

From The Studio Of

Melanie Stimmell

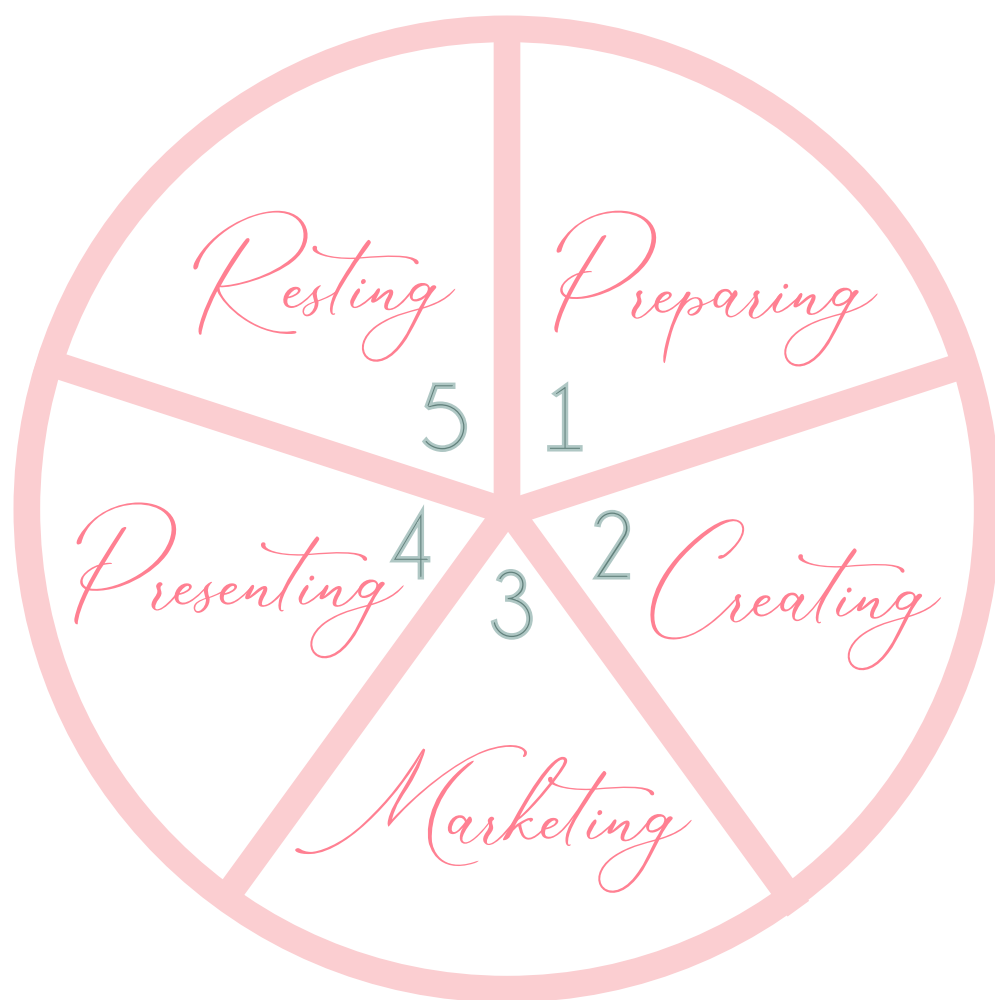
www.melaniestimmell.com

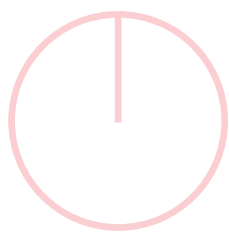


The Artist's
5 POINT CYCLE
for a Successful Free-Lance Career

As a free-lance artists, there are 5 things that I do continually - one leads right into the other. I like to think of these things as the spokes of a wheel... it continues to turn and get me where I want to go. It rolls over rocks, hills, through rough waters but it just keeps moving. If we loose a spoke, the wheel doesn't function properly and we run the risk of meandering off in the wrong direction, or loosing control all together for sudden disaster. Dramatic, I know! But each of these 5 points is so important to the success of your creative business that loosing one can completely diminish all the hard work you've put into the other 4.

So, what are the 5 Points of the Free Lance Cycle?





1

Preparing

The inspiration stage! This is such a fun stage to be in. Exploring new ideas, imagining the possibilities. It's stage 1 because it truly is where every dream begins, right? So what does preparing look like...

- ∞ You're getting ready to make magic! So take some time to prep your space for the magic to begin. Your space should be so completely fresh, uncluttered and full of the things that inspire you so you can completely focus on your art.
- ∞ Brainstorm, seek out inspiration, and visualize what could be. The sky's the limit! This is when you can be as daring and fantastical as you can possibly imagine. You can always scale back, but those initial 'out of this world' imaginings are always pure gold. Write, Sketch, scribble. Whatever it takes to get down anything and everything.
- ∞ It's important to get those ideas down in full, and with no reservations! It's also crucial to do this before you begin seeking inspiration from other sources. We want our ideas to be 100% our own and unadulterated. Then we can seek out inspiration from outside sources and let our ideas bloom.



2

Creating

The fun begins...Making your art. It can be exhilarating and frustrating, but hopefully rewarding as well. This is the time to create to your hearts content.

- ∞ Making - create without inhibition. I sometimes scrap a project altogether after going off on a tangent or realizing the initial idea isn't working out. Just keep going. Don't let the tangents derail you. Oh, and keep those initial ideas and sketches tucked away. You may want to revisit some day ;)
- ∞ Critiquing - A critical, but kind eye, is so important when assessing your work. I've found that a peer group is one of the best things for just that reason. If a peer group isn't for you, then just setting things aside for a time and returning to them with a fresh eye can be so helpful. All those things that might need to be adjusted will pop right out at you.
- ∞ Revising - Working with corporate clients, I used to hate revisions. But sometimes, it's a necessity, even if we don't want to admit it. So try and go into it with an open mind.
- ∞ Finalizing - This is my favorite part!! The finishing touches!!! Make them count, make them special, and don't over do it :)



3

Marketing

The most important thing I learned as a free lance artist is that you don't want to wait until you need work to seek work. You market yourself when you have work/projects so that you 'continue' to have work. There's an ebb and flow to a free lance career so it's so important to plan for those low points by keeping that wheel moving.

- ☞ Show your work - There's one thing I realized early on... you can do the most amazing work in the world but if the right people don't see it it'll never reach it's potential. There are so many ways to show /share your work these days. Choose one or two and show up consistently. Put your best foot forward, engage and be engaging.
- ☞ Promote - It doesn't matter how you do it...just do it. Send a newsletter, mail promos, email tear sheets, reach out to new clients. Again, choose one or two and schedule it into your calendar for once a month, or every quarter. And, YES, you have a better chance of doing it if you schedule it.
- ☞ Follow up - I can't tell you how many times a follow up email sealed the deal on a project. More often then not because the client may have been on the fence or forgot to reach out and seeing our email in their inbox made them say 'YES' right then and there.

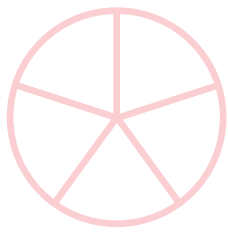


4

Presenting

It doesn't matter what type of artist you are or what industry you work in...at some point you are sharing your art with the world. It may be in a gallery, for a show, to an art director, or just on social media. But show it and be proud of what you've created. Here's how...

- ∞ Stay on Brand - You may be creating something out of the box for you but it can still stay on brand. How you present yourself to the world should stay consistent.
- ∞ Social Media - Like 'Show your work' from above, it's really a numbers game. The more people seeing your work, the better chance you have to catch the right person's eye.
- ∞ Presentation is Everything! - Your work can be amazing but if you present it in a sloppy manner, you might as well not show it at all. Stay consistent with size, format, etc and let them know you are serious and passionate about what you do and do it well.
- ∞ It's a Big Deal - Don't downplay it. This is a fantastic opportunity to show the world who you are and what you're made of. Don't shy away from the spotlight...Be proud of what you've done know that others are happy for you as well.



5

Resting

It may not seem like it, but this one is just as important as the other 4. Why? Because it leads right into the Preparing stage, when being in the right head space makes a huge difference in our creativity. Have you ever had a period where you are completely uninspired? It happens to us all so it's important to use this stage to recoup your motivation, and find new things that inspire you. What can this look like?

- ✧ Resting can be settling down with a good book for a few hours, taking a bath, gardening, or just going for a walk. Taking a weekend where you stay away from your work altogether. That quiet time is so essential to our overall mental well being.
- ✧ Resting doesn't have to mean sitting on the couch or taking a bath every day. It certainly can, but it can also mean going on an adventure! Getting out of your usual space to explore and invigorate your soul. One of my favorite places to visit when I lived in California was 'The Huntington Library'. If you haven't been, it's a beautiful estate full of luscious gardens, koi ponds, and, of course, art. It's such a serene and inspiring space that you can't help but feel completely at ease. Where will you go?

A decorative border with a repeating pattern of pink flowers and leaves surrounds the central text area.

Hey there...

So there you have it. The 5 Point Cycle of a free lance career. I've been doing this for years and have never regreted the decision to make my own decisions :) It's going to be rough at times, believe me, but keep that wheel moving. If the spokes are strong, you're in for a very long and happy career.

with love,

Melanie

Want to learn more?

I now offer creative coaching services.
To learn more visit.

www.melaniestimmell.com

Portfolio Reviews, One on One Coaching,
and Coming Soon - The Pink Owl Mastermind.