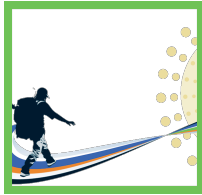




Programs Overview

Where are you on your path to success?

Follow the program designed for your career stage. We guarantee that you will see a positive difference in your art business and your life:



Are you an artist who has been making art for personal pleasure and who now wants to build a business foundation and sell your art locally?

Read the Start Your Art Business program info below.



Are you an artist who has built a business foundation and who now wants to build a marketing system to sell more art directly to buyers and through galleries locally and on-line?

Read the Build Your Art Business program info below.



Are you an artist who has built a business foundation, mailing list and marketing system and who now wants to expand your audience by selling more art through art professionals locally, regionally and on-line?

Read the Develop Your Art Business program info below.



Are you an artist who has strong business and marketing systems, a solid client base, consistent sales, a regional and on-line presence, and who now wants to expand your success by selling more art through art professionals nationally or internationally?

Read the Master Your Art Business program info below.

Artist Career Training provides you with sound, practical advice to help you avoid wasting your money re-inventing the wheel. The money you invest in your art business will more than repay itself in the quality of your life and the size of your bank account. Follow the program designed for your career stage and take full advantage of A.C.T.'s practical resources. We guarantee that you will see a positive difference in your art business and your life.

When you work on your art marketing, it doesn't have to be hard, boring or expensive. It does take some cash. But you will need less of it when you add time and energy

focused on the right things at the right time in the right place. Admittedly, easier said than done.

A.C.T. membership programs are ideal for artists who are willing to put some elbow grease into building a sustainable art business. We know that you have a limited amount of time to invest in building a better art business and lifestyle. We gather the resources, create the checklists, and share the wisdom of the art world with you. You add regular action and watch your art business grow.

If you prefer learning on your own, please visit our Art Business Library at <http://www.artbusinesslibrary.com>.

If you would like a consultation with an advisor, please contact Aletta de Wal at 650-917-1225 Pacific Time or Aletta@ArtistCareerTraining.com



Start Your Art Business

Are you an artist who has been making art for personal pleasure and who now wants to build a business foundation and sell your art locally?

Who is it for?

This is the place to start when you're just starting out as an artist who makes art for personal pleasure. Want to build a business foundation and sell your art locally? This program is for you.

How does it work?

A 12-month program for setting up your art business. Includes discussion board for member artists with direct access to an artist advisor, downloadable learning package and audio files.

What will I learn?

You will learn what to expect once you become a professional artist. You will understand the 12 building blocks of a solid foundation for your art business, how get ready to market and how to price your work.

When can I start?

Anytime

How long does it take?

You will receive one learning unit each month for 12 months. This is a one-year commitment. You'll get the best results from consistent action over time, we recommend you complete each learning unit as you receive it. You can revisit the learning units any time.

Where do I get the learning unit and answers to any questions?

We send you links to the recording and PDF in the learning package.

You post your questions on Yahoo Groups and an Artist Advisor will answer them there. You can also access the information in archived discussions by member artists.

What does it cost?

\$49.95 per unit

REGISTER for Start Your Art Business

You will be charged \$49.95 monthly for each of the 12 learning units starting with "What it Takes to Make a Living Making Art"

Register Now [Click Here](#)

We will also send your bonus: "11 Tips for Success for Fine Artists" PDF and recording

Start Your Art Business Learning Units:

Each learning unit includes a PDF workbook and audio recording. At the end of the program, you will have an art business with the basic building blocks in place to make, show and sell your work directly to local buyers.

- #1 – What it Takes to Make a Living Making Art
- #2 – How to Create Your Signature Body of Work
- #3 – How to Become a Professional Artist
- #4 – How to Set Up Your Studio and Office
- #5 – How to Organize Yourself for Business
- #6 – How to Organize Your Finances and Copyright Your Art
- #7 – What to Say About Yourself and Your Work
- #8 – How to Get the Word Out about Your Art
- #9 – How to Write Your Artist Statement and 10 Word Sentence
- #10 – How to Show in Alternative Venues
- #11 – How to Get Attention for Yourself and Your Work
- #12 – How to Price Your Work

Are there any bonuses?

Signing Bonus: "11 Tips for Success for Fine Artists" PDF and audio-recording (Retail Value \$29.95)

What if I have other questions about my art business?

You can always call Aletta de Wal at 650-917-1225. The first 15 minutes is on us. We can arrange individual coaching at your convenience on any aspect of starting your art business.

What's included?

Bonus: "11 Tips for Success for Fine Artists" PDF and audio-recording

Each learning package includes an PDF workbook and recording. You actually work on your art business foundations with practical assignments, useful resources, and ready-to-use templates.

- #1 – What it Takes to Make a Living Making Art**
- #2 – How to Create Your Signature Body of Work**
- #3 – How to Become a Professional Artist**
- #4 – How to Set Up Your Studio and Office**
- #5 – How to Organize Yourself for Business**
- #6 – How to Organize Your Finances and Copyright Your Art**
- #7 – What to Say About Yourself and Your Work**
- #8 – How to Get the Word Out about Your Art**
- #10 – How to Show in Alternative Venues**
- #11 – How to Get Attention for Yourself and Your Work**
- #12 – How to Price Your Work**

At the end of the program, you will have an art business with the basic building blocks in place to make, show and sell your work directly to local buyers.

As a member of the A.C.T. community you will also receive:

Priority Scheduling

A.C.T. members receive "first in line" priority scheduling for individual consultations with Aletta de Wal, with the added benefit of preferred rates.

Free Membership in the Art Business Library

Includes access to digitally recorded A.C.T. Tips-of-the-Week and all Library materials.



Build Your Art Business

Are you an artists who has built a business foundation and who now wants to build a marketing system to sell more art directly to buyers and through galleries locally and

on-line?

Who is it for?

Artists who have built a business foundation and who now want to build a marketing system to sell more art directly to buyers and through galleries locally and on-line.

How does it work?

A 12-month program for building an audience for your art business. Includes discussion board with direct access to an artist advisor, downloadable learning package and audio files.

What will I learn?

You will learn how to make a living as a professional artist. You will assemble the 12 building blocks for a profitable art business, and develop your marketing blueprint to sell your work.

When can I start? Anytime

How long does it take?

You will receive one learning unit each month for 12 months. This is a one-year commitment. You'll get the best results from consistent action over time, we recommend you complete each learning unit as you receive it. You can revisit the learning units any time.

Where do I get the learning unit and answers to any questions?

We send you links to the recording and PDF in the learning package. You post your questions on Yahoo Groups and an Artist Advisor will answer them there. You can also access the information in archived discussions by member artists.

What does it cost?

\$59.95 per unit

Are there any bonuses?

Signing Bonus: "Exposure = Success" PDF and audio-recording (Retail Value \$29.95)

REGISTER for Build Your Art Business

You will be charged \$59.95 monthly for each of the 12 learning units starting with "Build Your Art Business Systems"



We will also send your bonus: "Exposure=Success" PDF and recording.

Build Your Art Business Learning Units:

Each learning unit includes a PDF workbook and audio recording. At the end of the program, you will have business marketing materials and systems that simplify and streamline the work of showing and selling your art to local and regional buyers in person and on the Internet.

- #1 – Build Your Art Business Foundation
- #2 – Expand Your Signature Body of Work
- #3 – Define Your Art Market and Build Relationships
- #4 – Create Your Business and Legal Portfolio
- #5 – Improve Your Artist Statement and Audio-Logo
- #6 – Create Your Professional Portfolio
- #7 – Create Your Marketing Blueprint
- #8 – Create Your Promotional Materials
- #9 – Expand You Internet Presence
- #10 – Market in Galleries, Museums and Alternative Venues
- #11 – Generate Publicity and Media Attention
- #12 – Convert Attention into Action

What if I have other questions about my art business?

You can always call Aletta de Wal at 650-917-1225. The first 15 minutes is on us. We can arrange individual coaching at your convenience on any aspect of building your art business.

What's included? Bonus: "Exposure = Success" PDF and audio-recording

Each learning unit includes an PDF workbook and recording. You get everything you need to build or re-invent your art business and create a satisfying professional art career. You actually work on your art business and art marketing guided by practical assignments, useful resources, and ready-to-use templates.

- #1 - Build Your Art Business Foundation**
- #2 – Expand Your Signature Body of Work**
- #3 – Define Your Art Market and Build Relationships**
- #4 - Create Your Business and Legal Portfolio**
- #5 - Improve Your Artist Statement and Audio-Logo**
- #6 –Create Your Professional Portfolio**
- #7 – Create Your Marketing Blueprint**
- #8 - Create Your Promotional Materials**
- #9 – Expand Your Internet Presence**
- #10 – Market in Galleries, Museums and Alternative Venues**
- #11 - Generate Publicity and Media Attention**
- #12 –Convert Attention into Action**

The learning units fit together and build on each other. At the end of the program, you will have business and marketing materials and systems that simplify and streamline the work showing and selling your work to local and regional buyers in person and on the Internet.

You also have the company of other artists in an exclusive Yahoo Groups that provides a meeting place 24/7/365 by e-mail where you can share business, marketing and technical successes and dialogue with artists throughout the continent.

As a member of the A.C.T. community you will also receive:

Priority Scheduling

A.C.T. members receive "first in line" priority scheduling for individual consultations with Aletta de Wal, with the added benefit of preferred rates.

Free Membership in the Art Business Library

Includes access to digitally recorded A.C.T. Tips-of-the-Week and all Library materials.



Develop Your Art Business

Have you built a business foundation, mailing list and marketing system and now you want to expand your audience by selling

more art through art professionals locally, regionally and on-line?

Who is it for?

Artists who have built a business foundation, mailing list and a marketing system and who now want expand their audience by selling more art through art professionals locally, regionally and on-line.

How does it work?

A guided group program for building a bigger audience for your art business. Includes resource materials, discussion board for member artists, and monthly 60-minute teleconference led by an artist advisor.

What will I learn?

You will accelerate your ability to make a living as a professional artist. You will develop a sustainable art business, and activate your marketing blueprint to sell more of your work to your ideal audience.

When can I start? Anytime

How long does it take?

You can stay in this program as long as you want to. Go through each building block of your art business to strengthen the foundation and refine your art marketing skills and systems.

Where do I get the learning unit and answers to any questions?

We send you links to the resource materials. You will share experiences with other artists in the community. You post your questions on Yahoo Groups and an Artist Advisor will answer them there. You can also access the information in archived discussions by member artists.

What does it cost? \$69.95 monthly

REGISTER for Develop Your Art Business

You will be charged
\$69.95 monthly.



You will also
receive your bonus:

A 30 minute consultation with
Artist Advisor Aletta de Wal

Develop Your Art Business Monthly Topics:

Each montly teleconference
includes a PDF outline and
audio recoring.

At the end of the year, you will
have upgraded your business
marketing materials and systems.
You will multiply your return on
your investments of time, money
and energy in showing and selling
your work to local and regional
buyers in person and on the
Internet.

**January - Upgrade Your Art
Business Systems**

**February - Build Exposure for
Success**

**March - Update Your Professional
Portfolio**

April - Update Your Web Site

May - Upgrade Your Exhibits

**June - Develop Your Alternative
Spaces Strategy**

**July - Develop Your Gallery
Strategy**

August - Explore Viral Marketing

**September - Engage in Social
Networking**

**October - Develop Your Facebook
Strategy**

**November - Develop Your Twitter
Strategy**

**December - Develop Your
LinkedIn Strategy**

Are there any bonuses?

Signing Bonus: 30 minute consultation with Artist Advisor Aletta de Wal
(Retail Value \$100)

What if I have other questions about my art business?

You can always call Aletta de Wal at 650-917-1225. The first 15 minutes is on us. We can arrange individual coaching at your convenience on any aspect of building your art business.

What's included?

Bonus: 30 minute consultation with Artist Advisor Aletta de Wal

Each monthly teleconference includes a PDF outline and audio recording

January - Upgrade Your Art Business Systems
February - Build Exposure for Success
March - Update Your Professional Portfolio
April - Update Your Web Site
May - Upgrade Your Exhibits
June - Develop Your Alternative Spaces Strategy
July - Develop Your Gallery Strategy
August - Explore Viral Marketing
September - Engage in Social Networking
October - Develop Your Face Book Strategy
November - Develop Your Twitter Strategy
December - Develop Your LinkedIn Strategy

At the end of the year, you will have upgraded your business and marketing materials and systems that multiply your return on your investments of time, money and energy in showing and selling your work to local and regional buyers in person and on the Internet.

You also have the company of other artists in an exclusive Yahoo Groups that provides a meeting place 24/7/365 by e-mail where you can share business, marketing and technical successes and dialogue with artists throughout the continent.

As a member of the A.C.T. community you will also receive:**Priority Scheduling**

A.C.T. members receive "first in line" priority scheduling for individual consultations with Aletta de Wal, with the added benefit of preferred rates.

Free Membership in the Art Business Library

Includes access to digitally recorded A.C.T. Tips-of-the-Week and all Library materials.



Master Your Art Business

Are you an artist who has a strong business and marketing systems, a solid client base, consistent sales, a regional and on-line presence, and

you now want expand your success by selling more art through art professionals nationally or internationally?

Who is it for?

Artists who have a strong business foundation, a marketing system, a solid client base and consistent sales, a regional and on-line presence and now want expand their success by selling more art through art professionals nationally or internationally.

How does it work?

A semi-private group coaching program for building credibility, visibility and desirability with arts professionals. Includes discussion board for member artists, monthly 60-minute mastermind teleconference led by an artist advisor.

What will I learn?

You will master how you make a living as a professional artist. You will develop a more profitable art business, and expand your marketing blueprint to sell your work directly and through galleries and museums.

When can I start? Anytime

How long does it take?

You can stay in this program as long as you want to. Artists in the group generate the agenda so it is always relevant.

Where do I get the learning unit and answers to any questions?

We send you links to the resource materials. You post your questions on Yahoo Groups and you will share experiences with other artists in the community. You can also access the information in archived discussions by member artists.

What does it cost? \$69.95 monthly

REGISTER for Master Your Art Business

You will be charged \$69.95 monthly.

Register Now
Click Here

You will also receive your bonus:

A portfolio review with Artist Advisor Aletta de Wal

Master Your Art Business Monthly Topics:

You get semi-private coaching and the practical up to date advice you need to master your art business and create a more successful art career.

At the end of the year, you will have mastered your business marketing materials and systems to leverage your return on your investments of time, money and energy in showing and selling your work through galleries and museums, to national and international buyers.

Member artists determine the agenda for each mastermind teleconference. They select from the following key areas:

Mastering Art Business Systems

Master your business systems to fully support high level marketing.

Mastering Art Marketing

Master your credibility and your visibility to expand your audience nationally and internationally.

Mastering the Legal Side of Art

Master your business and legal safeguards.

Mastering Self-Promotion

Master your promotion to collectors, media and art professionals.

Are there any bonuses?

Signing Bonus: Portfolio review with Artist Advisor Aletta de Wal (Retail Value \$150)

What if I have other questions about my art business?

You can always call Aletta de Wal at 650-917-1225. The first 15 minutes is on us. We can arrange individual coaching at your convenience on any aspect of building your art business.

What's included?

Bonus: Portfolio review with Artist Advisor Aletta de Wal (Retail Value \$150)

Member artists determine the agenda for each mastermind teleconference. They select from the following key areas:

Mastering Art Business Systems

Master your business systems to fully support high level marketing.

Mastering Art Marketing

Master your credibility, your visibility to expand your audience nationally and internationally.

Mastering the Legal Side of Art

Master your business and legal safeguards.

Mastering Self-Promotion

Master your promotion to collectors, media and art professionals.

You get semi-private coaching and practical up to date advice you need to master your art business and create a more successful art career. You actually work on your art business and art marketing guided by practical assignments, useful resources, other artists and an experienced artist advisor.

At the end of the year, you will have mastered your business and marketing materials and systems that leverage your return on your investments of time, money and energy in showing and selling your work through galleries and museums to national and international buyers.

You also have the company of other artists in an exclusive Yahoo Groups that provides a meeting place 24/7/365 by e-mail where you can share business, marketing and technical successes and dialogue with artists throughout the continent.

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If you would like a consultation with an advisor, please contact Aletta de Wal at 650-917-1225 Pacific Time or <mailto:Aletta@ArtistCareerTraining.com>