

**Carmella Jarvi's Top 10 List for Artists ([www.carmellajarvi.com](http://www.carmellajarvi.com))**

1) BRAND YOURSELF: Create your "brand" as an artist. (*Doesn't mean ONLY do one thing. Quit doing so many!*) Clarity & Passion. Show more focus.

2) PLUG IN: Network & connect with people/places/organizations that are important to you. Where do you want to be in five years? Who is aligned with similar values?

3) GOALS & ACTIONS: What are your real goals with your art? Do you want to just pay for your supplies or make a good living? Then, align your daily/weekly/monthly actions with those goals.

4) TAKE STOCK: What keeps you up at night? Top 1-3 creative activities? What is unusual? Your strengths? (Often, they become your added value.)

5) KNOW YOUR VALUE: You won't get paid for every second, but what are the REAL costs to make your art? To live for a month? A year? (*You won't make more until you have a REAL number.*)

6) PLANT SEEDS: When you wait for an opportunity to share a good idea, it may never come. IF you plant a seed about your idea, it's more likely to come about down the road. (*Jarvi's SECRET\*\*!!*)

7) QUALITY & INTEGRITY: Do your best work and do it well! Keep your word. Own up to mistakes.

8) MULTIPLE REVENUE SOURCES: This one changes as you get more work. Creative self-employed do better with several revenue sources. The trick is to make some residual income for no new work. (*Look at the work to pay ratio. Is there a strategic reason to volunteer?*)

9) TARGETED MARKETING: Better to directly contact ten people who liked your work/teaching than to send out 100 emails to folks only casually interested. (*"Shotgun" method does not work!*)

10) SOFT SHARE. NOT HARD SELL!\*\* Things take time. Be patient - but diligent.

*Negotiate, Money and Failure are not bad words. They will all get you closer to your dream life!!*