In January, 2008 I heard Aletta speak at a conference on art marketing. I had a lifetime of art-making experience but none in art marketing. Having already read numerous books on self-promotion and marketing art, I was searching for someone to serve as a guide and to get me motivated.

Although I heard a wide variety of good speakers that day, there was a sincerity, warmth and depth of empathy for artists that resonated with me when I heard Aletta – in addition to her obvious command of business issues as they pertained to artists.

Aletta's topic that day was "Part Time to Full Time." Two things Aletta said struck me as particularly insightful for a business newbie like me:

- "You can't manage time – you only can manage your energy and workload." and
- "You can create your own road map for navigating the art world."

I thought – that's something I can live and work with! Aletta's point of view felt realistic but doable.

What I Appreciate About the A.C.T. Membership and Mastermind Programs.

The A.C.T. group program “Build Your Art Business” and the mastermind group “Develop Your Art Business” have given me the structure and support to insure my work is professionally presented in any context.

The breadth and quality is consistently impressive! The learning materials are rich with excellent examples and practical advice. I can confidently create any essential written piece an artist needs in today’s competitive art environment and have it professionally reviewed before unleashing it into the world!

It’s a simple matter, then, of updating or adapting materials and actions as my career progresses. I’ve been able to use the work I’ve done in A.C.T. in innumerable ways – on my website, in e-mail, for galleries & exhibitions, for writers and curators.

I care so much about making the best art I can make and it’s crucial that my business documents and all-around persona reflect that same level of commitment.

What I Appreciate About the A.C.T. Artist Community

I love that Aletta is there in person each month via teleconference to cover topics and to answer questions. We discuss specific business issues the group is dealing with and Aletta shares her experience and insights. We all learn together and quite often from each other’s experiences as well. It’s great fun knowing artists from all around the country and even from other continents like Australia, who are also working to upgrade their businesses!

Aletta loves what she does and that always comes through in conversations with her.

The Benefits of the A.C.T. Programs and Artist Community

What I have now through my involvement with A.C.T. is confidence that I’m projecting a professionalism that supports my art. I want to be taken seriously – and now I absolutely am.

- A.C.T. helps artist members formulate a plan tailored to individual creative production, temperament and career goals.
- A.C.T. supplies a clear, concise, based-in-reality framework for getting things done that is kept up to date.
- The A.C.T. Art Business Library of e-books, books and audio resources is extensive and covers much more than just business.
- A.C.T. makes it easy to connect members with each other through online discussion boards for anytime problem solving, sharing, or just chats.

I recommend the Artist Career Training programs and community without hesitation! Managing art production and practical career matters is demanding – but with A.C.T. – you work in your own time frame, identify and set your own goals and never feel like you’re working in isolation.

Getting to know other A.C.T community artist members from around the country is a wonderful feature that adds a higher level of interest, shared energy and even a little competition to the whole process.

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

It's hard to describe how comforting it is to have an art business coach of Aletta's caliber to connect with monthly. I think Aletta is quite unusual as a business coach. Although she's geographically remote – we happen to live on opposite U.S. coasts – there's nothing remote about Aletta's persona or working style. Aletta is consistently focused on the day's topic, tuned-in and fully prepared for every meeting. She is easy to reach by e-mail if I ever have a question. In meetings, Aletta can challenge without pushing, and creatively problem-solve on the fly! Aletta teaches, mainly by example, a very high level of business integrity and ethics – something we all need to pay attention to!

The beauty of one-to-one coaching with Aletta is the opportunity to discuss things specific to my own career path with a uniquely qualified individual. In a developing art career, new situations come up that, without experience, are easy to flub. Sometimes there's only once chance to make an informed decision.

Aletta's depth of business know-how, combined with her extensive experience coaching every kind of artist, makes her a formidable resource! She has a way of clarifying issues and finding brilliant connections. I've found her patience, creativity and insights invaluable a number of times – which translates into calmer, more confident business interactions.

I would recommend one-to-one to any artist -especially if dealing with any kind of situation that seems difficult, perplexing, or has feelings of ambivalence associated with it. Aletta will help you think it through and work out a plan of action. More than a coach, I think of her as my business mentor. I never feel like I'm "just another client!" because to Aletta, your success is also her success.

In Summary ...

IF you're willing to put forth the effort - and don't kid yourself – sustained effort over time will be necessary – then Aletta and Artist Career Training will provide a supportive environment with the tools and the resources to take you as far as you want to go.

Huguette May
www.huguetteamay.com

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

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)**"

Artist Advisor & Art Marketing Strategist, Artist Career Training

650-917-1225

Aletta@ArtistCareerTraining.com