

My Artist Story  
The Success Workbook for Artists

by

Felicity O'Connor



# My Artist Story

Your artist story is the most important story to know. By getting to know, accept and eventually love your own story you open the way to finding deeper creativity within and the courage to express it.

A little bit about me... now...

When I think about my artists story, what three words come to mind?

The biggest challenge for me right now is...

Once I've worked through this program, I hope to have achieved...

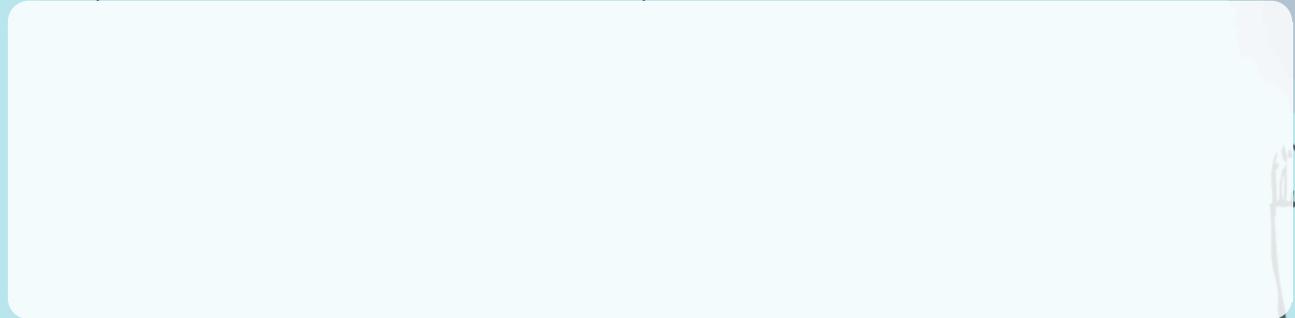
# The People in My Artist Story

## The Past

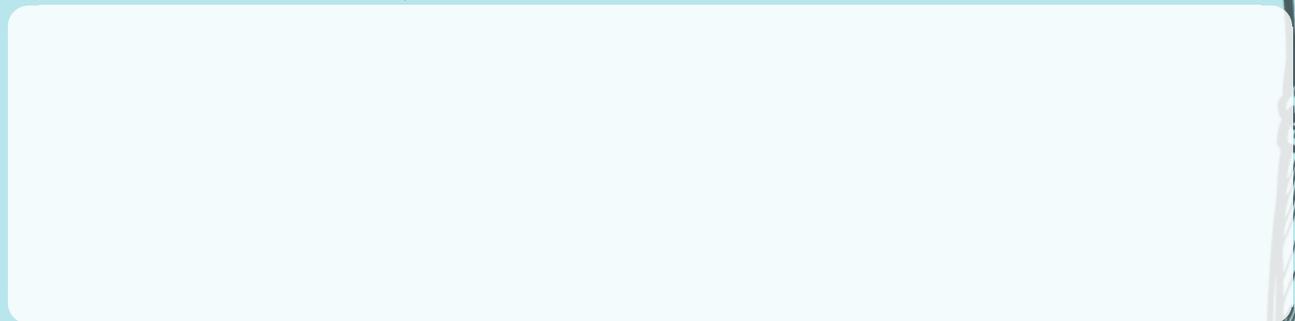
Who were the positive influences in your artistic and creative journey? It might help to break it into 5 year increments, listing the major influences in each time block.



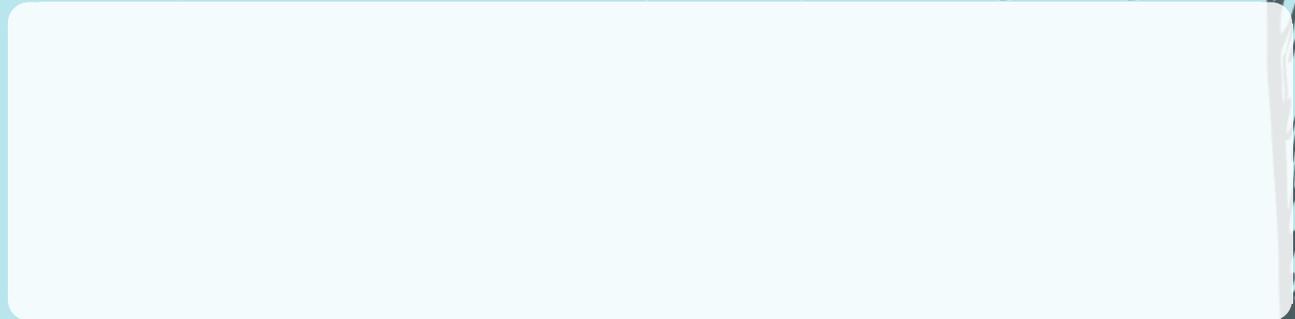
Ten years from now, where do you want to be as an artist?



Who were the least positive influences?



Who did you feel most inspired by when you were growing up?



# The People in My Artist Story

## The Past

Who encouraged you?

Who did you look after?

Was creativity respected in your community and/or family when you were young?

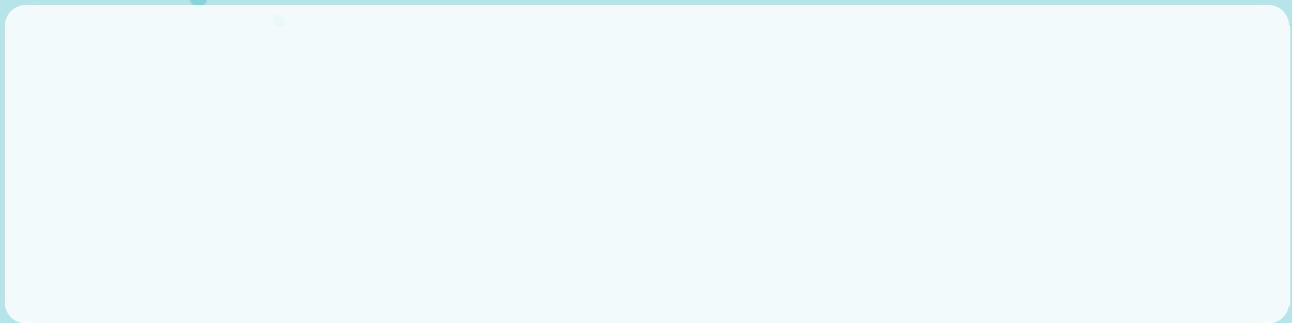
Is there a specific memory or an 'art scar' where when you were growing up, someone said or did something that caused you shame around your creativity?

# The People in My Artist Story

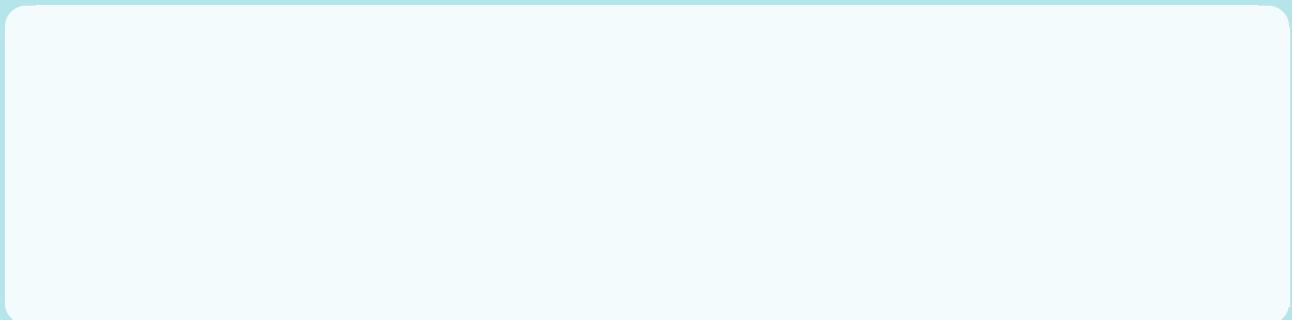
How would you describe your creativity as a younger person?  
Were you a writer, a dancer, a storyteller, a maker, a painter?



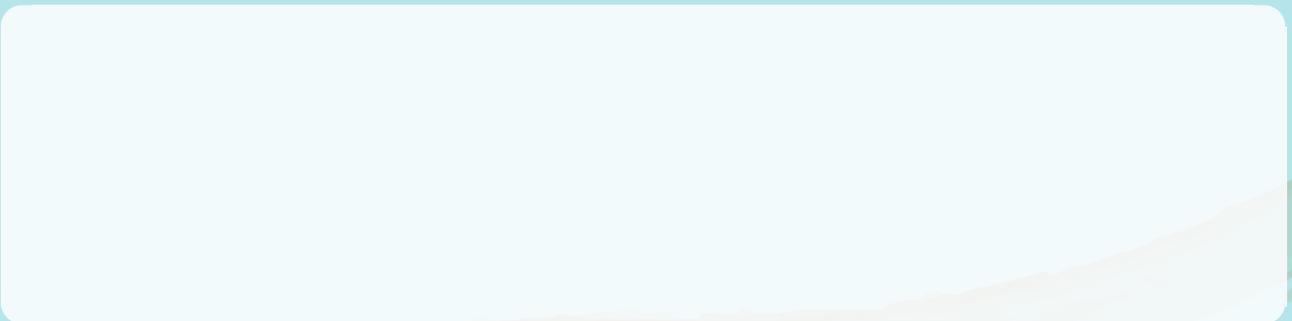
What energised you?



What did you derive most of your satisfaction from?



Can you think of a time when you were courageous with your creativity?



# The Method in My Artist Story

## The Past

What inspired you to be courageous?

What are your earliest memories of yourself as a creative person?

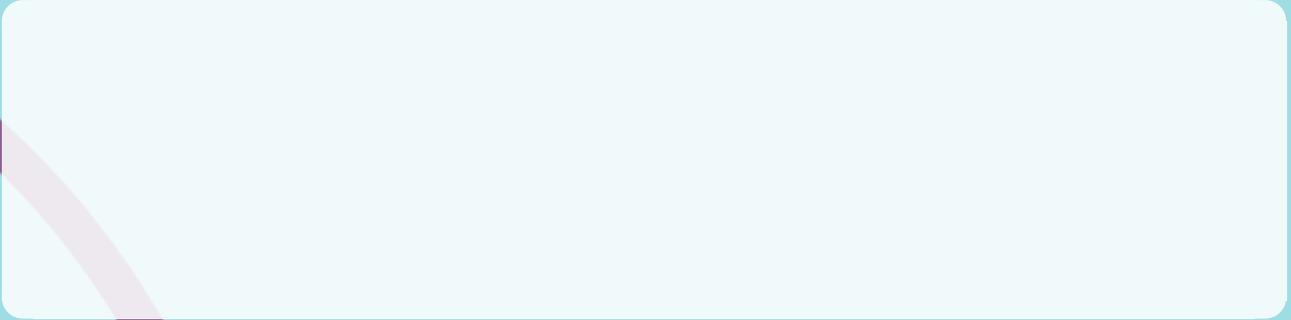
Was there anything you felt you had to hide as a creative young person?

How did you express yourself creatively?

# The Method in My Artist Story

## The Past, cont.

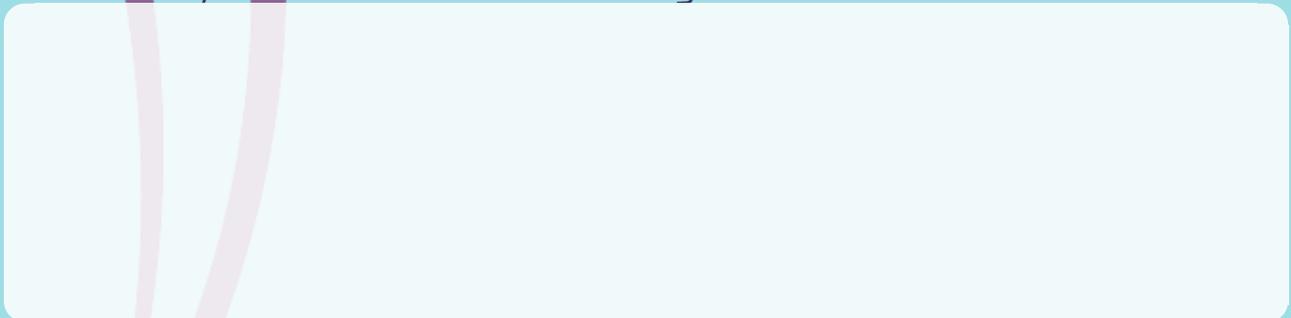
When you think about your youthful creativity now, how does it make you feel?



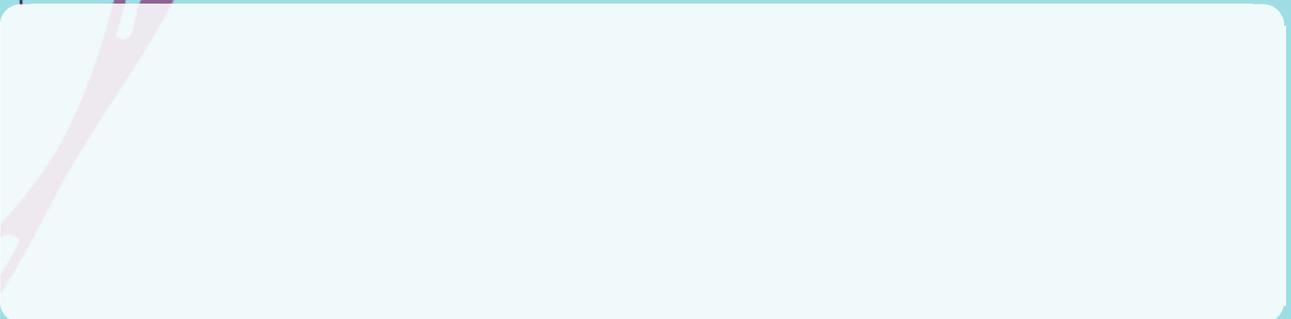
Is there anything you wish you'd done more or less of in your creative journey as a younger person?



What did you love most about being creative?



What was the highlight of your creative journey as a younger person?



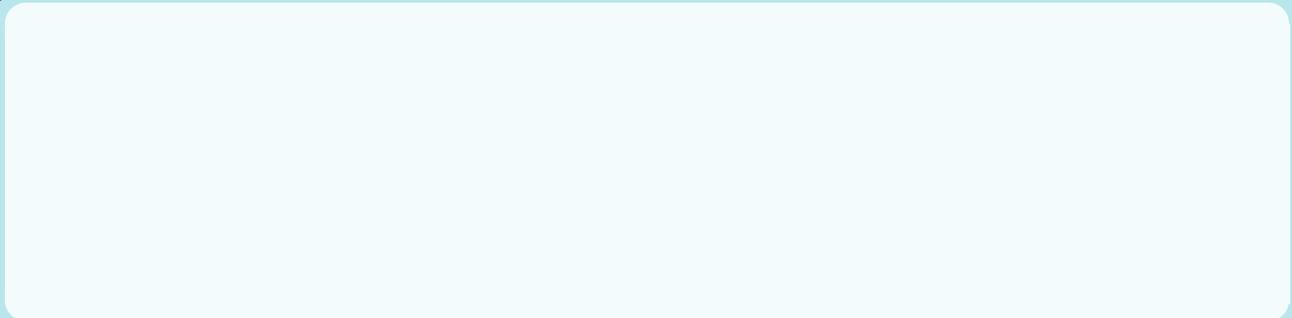
# The Vision in My Artist Story

## The Past

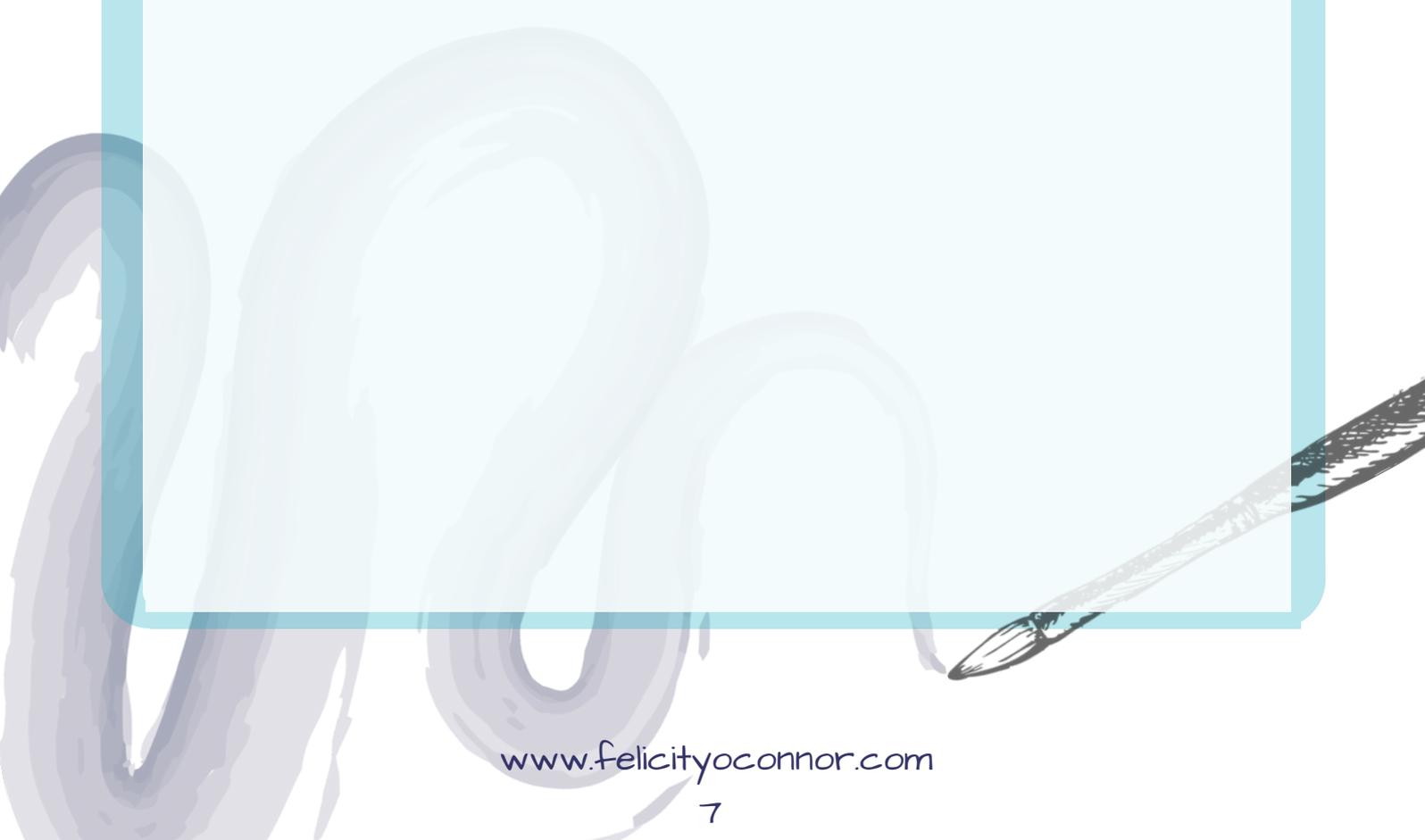
What did you see yourself doing 'when you grew up' when you were younger?



Ten years from now, where do you want to be as a creative person?



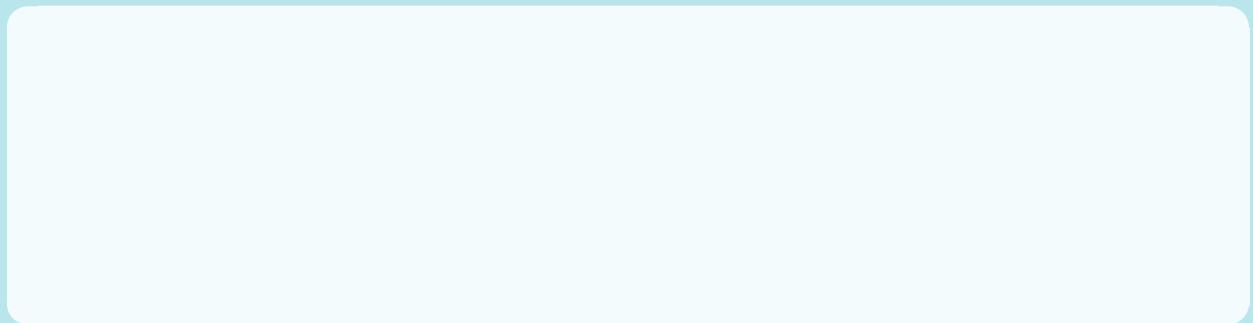
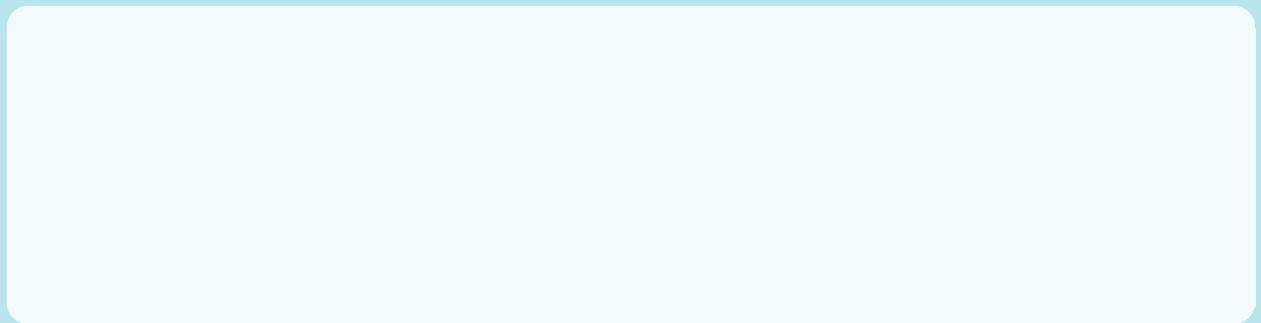
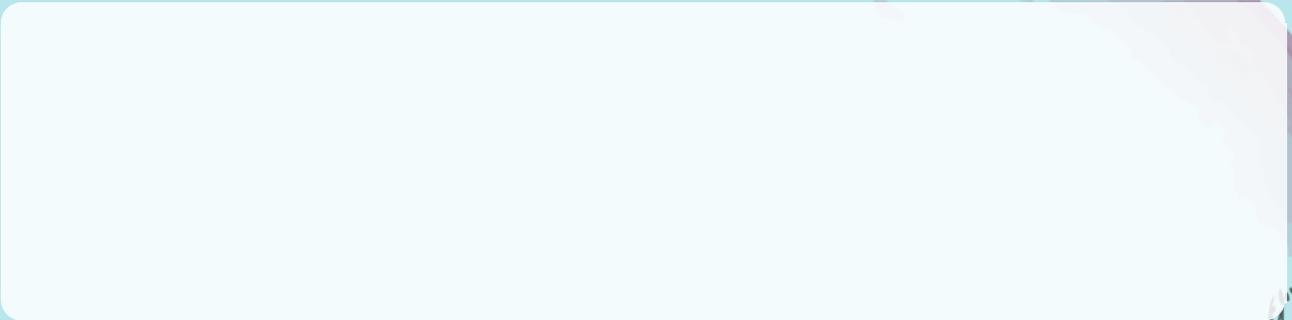
Who did you feel most inspired by when you were growing up?



# The People in My Artist Story

## A challenge exercise!

Look back to what you wrote down for your ten years goals on the previous page. Here's a challenge to expand your mind! Take the goals and ask yourself, what would I need to do to achieve my 10 year goals in 6 months? YES., in just 6 months, think about it, it's good for your brain hahah! !!



# My Artist Story

Pause now to reflect on every aspect of your journey until now as an artist. Overall, how's it been?



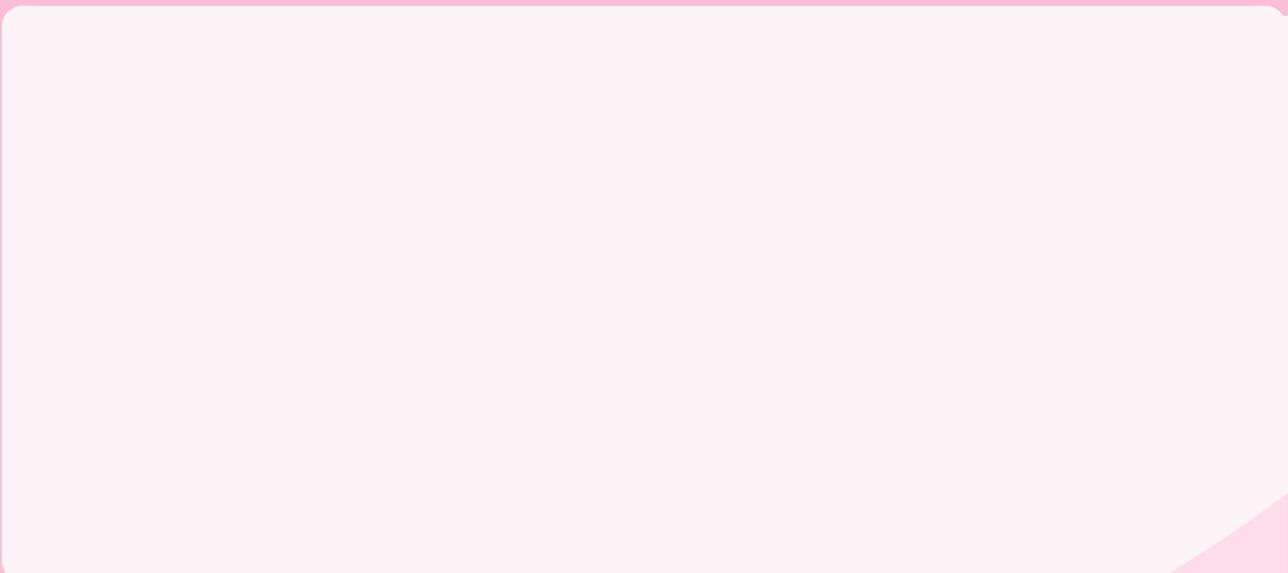
## The Now

### LIMITING BELIEFS

Limiting beliefs are those painful inadequate feelings we have about ourselves.

The most common limiting beliefs are about not being good enough or not feeling worthy enough. The underlying reason this is a problem is that ultimately we all fear that we are not going to be loved.

Our beliefs about ourselves are formed early on in our lives and tend to become 'the truth' to us. What was it that you heard, saw, experienced early on that helped create these limiting beliefs?.

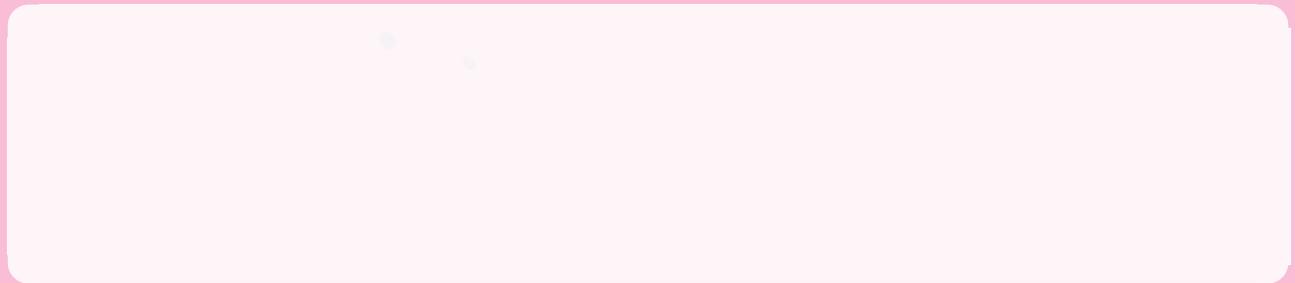


## The Now, cont.

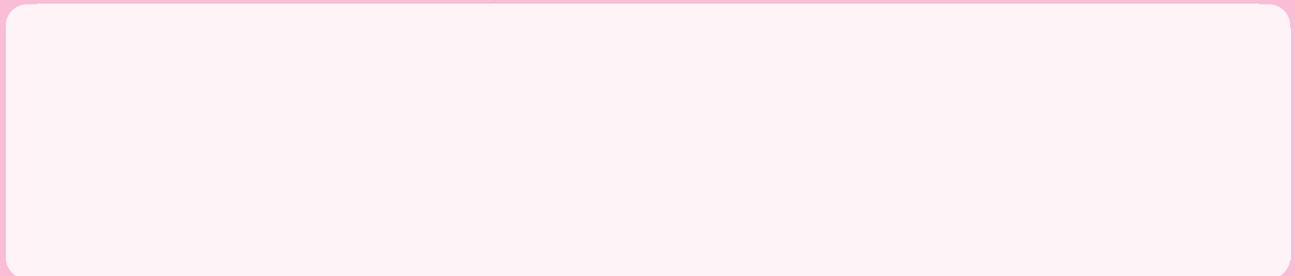
What do you think your limiting beliefs are at the moment?



How do you think they hold you back around your creative work, relationships, career, finances?



A belief is something that makes you feel certain about the meaning of an experience/event. What are you really certain about when it comes to yourself?



What would it mean if this wasn't actually true?



# My Artist Story

## GUILT

The number one reason that you haven't reached your creative potential as an artist is your limiting beliefs and your GUILT!

Do you experience guilt when you are making/creating and not doing the things you are 'suppose' to be doing?

Do you experience guilt when you are NOT making/creating?

What are the consequences of this for you?

Do you experience guilt when you buy new materials?

If you know and understand your limiting beliefs, then you can probably see where this guilt is coming from.

# The Method in My Artist Story

## The Now

What have been the negative consequences around carrying this guilt?

What has this ultimately created in your life?

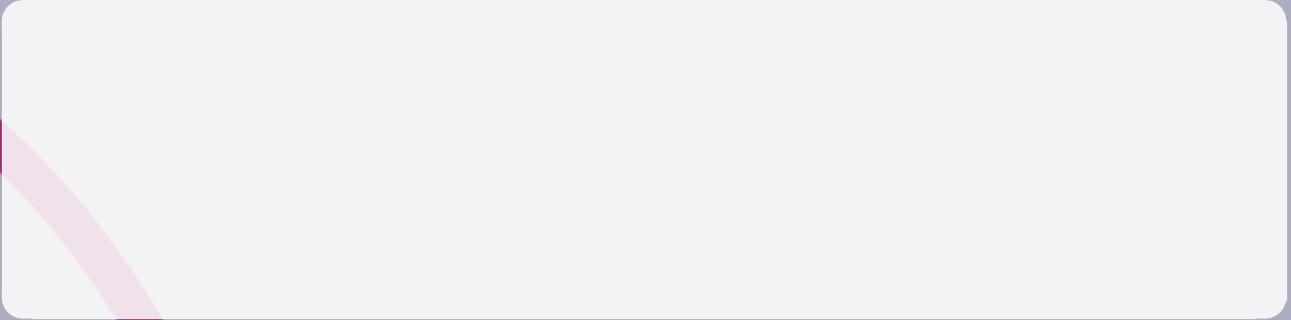
Who else has this affected?

Why?

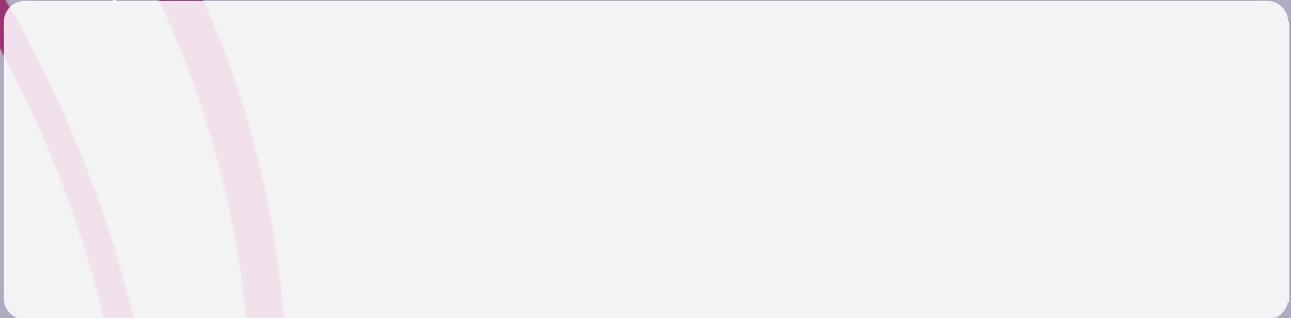
# The Method in My Artist Story

## The Now, cont.

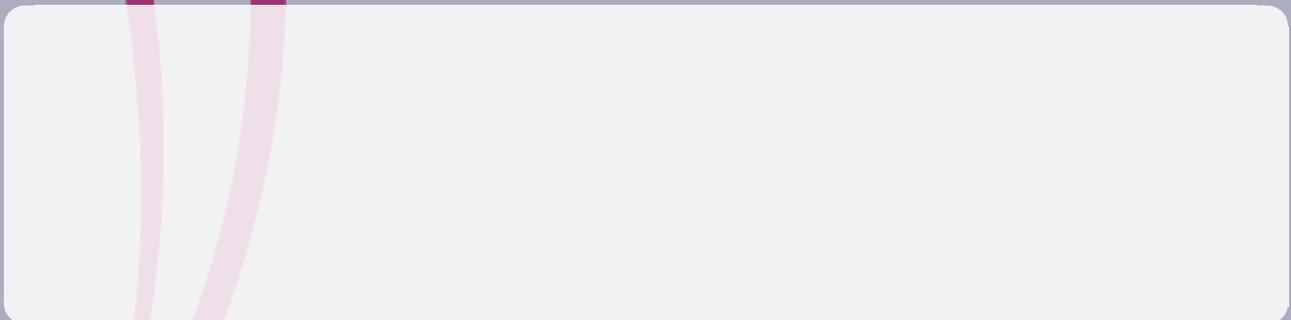
What do you think the future negative consequences will be if you continue to hold on to these limiting beliefs and guilt?



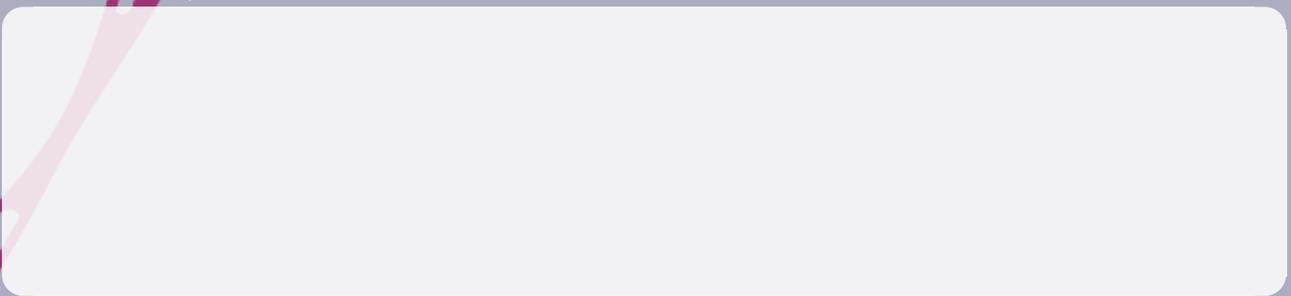
In 5 years time what will this look like?



In 10 years time what might this look like?



Do you feel ready to let go and move forward? What would that mean to you?



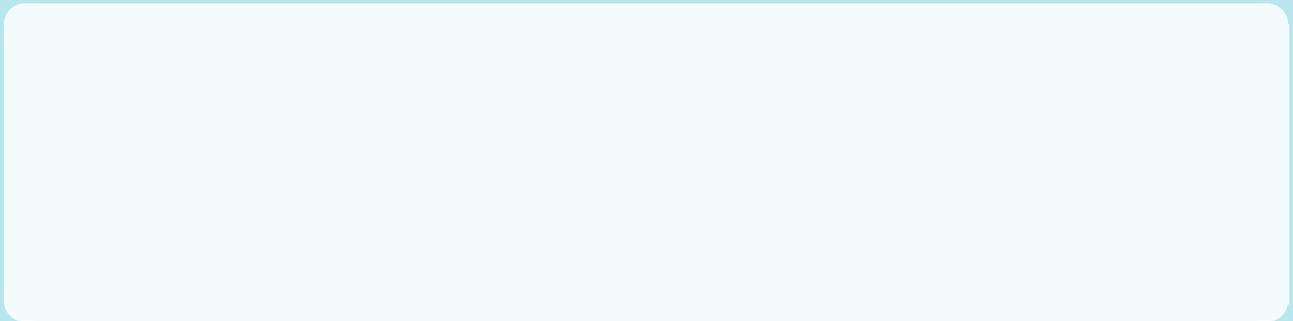
# The Vision in My Artist Story

## The Now, cont.

How have you felt about money or finances around your art/creative work?



What have been the beliefs that have held you back?



Are you fearful of the future?



## The Now

What results have you been producing creatively in the past?

What specific actions can you take to begin to close the gap between where you have been and where you are committed to going?

What results are you committed to creating in your creative life now?

## Take Stock

Pause now to reflect on every aspect of your life now as an artist. Overall, Think about where you are and where you want to be. What is it that you need to do to close this gap?

# The People in My Artist Story

## The Future

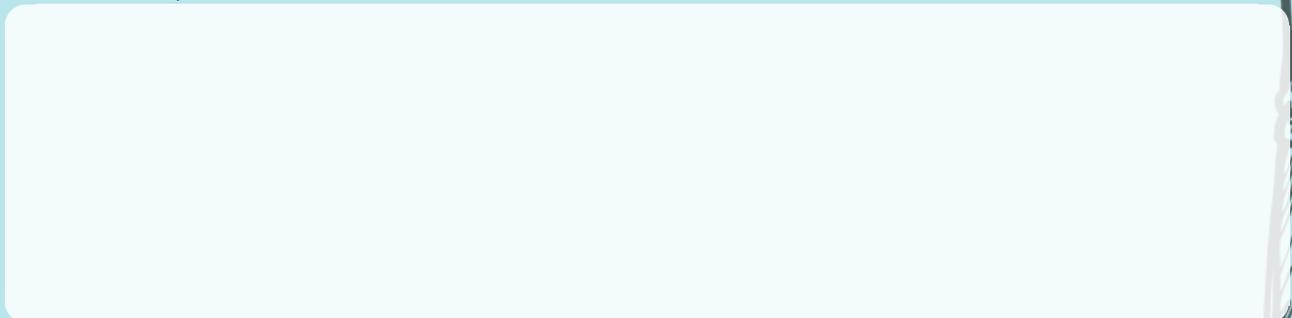
Who will you spend more time with? Whose positive influence on your creativity will you tap into more, and why?



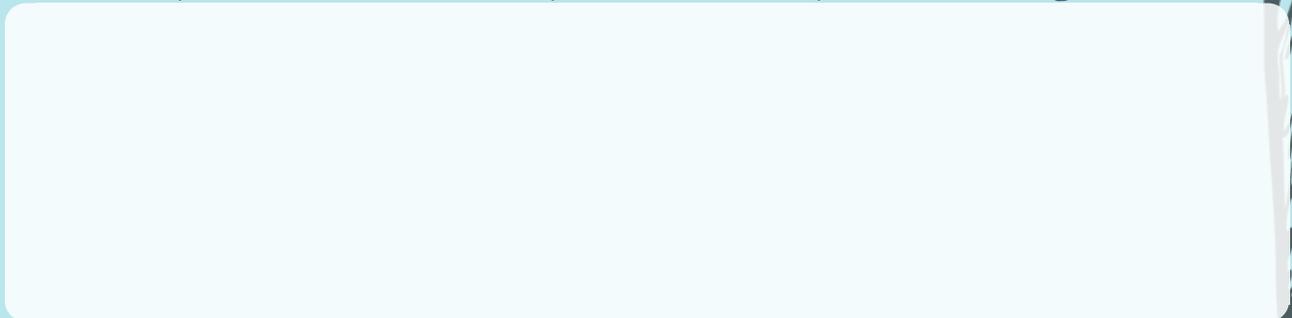
Who will you spend less time with, who's draining your creativity?



Who will you connect with?



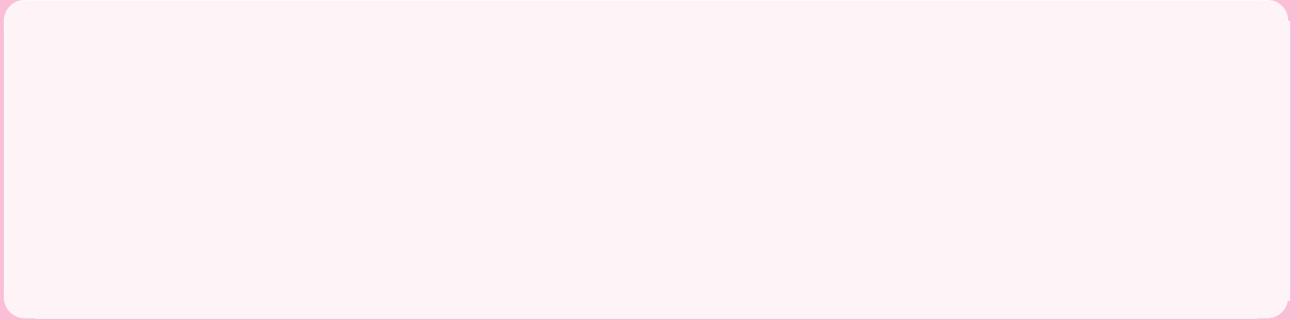
Who will you educate about your creativity and art in general?



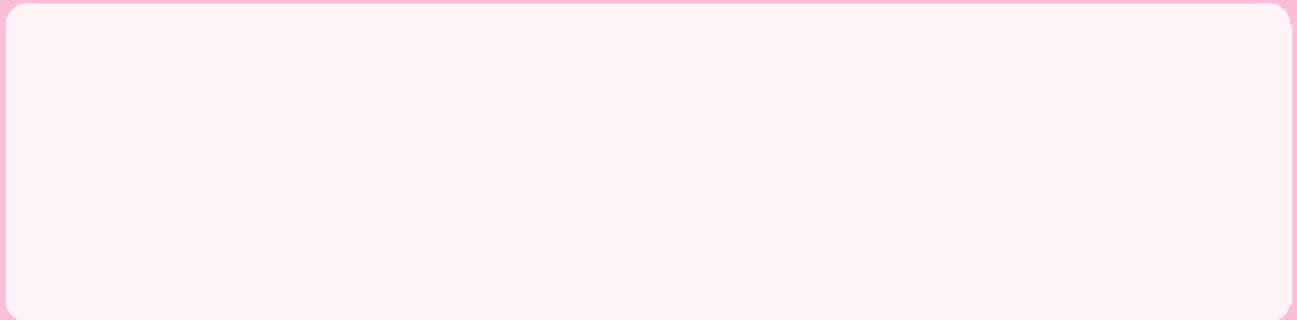
# The Method in My Artist Story

## The Future

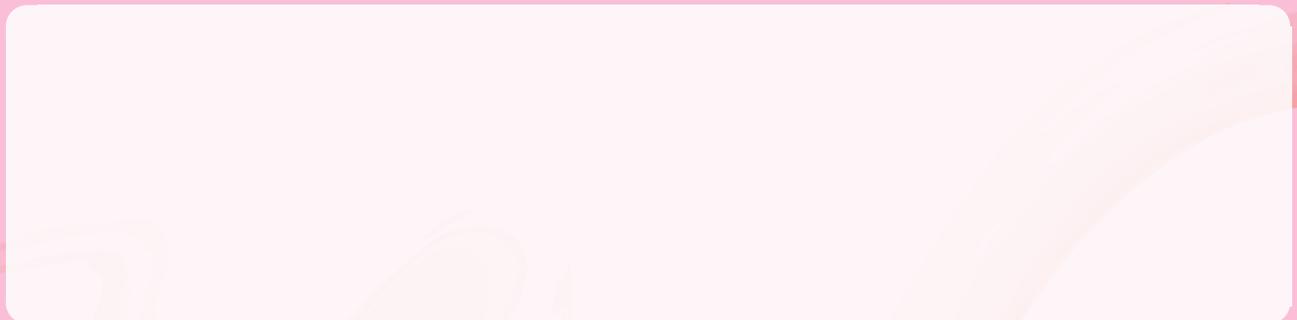
How will you introduce and describe yourself and your creativity from now on?



How will you be more courageous with your creativity?



How will you continue or start to express yourself creatively?



How will your friends describe you, in a creative context?



# The Vision in My Artist Story

## The Future, cont.

What one thing do you need to do to be more courageous with your creativity today, next week, next month?

What would make your creative practice better?

What will you do more of that energises you?

What will you do more of that you derive most satisfaction from?

# The Vision in My Artist Story

## The Future

What will you do to stop hiding yourself and your creativity in the future?

Ten years from now, what will you be most proud of?

What does the future look like?

# Felicity's Artist Story

3 ingredients to my success recipe!

- Marketing & Networking -
- Studio Practice -
- Changing My Story -

## MARKETING/NETWORKING

I've realised that I've never really minded marketing my art because of one simple reason; I approach it as a creative exercise, just like I approach a painting. I work on it, develop it, take new turns, build layers and a vision.

I've found marketing just the same creative process and that makes it exciting, fun and fascinating to me! Opportunities happen when you work on the 'canvas' of your marketing. Links, relationships, collaborations etc all come from being in there and being involved. If you don't turn up to the studio and work, you don't improve and you have no work to share, right?!

The areas I've focused on are:

1. Being present and active on social Media (particularly Instagram and Facebook)
2. Attending exhibition openings of other artists
3. Saying 'yes' to a number of invitations to exhibit even when I wasn't sure I could meet the deadlines.
4. Entering Prizes regularly
5. Supporting other artists in any way possible (In person or online)
6. Following up! Leads for sales, collecting and growing my emailing list

So, 3 questions to ask yourself and to clarify your strategies....

\* Who do I want to be?

\* How do I want my collectors/buyers to feel?

\* Who do I want to be to my collectors/buyers?

[www.felicityoconnor.com](http://www.felicityoconnor.com)

# Felicity's Artist Story

## 3 ingredients to my success recipe!

### STUDIO PRACTICE

Just doing a lot more art than I used to seems an obvious thing, yet it's a really profound answer to greater success as an artist.

We usually know what to do but we don't do it! Just think of dieting and exercising for instance!!! We do know what to do, but don't do it.

I also made a commitment to do really direct and honest paintings and not try and please anyone else and never be prescriptive in what I do. I totally commit to the moment, throwing myself into it and then I step back after it's finished and remain open to what comes next. It's truly fascinating to watch what the Universe then provides.

Making more art - a lot more - is what we need to do to get better! Plus this helps us be more focused on art in your life. Because when you are making more there is more hands-on connection to your process so you're thinking about it more, talking about it more, sharing it more.

Attending workshops with well-established, professional and outstanding artists is a great idea and I try and do this at least once a year for several days to a week at a time. This builds my momentum, inspiration and is generally good for the soul to be around like-minded people! I choose outstanding artists so that I get to hang around them, get to know not only their creative practice but their mindset. This helps with my mindset and to stretch and aim higher in my career along with developing better and better skills.

# Felicity's Artist Story

## 3 ingredients to my success recipe!

### CHANGE YOUR STORY - CHANGE YOUR LIFE

The story you rehearse and believe about yourself as an artist and in every other way in your life, is vitally important. It's going to be the 'make or break' in regards to being a successful artist!

I'm talking about mindset here and how it directly influences your choices. If your story is based on limiting beliefs about yourself such as not being worthy, or not being good enough, then you will remain stuck, unable to grow creatively and in your overall career and life! If you suffer from guilt (perhaps when you are doing your artwork and not doing something for somebody else OR you are doing something for someone else and feeling guilty about NOT being in the studio!!!!).

I was struggling with all of this; the guilt, the feeling I was never good enough and the cost of all of this was, of course, my success. And it wasn't just costing me success and growth as an artist but it was costing me in health, relationships, finances etc.

Taking a stance, understanding what the cost was and finding newer and truer empowering beliefs about myself changed this pattern for me for good. This journey helped me learn how to invest in myself, invest time, money and also in getting help from others. And that was my recipe to change my story.

You **MUST** clear and heal these limiting beliefs and the sooner you do, the faster all this success will come into your life. Trust me, I've been there and I've been there with so many other artists I've supported through this journey over the years. If you can change this story, you **CAN** and **WILL** change your life!

## Summarise it

Now, in a few paragraphs, describe your Artist Story (the past, present and the future)

Stay in touch!

I'd love to hear your  
artist journey and watch  
you as you transform  
and grow Your Artist  
Story

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Check out my PODCAST,  
"This Creative Life  
with Felicity O'Connor"

