



THE ART OF BEING AN ARTIST

WORKSHOP PRESENTATION

AUG 1 2025



I. Introduction

- No blueprint, unique journey.
- Who are we?



II. The Artistic Journey: Core Principles



Take away
pressure to
sell



Paint
(or create)
what inspires
you



Find the thing
that makes
you different



Discover
your 'why'



Find a
mentor

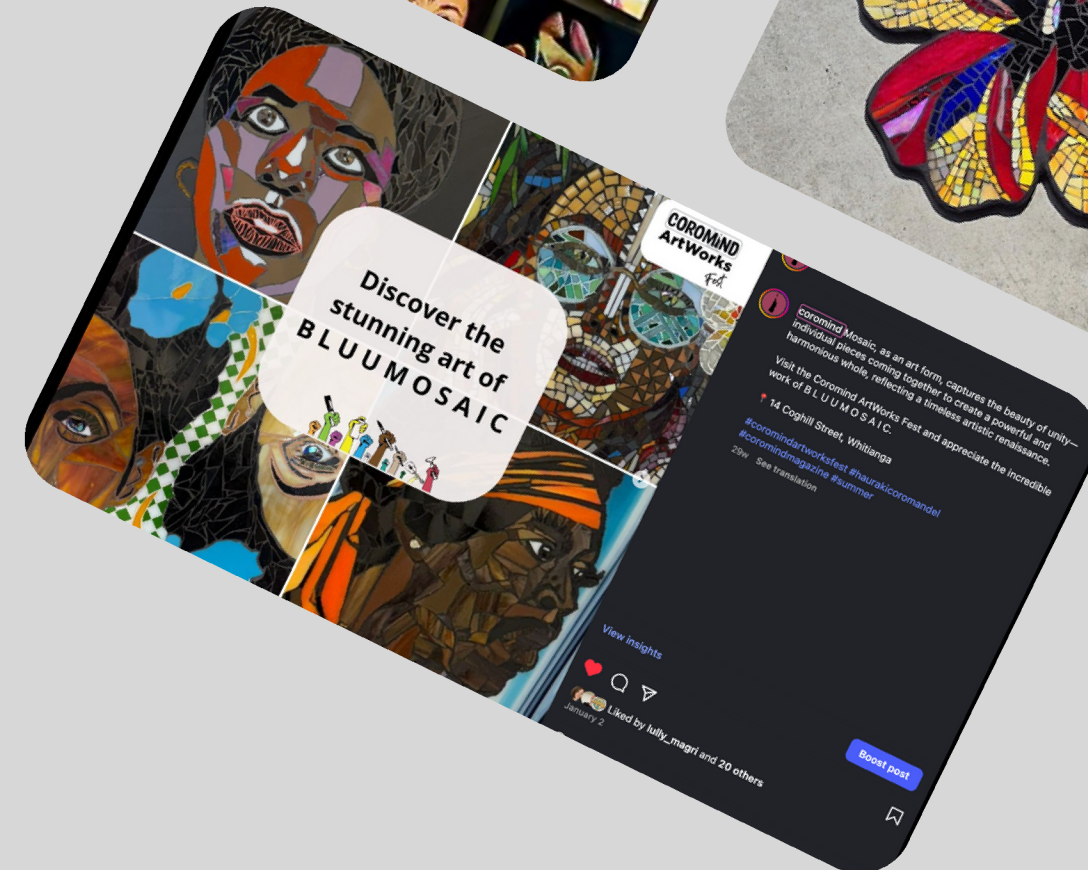
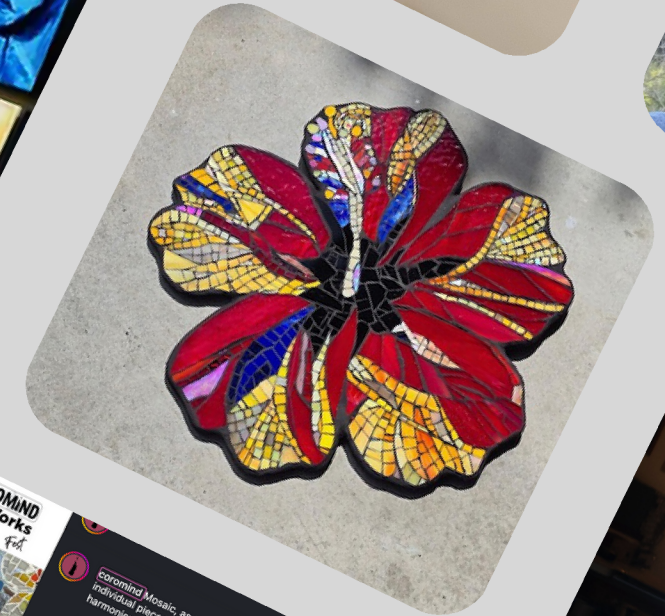


Create a
consistent
routine



III. Sharing Your Work & Being Seen

- Importance of sharing.
- Where do you want to be seen?
- Social media, websites, magazines, gallery, exhibitions, pop-ups, market.
- Challenges of being seen: Imposter syndrome, fear of judgment, vulnerability, criticism.
- Impact of sharing: Your work is for someone else.



IV. Connecting with Your Audience:

Your 'Brand'



Imagining your audience: Not just buyers, but those whose hearts shift.



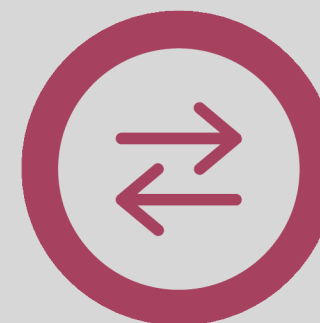
Your 'Brand' as your persona: Authenticity and connection.



Your name is the brand.



Elements of your brand:
Share your backstory, speak in stories, show the mission.



Be flawed, be real, give generously.

V. Strategy & Implementation



VI. Conclusion

- Combining all tools.
- The 1% Rule: Be 1% better today.

Next Workshop Dates:

~~01 Aug – Be Seen (visibility & online presence)~~

08 Aug – Hands On (framing, prints, merch)

19 Sept – The Business End (pricing, agreements, GST)

26 Sept – Art & Wellbeing

- Fridays, 4 PM
- Community Social Services
Whitianga

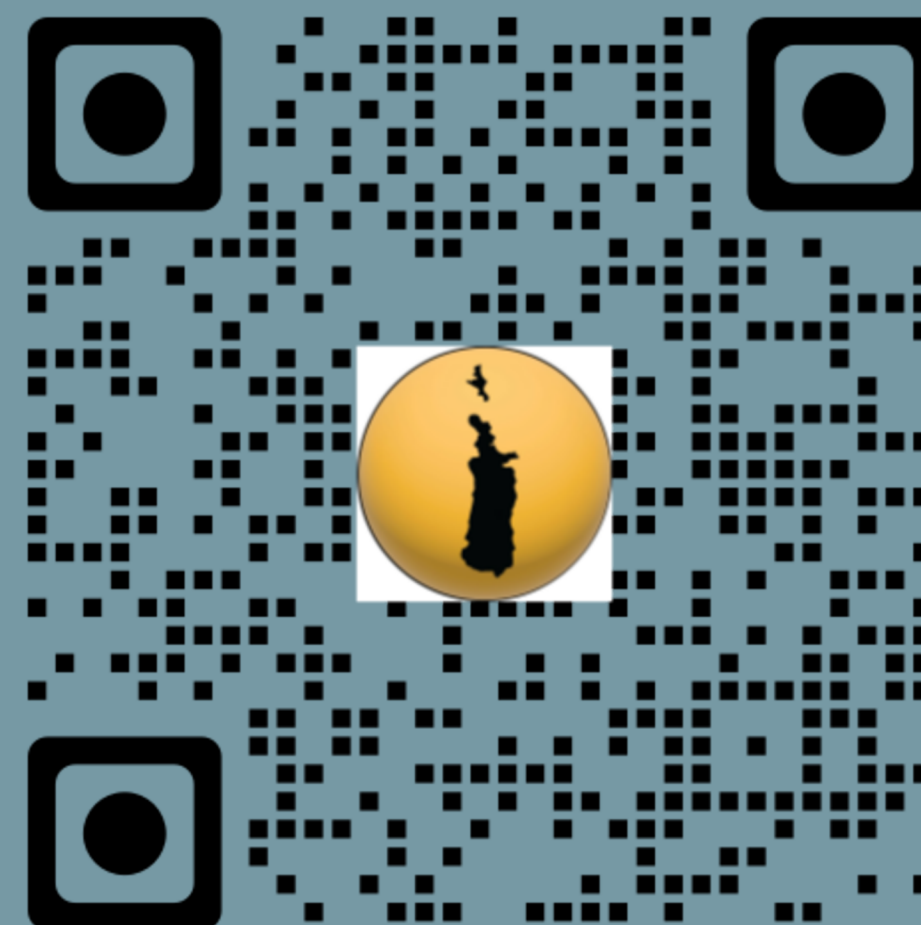
- Free Ferry Pickup
- Free (koha welcome)

Spots are limited!
Email hello@coromind.nz to secure yours.





You can help us keep doing it by becoming a member – just scan the QR code.





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THANK YOU



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