

Artist Career Training helps you make a better living making art
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<http://www.artistcareertraining.com>

<http://www.artbusinesslibrary.com>



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<http://www.linkedin.com/in/alettadewal>

<http://www.facebook.com/pages/Artist-Career-Training>

<http://twitter.com/artmktgmentor>

"I help artists make a better living from their art and still have a life."

Bio:

Aletta de Wal, Artist Advisor & Art Marketing Strategist at Artist Career Training www.ArtistCareerTraining.com, inspires fine artists to make a better living making art in any economy. Aletta works with part-time, emerging and full-time artists who are serious about a career in fine arts. <http://www.artistcareertraining.com/featured-artists>. Aletta makes make art marketing easier and the business of art simpler. Equal parts artist, educator and entrepreneur, Aletta has worked with over 4000 artists in groups <http://www.artistcareertraining.com/art-business-overview> and 400 individually. <http://www.artistcareertraining.com/one-to-one-coaching>. Her clients say that she inspires them to do the work to be successful, provides the detail to take specific action and supports them through the ups and downs of life and art. <http://www.artistcareertraining.com/kudos>.

At Artist Career Training, we know that you probably have "other duties as assigned," so we take that into account. Artists in the vibrant on-line community learn to be focused, organized and confident in all art business matters. Art world

experts <http://www.artistcareertraining.com/the-act-team> share insider information and step-by-step instructions in lively group telephone classes, on-site workshops and seminars. <http://www.artistcareertraining.com/events-workshops>. Personal consultations allow in-depth work on specific projects. Independent study is available through recordings and e-books at www.ArtBusinessLibrary.com.

Bottom-line: No drivel here ~ just friendly, focused information to let you get back to making art.

Resume:

Business Experience

2002 – present

Artist Career Training, Los Altos, California

Responsible for A.C.T. business operations, career development programs, A.C.T. marketing and business development; advisor to A.C.T. Members and Graduates, arts organizations; A.C.T. representative for community relations; manager of ACTs of Generosity Scholarship Fund; A.C.T. juror.

1998 – 2002

Future Tools Inc., Toronto, Canada. Co-founder & Executive Vice-President

Assessed, designed and delivered creative executive development; entrepreneurial consulting, team development; designed and delivered master coaching systems; provided career mentoring for Fortune 100 - 500 companies.

1989 – 1998

deWal Learning Design, Toronto, Canada. Owner.

Managed group professional practice for course design and delivery to Fortune 500 companies; designed and delivered management training in all business sectors across Canada; designed and delivered master coach and train-the-trainer workshops and authored reference manuals.

1985 – 1989

The Bank of Montréal., Toronto, Canada. Senior Manager, Operations Training and Management Development.

Reported to VP, Training worldwide. Executive development for 10,000 management up to and including the Vice-Chairman; career development for 30,000 staff in 2,000 locations in 10 provinces; needs assessment, design, development and delivery of independent study product training (in both French and English).

1977- 1985

The Trust Companies Institute, Toronto, Canada. Assistant Director.

Reported to Director of the Institute Corporate responsibility for technical education for 40,000 trust company staff in 40 companies; strategic management responsibilities; curriculum design; accreditation and university liaison; national marketing; staff and volunteer management of 500 people in 10 provinces; instructor for management training Programs.

1973 – 1977

The National Bank of Canada, Toronto, Canada. Assistant Personnel Director.

Reported to Director of Personnel bank wide. Corporate responsibility for personnel management and teller training for all bank locations in Canada. Seconded to The Institute of Canadian Bankers 1975 – 1977.

Educator Experience

1993 – 1996

Ryerson Polytechnical University, Toronto, Canada Instructional Advisor, Designer & Instructor Created curriculum, designed and taught the first undergraduate degree credit course in Ontario on instructional design; authored professor's teaching guide.

1977 – 1990

York University, Toronto, Canada.

Course Manager, Interpersonal Communications Reported to Director of Management Development Institute, York University. Responsible for managing curriculum design, course delivery, student liaison and instructor recruitment and training.

1975 – 1977

Institute of Canadian Bankers, Toronto, Canada. Regional Council Coordinator

Reported to Chairman of Council and Director of Institute Responsible for managing continuing education programs for 45,000 bankers; volunteer management of 100 people; accreditation and university liaison.

Art World Experience

1996 -2001

The Loft Gallery, Toronto, Canada. Artist-Owner

Handled design, marketing, sales, exhibitions, artwork inventory, business management for own work and other local artists.

1996 – 2001

Artistic Intelligence, Toronto, Canada. Founder & Service Provider Provided career development, professional education, and workshops for creative entrepreneurs; designed and facilitated art- based career-life management workshops for “non-artists”.

1993 – 1996

Artistic In•Sanity, Toronto, Canada. Artist-Owner

Created, produced and sold original art and fine crafts.

Art Marketing Education Experience

2011

Workshops, Seminars, TeleClasses, Conference Panels

<http://www.artistcareertraining.com/events-workshops/>

The Learning & Product Expo: ART! in Pasadena, California

"Art Marketing 101 For Smart Artists: The 7 P's Of Marketing Your Art", "The Artist Who Tells The Best Story Wins", "Multiple Sources of Art Income: Alternative Spaces, Galleries And Licensing", "Who Are You And What Is Your Art All About? Your Artist Statement And Audio-Logo", "The Goldilocks Pricing Method", "How To Build A Healthy Art Business That Leads To Sales: Nine Marketing Strategies To Get More Exposure For Your Art", "Create A Great Marketing Packet, Not Just A Good One!", "Bust That Starving Artist Myth (And 11 Others)", My Real Job is Being an Artist."

A.C.T. TeleClasses, Seminars & WorkShops:

"Art Marketing Q & A for Emerging Artists"

"Start Your Art Business", "Build Your Art Business". "Develop Your Art Business", "Master Your Art Business" <http://www.artistcareertraining.com/art-business-overview>

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", SHIFT-IT: Balancing Art, Marketing and Life"

2010

Workshops, Seminars, TeleClasses, Conference Panels

The Learning & Product Expo: ART! in Pasadena, California

"Art Marketing 101 For Smart Artists: The 7 P's Of Marketing Your Art", "The Artist Who Tells The Best Story Wins", "Multiple Sources of Art Income: Alternative Spaces, Galleries And Licensing", "Who Are You And What Is Your Art All About? Your Artist Statement And Audio-Logo", "The Goldilocks Pricing Method", "How To Build A Healthy Art Business That Leads To Sales: Nine Marketing Strategies To Get More Exposure For Your Art", "Create A Great Marketing Packet, Not Just A Good One!", "Bust That Starving Artist Myth (And 11 Others)"

NANPA "Your Professional Portfolio"

ArtWorks, San Raphael. CA "Exposure = Success"

A.C.T. TeleClasses, Seminars & WorkShops:

"Art Marketing Q & A for Emerging Artists"

"Start Your Art Business", "Build Your Art Business". "Develop Your Art Business", "Master Your Art Business"

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", SHIFT-IT: balancing Art, Marketing and Life"

2009

Workshops, Seminars, TeleClasses, Conference Panels

The Learning & Product Expo: ART! in Pasadena, California

"Your Professional Portfolio", "Pricing Your Work to Sell" "Selling in Traditional and Alternative Venues", "Exposure = Success!", "Making a Living Making Art in a

Tough Economy”, Getting Collectors Without Getting A Gallery”, “ Artist Statement Clinic “

A.C.T. TeleClasses, Seminars & WorkShops:

“Start Your Art Business”, “Build Your Art Business”. “Develop Your Art Business”, “Master Your Art Business”

A.C.T. Consulting

Hourly and package consulting to individual artists:

“JumpStart Your Art Business”, “Upgrade Your Exhibitions”, “Your Art Business Plan”, “Your Art Marketing Plan”, “Pricing Your Art”, SHIFT-IT: balancing Art, Marketing and Life”

2008

Workshops, Seminars, TeleClasses, Conference Panels

“Drawing a Life That Matters” Honolulu, Hi.

The Learning & Product Expo: ART! in Pasadena, California

“Your Professional Portfolio”, “Pricing Your Work to Sell” “Selling in Traditional and Alternative Venues”, “Exposure = Success!”, “Making a Living Making Art in a Tough Economy”, Getting Collectors Without Getting A Gallery”, “ Artist Statement Clinic “

A.C.T. TeleClasses, Seminars & WorkShops:

“Start Your Art Business”, “Build Your Art Business”. “Develop Your Art Business”, “Master Your Art Business”

“Affordable Marketing That Really Works for You’, “Anatomy of a Call to Artists”, “Feed Your Whole Mind - Tap Into Your Whole Being”, “Make Art Marketing Fun- Five Things Artists Should Consider Before Deciding to License Your Art”, “Giclées: Tiny Dots on Paper”, “How to Attract More Sales and Generate Cash Flow”, “How to Catch a Greased Pig - Getting a Grip on Your Art Business”, “How to Find and Interact with Manufacturers Who License Art”, “What I have learned as a Gallery Dealer that I wish I had known as an Artist”

A.C.T. Consulting

Hourly and package consulting to individual artists:

“JumpStart Your Art Business”, “Upgrade Your Exhibitions”, “Your Art Business Plan”, “Your Art Marketing Plan”, “Pricing Your Art”, SHIFT-IT: balancing Art, Marketing and Life”

2007

Workshops, Seminars, TeleClasses, Conference Panels

The Learning & Product Expo: ART! in Pasadena, California

“Your Professional Portfolio”, “Pricing Your Work to Sell” “Selling in Traditional and Alternative Venues”, “Become Your Own Publicity Person”, “Making a Better Living Making Art”, “Getting Collectors Without Getting A Gallery”, “ Getting the Word Out: Artist Statement Clinic “, “The 5 Myths That Keep You From Making a Profit.”

A.C.T. TeleClasses, Seminars & WorkShops:

“Start Your Art Business”, “Build Your Art Business”. “Develop Your Art Business”, “Master Your Art Business”

"Making Money as an Artist: Taking Charge of Your Bottom Line". "Out of Your Head - Ideamapping™ is a Non-linear Way of Organizing Your Thoughts", "Pricing Your Art with Confidence", "Sell My Art! Finding & Keeping Effective Representation", "Tapping Your Inner Strength – Perseverance", "The Ins and Outs of Juried Shows"

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", SHIFT-IT: balancing Art, Marketing and Life"

2006

Workshops, Seminars, TeleClasses, Conference Panels

The Learning & Product Expo: ART! in Pasadena, California

"Your Professional Portfolio", "Pricing Your Work to Sell" "7 Traditional and Alternative Venues", "Become Your Own Publicity Person", " Getting the Word Out: Artist Statement Clinic ", "Post Carding for Profit."

A.C.T. TeleClasses, Seminars & Workshops: GoalMinding, "Start Your Art Business", "Build Your Art Business", "Develop Your Art Business", "Master Your Art Business" "Ten Tips For Success as a Professional Artist".

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", SHIFT-IT: balancing Art, Marketing and Life"

2005

Workshops, Seminars, TeleClasses, Conference Panels

Art Methods and Materials Show (Pasadena, CA) seminars: "Your Professional Portfolio", "Developing and Marketing Your WebSite", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Clarify Your Artistic Voice", "Upgrade Your Art Exhibitions", "Expand Your Art Audience", "The Artist's Time System", "Become Your Own Publicity Person", "Effective Sales from Your Studio"

A.C.T. TeleClasses, Seminars & Workshops:

"Start Your Art Business", "Build Your Art Business". "Develop Your Art Business", "Master Your Art Business"

2004

Workshops, Seminars, TeleClasses, Conference Panels

Art Methods and Materials Show (Pasadena, CA) seminars: "Your Professional Portfolio", "Developing and Marketing Your WebSite", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Clarify Your Artistic Voice", "Upgrade Your Art Exhibitions", "Expand Your Art Audience", "The Artist's Time System", "Become Your Own Publicity Person", "Effective Sales from Your Studio"

A.C.T. TeleClasses, Seminars & Workshops:

GoalMinding, CareerMinding with Chris Welsh, Mastery of Learning, "Painless Self-Promotion for Artists" with Ilise Benun, "Computers for Non- Technical Artists"

and "Electronic Communication for Non- Technical Artists" with Robin Sagara, "The Legal Side of Art with Ami Jaeger, Part 1: Copyright and Trademark and Part2: Licensing Your Work", "16 Tools for Self-Promotion", "ArtMinding", "Sales 101 for Artists", "Pricing Your Work", "Artist Profile: Jane Chavez", "Your Professional Portfolio", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Negotiating Gallery Contracts", "Juried Shows Build Visibility", "Postcarding Secrets for Fine Artists", "A.C.T. Virtual Opening", "Marketing Strategies 101", "Ten Tips For Success as a Professional Artist".

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", "SHIFT-IT: balancing Art, Marketing and Life"

2003

Workshops, Seminars, TeleClasses, Conference Panels

Call to Arts! Expo 2003, Fullerton, CA. : Panel Moderator & presenter "Fine Arts Marketing" with Lorraine Pasquali and Gregory Victoroff.

A.C.T. TeleClasses, Seminars & WorkShops:

"Essentials of Accounting" with Bonnie Nagayama; "Nitty Gritty of Websites" and "On-Line Juried Shows" with Lorraine Pasquali; "The 6 Stages of Creativity" with Chris Welsh, "Your Professional Portfolio", "Mastering Mailing Lists", "Developing a Gallery Strategy", "Web- Sites From A – Z", "Marketing Strategies 101", "Open Studios Open Markets", "Art Work\$hop\$", "The Art of Self-Promotion"; "Inter- Net-Working", "Essentials of Law for Artists", "Licensing Your Work", "Express Yourself: Artist's Statements", "ArtWorld UpDate", "Selling in Alternative Spaces", "Ten Tips For Successful Artists".

"Successful ArtWorld Relationships"

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "Upgrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", "SHIFT-IT: balancing Art, Marketing and Life"

2002

Workshops, Seminars, TeleClasses, Conference Panels

Art Methods and Materials Show (Pasadena, CA) seminars: "Your Professional Portfolio", "Developing and Marketing Your WebSite", "Mailing Lists for Survival", "Why Work With Galleries?", "Become Your Own Publicity Person", "Effective Sales from Your Studio"

Call to Arts! Expo 2003, Fullerton, CA. : Panel Moderator & presenter "Fine Arts Marketing" with Lorraine Pasquali and Gregory Victoroff.

A.C.T. TeleClasses, Seminars & WorkShops:

"Successful ArtWorld Relationships", "Ten Tips for Successful Artists".

Artistic Intelligence WorkShops: "Drawing a Life that Matters" (Series: "Make Your Mark", "Slaying Dragons", "Picture = 1000 Words"). "ArtLab!", "JumpStart Your

Thinking!"

A.C.T. Consulting

Hourly and package consulting to individual artists:

"JumpStart Your Art Business", "UpGrade Your Exhibitions", "Your Art Business Plan", "Your Art Marketing Plan", "Pricing Your Art", SHIFT-IT: balancing Art, Marketing and Life"

Press & Publicity

2010

KPSP TV, Morning Show, Palm Springs, CA: "Helping Spread the Word about Using Art to Create Your Ideal Life"

Stroke Recovery Centre, Palm Springs, CA: "Using Art to Heal Your Life."

KSEE Central Valley Today, Morning Show, Fresno, CA: "Drawing a Life That Matters"

<http://www.artistcareertraining.com/road-trip-nov-2010>

Memorial Medical Center Transitional Rehab Services, Long Beach, CA. "How Art Heals." <http://www.audioacrobat.com/play/WPvrHHWT>

The Doug Foresta Show, Blog Talk Radio. Break Free to Success: making a Living Making Art." <http://www.blogtalkradio.com/dougforestashow/2011/04/26/aletta-de-wal>

Art-Rocks, Billy Joe Swendoza, WS Radio. "Artrepreneurs."

<http://filesource.abacast.com/wsradio/artrox/011911/segment2011911.mp3>

Creative Mojo, Mark Lipinski, "Drawing a Life That Matters."

<http://marklipinskiblog.wordpress.com/2010/12/13/if-you-missed-creative-mojo/>

Art Heroes Radio. "Dispelling the Myths and Cliches of The Artist Life."

<http://www.artheroesradio.com/2010/09/dispelling-the-myths-and-cliches-of-the-artists-life-a-conversation-with-aletta-de-wal.html>

8888ArtLook "Bust That Starving Artist Myth (and Eleven Others)

<http://www.blogtalkradio.com/annette-coleman/2010/12/03/myths-about-artists-with-guest-host-aletta-de-wal->

Guest Blog Posts & Articles

The Creative Catalyst <http://www.artistcareertraining.com/guest-articles>

The Empty Easel <http://www.artistcareertraining.com/guest-articles>

Ellen Breedlove Davis <http://www.artistcareertraining.com/storage/Aletta-de-Wal-ElleneBreedloveDavisInterview3-25-11.pdf>

Fine Art Tips <http://www.finearttips.com/?s=aletta+de+wal>

The Senior Voice. "Healing Benefits of Creativity."

<http://www.theseniorvoice.com/drupal/drupal-6.15/node/231>

The Los Altos Town Crier. "Helping Artists Sell So They Can Create."

http://www.losaltosonline.com/index.php?option=com_content&task=view&id=22562&Itemid=47

Art Community Support

2007 – 2010 ArtSpan, San Francisco, CA: Youth Program

2004 “Off the Wall” Fundraiser Pacific Art League, Palo Alto, CA

2003 “Off the Wall” Fundraiser, Development Committee, Pacific Art League, Palo Alto, CA

2002 ArtSpan, San Francisco, CA: Youth Program; Open Studios sign-in. Pacific Art League, Palo Alto, CA: Sign-in, volunteer recruitment;

catering. 2001 Toronto School of Art, Toronto, Canada: Curriculum Development

2000 Millennium Women Arts Festival, Toronto, Canada: Event Design

Education & Certification

2011

Shift-It Certified Coach

1973 – 1995

Professional Certifications: KOLBE Profile, Bob Mager Design, Peter Block (Consulting),

1996 – 1999

Certificate Courses: Toronto School of Art, Toronto, Canada.

1983

Master of Adult Education: University of Toronto, Toronto, Canada.

1973

Bachelor of Arts: University of Western Ontario, London, Canada.

1972

Certificat: Centre Universitaire Méditerranée, Nice, France.

1969

High School Certificate (Upper Sixth Form) and University Scholarship Award, Fairfield College, Hamilton, New Zealand.

1964

Elementary School: E. J. James Public School, Oakville, Ontario, Canada.

1958

Immersion French classes. Mme. Bays & Mme. Widmer.