

## The Art Marketing Project Podcast — The Why and How of Mindset in Your Art Business

I'm Cindy Hohman, and this is the Art Marketing Project Podcast, where I help empower artists just like you to take the reins of marketing and selling your work into your own hands, so you can sell your work consistently and confidently and get yourself back into the studio where you belong.

In this week's episode, we're going to talk about why mindset matters, what mindset means as business owners, and some tips and tricks that I have for helping get you back into a good mindset as a business owner. Links discussed during this episode and all of my show notes are available at [artmarketingproject.com/podcast](http://artmarketingproject.com/podcast). I am not perfect at mindset myself. We all have bad days and good days, but having more good days than bad is important for the success of your business; because honestly, we have to believe that we can succeed if we're actually going to be successful. So let's get started.

All right, so I want to talk to you today about why it's important to consider your mindset as a art business owner, and talking to you a little bit about the what behind mindset. I have a little story for you about how mindset has helped me in my business, and then I want to give you some tips that I have learned, some things that I've learned better than others, about how to get yourself back into a positive mindset. Then I have a little action for you at the end to get you to take some action on this.

All right, so why should we care about mindset? Well, I believe it's really important because I honestly believe that your thoughts create your reality. Whether you're super woo-woo or you're not into that stuff at all, you've got to admit that the more that you think along a certain path, whether it's a positive path or a negative path, the more that reality follows those thoughts. So I absolutely believe that the way you think creates the reality that you see. So what you think determines your results. So that makes it very important to keep a positive mindset, especially as a small business owner. And every one of you artists should be thinking of yourself as a small business owner if your goal is selling your work. As a small business owner, you have to have courage and be resilient to be in business for yourself.

As much as all of us would like for this process of being our own boss to be easy, the bottom line is, it is not. You don't have somebody else as your boss telling you what all the rules are. You make them up yourself. But the fact that you're responsible for making all the decisions in your art business requires courage and resiliency to get you through those times.

When you're in a negative state of mind, honesty, you play small. You shrink from the things that you need to do to grow your business, and you come across as lacking confidence. That is one of the worst things that can happen to you is to hide, play small, lack confidence, make decisions out of fear.

I don't remember where the quote comes from, I'll have to look it up and share that in the show notes here. But the quote, "Boldness has power in it," I absolutely believe in that. So having a positive mindset, thinking that you're going to be successful and knowing that this success is coming, just fuels that power and that courage and the resiliency and helps build the positive reality that your thoughts create. So I encourage you to really focus on your mindset in your art business.

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So let's talk a little bit about the what. I mean, what do we mean when we say mindset. Of course, like I said just a little bit before, just positive thoughts, of course, a positive mindset is important. But there are other mindset approaches that are important for you as an artist who owns your own business.

Number one, I guess I won't put these in order of any importance. But of course, the positive mindset is important. But after that, just a marketing mindset, which is you're in business. So you need to approach your art as a business if your goal is selling it and making money from it. So you're in business, so you need to be consistent, you need to approach your business with curiosity and approach what you do with wonder. If you go in thinking that you have all the answers, and it's just a matter of executing on the ideas that you have, I dare say you're not going to be as successful as you could be. Because having that consistent, curious attitude about your business, asking yourself the question of what is working, what needs to be shifted, and where should I put more of my attention, where should I put less of my attention, is really important.

Then on top of that, there is just the marketing mindset of marketing is a marathon and not a sprint. You will hear me say this all the time. The reason is because, trust me, I have been in marketing work, in the marketing business, for 25 years. I guarantee you that any of the marketing work that you're doing, you're going to have to stay committed to it and watch for the longterm results. It's rare, I'm not saying it doesn't happen, but it's rare for you to find one tool or tactic or trick when it comes to marketing and have it explode your sales or have your business be an overnight success. It's more of a consistent practice that will bring you the success that you're looking for. So focusing on this as a marathon and not a sprint is a very important mindset to have.

Then another mindset approach that I really appreciate having someone presented to me in my business is having a mindset focused on gratitude rather than worry. Because when you worry about everything, it just brings you back into that playing small state of mind and fearful of making decisions, fearful of moving ahead, fearful of taking risks. So I have read a number of books. One of my favorites is Jen Sincero, which is *You're a Badass* is her book. But she says that gratitude is the highest frequency that you can act on. So having this approach of gratitude and thankfulness for what you have and where you are, rather than getting yourself into that mindset of being fearful and afraid and nervous. That's not going to do you any good. So a thankful mindset and a grateful mindset is so important.

Then, like I said before, in the belief that your thoughts create your reality, just a general positive mindset is so important. Believing that good is coming, believing that you have what it takes, believing that the universe is conspiring to bring you everything that you want. When you have that positive mindset, it is just much easier to go about making the decisions that you have to make. And like I said, being resilient and being courageous, that positive mindset is so important to that.

So I have a little story to tell you, which I will admit that I am less of a woo-woo kind of person in general. But in my business in the last year, I have seen the benefit of the positive mindset, and this is my little story about it. I don't know how many of you have been following me for a long time, or maybe just a short amount of time, but I have been, in the last few years, shifting my business from working with artists directly and one-on-one to more the model I'm in now, where I teach and I have a membership and I just do more group coaching and teaching. I have been working hard to build my own

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business, and I was struggling near the end of last year, because I had a computer that was old and not working. I'm in a business where I am doing live videos, and I'm selling my knowledge online, so I need a computer that works well, that allows me to, I don't know, record a podcast or record a video and not have things get all weird and messed up.

Well, my old computer was not handling that well. Well, a coaching group that I'm in posted a challenge that said, "Every one of you who knows what you need to be doing to help grow your business, everyone who commits to doing something in the next month is going to be put into a drawing to win a new MacBook Pro." I said to myself right then, I was trying to really learn and put into practice this positive mindset and focus on gratitude. So what I decided was that that laptop was going to be mine. I spent a full month being grateful to the universe for providing this laptop, which I was sure was coming to me, because the universe knew that I needed it. This was a big practice for me. Like I said, I'm not really big into the woo-woo stuff. I did a lot of work regularly just thinking about how I was so grateful that this opportunity was put in front of me, and this laptop was going to be mine.

I spent a full month and right near the end when they were getting ready to announce the winners, I found myself on amazon.com looking for a new webcam for my desktop computer, because I thought, you know, the webcam that I have isn't doing that well, and I probably just need to upgrade that. Maybe that will help things. I caught myself and I said, "Hey, a person who has a brand-new Mac laptop does not need a new external camera for a PC, right?" So I caught myself and said, "Well, this is silly. I don't need to buy this." I closed right out of Amazon, and I canceled the cart that I had with a few things in it, including that webcam. I said, "Well, that's silly. Why would I do that?" And just moved on with my day.

Two days later, while I was working away at my stuff, I got a message that I had won that MacBook laptop that they were giving away. I have never experienced something like that in my life. It really came from the positive mindset of believing that it was coming my way, believing that I was going to be successful at it. So right now, I'm recording this podcast on my beautiful MacBook laptop that I won, that is so lovely and quick and allows me to do all the things in my business that I was struggling with with my old computer. So that's my little story.

But I want to share a few more things about the how. These are things, like I said, I am still learning myself. I am no expert at this. But number one, focus on gratitude rather than worry. So be thankful for what is or what is coming, rather than worry about what might be. That is the thing that has helped me in this last year very significantly. I know a lot of you, it's really easy to start to worry. But worry takes you into that negative frame of mind, and it's not putting you up there at that higher vibration where you're bringing those things to you.

There's another person in a coaching group that I'm in, and she said she had trouble as well getting into this kind of a practice. I love her approach, she calls it a gratitude slam. So what she does now every morning is she wakes up, does whatever she needs to do in the morning, but then she, kind of like a poetry slam, she walks around her house and says, "I am so grateful for the sunshine, and I am so grateful for all the work that I have, and I'm so grateful for ..." Even the things that feel like they're a challenge to her, she shares her gratitude for, right? It's like "I'm grateful for all these things that are challenging me, because it's helping me learn to be a better business owner." She does this gratitude

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slam every morning, which I love, because it really helps kind of get you out of that woe is me kind of thinking in worry, and it just gets you energized. So that's something that is a tip that I have been trying. I don't do it regularly, but I've been trying to employ that myself.

Then, number two, just don't let fear drive the bus. Liz Gilbert in her book, *Big Magic*, which I love, said, "Acknowledge the fear. Accept that it might always be there, but tell the fear that it's not in charge here, that you drive the bus, not fear." So basically, acknowledge that fear is normal, and that it is going to be here in some form or another. But tell it it doesn't get to make the decisions.

Then tip number three, some kind of meditative practice. And I'll tell you, I have not been able to get into meditation. I am somebody who is, as a friend told me once when I was trying to learn how to throw ceramics on a wheel, she said, "You're a little too high key," is how she said it. The reality is, I am an energetic person, and it's hard for me to sit down in meditation and close my eyes, or even leave them open and sit still for that long. It just is hard for me. So I haven't been able to get into that, but what I have been able to do over the years, and I'm kind of getting back into it again right now, is a regular yoga practice, because it is contemplative, and it requires you to slow down and listen to your body and feel things rather than just react to them. So I would recommend some kind of meditative practice that can kind of take you away from the craziness of things.

Maybe that might be stepping away for an hour, an afternoon, a weekend. Honestly, even if you need to just step away, and personally, I like to step away and read a book. I like to read kind of, I don't know, more almost fantasy kind of books, just because it takes me away from reality and lets my brain kind of relax. But step away, go take a walk. I live in a beautiful part of the country here in Colorado, and we have some beautiful weather. So it's nice to get out and just be in the outdoors and experience kind of the grounding that comes from that.

Number five, take time for yourself. I wrote here, "Take a day off!" I can be very bad about this, but I am trying to do better at it myself, and I ask that you do as well, which is to give yourself some time. Because if you are a small business owner running your own art business, then you have that flexibility to give to yourself of time off. You're not working in a corporate job, and you're not required to punch the clock 9:00 to 5:00. Maybe some of you are working in a corporate job and doing this part time. If that's the case, then you have to find some other time, maybe just during your lunch hour or during a break. But take some time for yourself, some time to listen to yourself and just to decompress.

And let's see. This is number six, I believe. So doing things for you. For me, mine is CrossFit, which is those crazy people that lift big heavy weights and drop them on the ground. It helps me release some of my stress. Fitness is just something that always has made me feel better. Even when I have really bad weeks, a good workout will help me feel better just in general. But getting outdoors, like I said. For me, hiking or just going for a walk. For you it might be, I don't know, going and spending a few hours at your local botanic gardens just for some quiet time or going to get a massage or a pedicure. For me, I'll go get a facial. Or even just taking yourself out to lunch or to dinner. I like to do that. I like to go sit by myself and have a nice lunch and maybe get myself a glass of wine to go with lunch, because I'm the boss and I can do that. But take some time for yourself to do something that really matters to you, that helps feed your soul.

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Then the last tip that I have is to work with a coach, whether that is a business coach or a mindset coach. I have worked with a therapist who was a small business owner, so she approached it both from kind of the business mindset as well as a personal therapy approach. It was a really nice combination. But work with a coach, find someone who you can work with who will help pull you out of ... Because all of us will get into those negative mindset times. Sometimes it can be a day, it can be a week, it can be a month. You don't want it to go for too long. Everybody will get into those moments, but you need to have that support to help you get out of it.

If it's not a coach that you work with, maybe you put together a group of artists that you meet with every other week, where you can talk about business stuff and mindset things and help support one another to get you kind of out of any kind of a negative mindset funk that you might get into. So basically having some support.

So those are my reasons why you need to focus on your mindset, kind of the definition of what a positive mindset might look like for you in your business and in your life, and then some of my tips on how to keep that positive mindset.

So what I would love to have all of you do is pick from some of these hows that I shared and incorporate them into your day or week to help you keep that positive mindset so you can be resilient and have courage and be bold in your business, because those are the things that are going to bring your success. The hiding and feeling scared and feeling scarcity is not going to put you in a place to be successful.

Please whatever you pick, I would love to hear from you on this episode. You can visit my Facebook business page at Art Marketing Project or tag me on Instagram or send me a direct message. You can find me there at Art Marketing Project as well. I would love to hear what things you're integrating into your world to help you keep a positive mindset so you'll sell more work and get back into the studio.

Thank you so much for joining me today and listening. I really appreciate it. If you enjoy this content and you have a minute, I would love it if you would rate the podcast or leave a review wherever you listen to podcasts. If you have questions for me, a suggestion for a podcast episode, or if you just want to say hi, you can connect with me on Instagram at Art Marketing Project. Thanks, everyone.