



# Making Art Making Money®

We are not showing art.  
**We are selling art.**

We're not dreaming of successful art careers.  
**We are building profitable businesses.**

We aren't hoping to be discovered.  
**We take full responsibility for our successes.**

We don't care about art critics.  
**We care about our customers.**

We do not donate or discount our art.  
**We create more value, and we get paid.**

We don't enter art contests or juried shows.  
**We celebrate our niche.**

We don't use pushy sales tactics.  
**We inspire.**

We don't compete with other artists.  
**We create unique value.**

We're not selling goods or services.  
**Our product is emotion.**

We aren't trying to sell ourselves.  
**We serve missions greater than ourselves.**

**MM.**