

Paintertainment

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COMPETITION + COLLABORATION

by Gretchen Fleener

“When you share an idea, you can give it all away and still have all you had to begin with.”

I read this quote on a CD sleeve from a children's musician and realized it's pretty much the driving idea behind my whole business...sharing ideas, sharing knowledge, and helping my fellow painters in any way possible!! It also reminded me of just how much joy & growth people are missing out on in our industry who don't understand this statement. It doesn't matter where you go, in every community large and small, where there are multiple face painters there are two groups:

1 Those who grow and thrive on the friendships that come from a tight knit, friendly community of artists: They are happy to share their tips & tricks with one another, share gigs with each other, encourage each other and help each other out in a pinch. They share ideas and designs hoping to inspire others.

2 Those who are so paralyzed by the fear of losing a gig to someone else that they refuse to even speak to any other local artists, considering them competitors who are out to get them and steal their business. They are generally angry, hold grudges, and spread rumors to help justify their bitterness toward their peers. They get upset when others try to “copy” their work, so they keep it to themselves.

Competition is Not a Dirty Word

Those who live in group #2 are concerned mainly for their own income. When your only goal is to keep a gig from someone else, you're so severely limiting your potential, and ironically your income too! Competition is what pushes us to grow, improve, and discover our own next best thing! Just imagine if those in group #2 took all the energy they put into worrying about their competition and focused it on improving their own business instead. Imagine if true creative geniuses like Steve Jobs, or Walt Disney, had hidden away their creations out of the fear of ever being imitated!

“I have been up against tough competition all my life. I wouldn't know how to get along without it.” -Walt Disney

Once we grasp that competition is not a bad thing, the next step is to realize that cooperation and

collaboration with our competitors is what makes our industry grow and thrive as a whole.

“Competition has been shown to be useful up to a certain point and no further, but cooperation, which is the thing we must strive for today, begins where competition leaves off.” - Theodore Roosevelt

Those who live in group #1 know that by helping to elevate each other, they are elevating our entire



profession. As one of my local business heroes Lori Hurley always says, “a rising tide lifts all boats!”

Focus on the Good

Yes, there are some bad apples out there who will turn around and stab your back. But remember, bad apples rot while good ones grow, ripen and only get sweeter. The good ones will be grateful and appreciative for the help, will treat you with respect in return, and be there to help you out with your gig when your car breaks down, or you come down with the flu. They will speak well of you, and represent you well if you contract them out. We have to risk coming across an occasional bad apple in order to mingle with the good ones. It's just part of life. Don't make it a bigger part than it needs to be. Don't let that one bad apple spoil the whole bunch. Chuck it aside, hope that you rubbed off on it a little, and get back to the good stuff!

I know that in every community there are those who purposely try to seduce clients from other artists, those who reduce themselves to insulting rates to

get gigs, etc. The ironic thing is that in the end, they only get the “bottom feeder” clients who don't value the art, don't pay well, and end up working twice as much for the same amount of money. Let karma deal with them. I've found that by charging decent rates & treating people well, I actually have clients who are so much more pleasant to deal with, value the talent I bring to the table, and realize that you get what you pay for.

Get better, not bitter.

“You either get bitter or you get better. It's that simple. You either take what has been dealt to you and allow it to make you a better person, or you allow it to tear you down. The choice does not belong to fate, it belongs to you.” -Josh Shipp

Instead of getting bitter and angry with your competition, focus on how you can make yourself better. Remember that even if you have someone following you around and copying your every move, they will always be one step behind. Take it as a compliment that someone wants to be you. Think about everyone else you've ever drawn inspiration and knowledge from, and celebrate your ability to inspire others.

“Anyone who imagines they can work alone winds up surrounded by nothing but rivals, without companions. The fact is, no one ascends alone.” -Lance Armstrong

There is nothing wrong with helping others ascend. Unfortunately being nice to your competition doesn't mean they will always be nice back to you. Yes, you may get burned, but don't lose hope in all humanity. Cross that person off your comrade list, stop wasting energy on them, and move on to find more friendly competition that includes mutual cooperation. Just because someone comes into your life does not mean they have to stay there. Life is too short for bitterness! As the saying goes, unforgiveness is like drinking poison and expecting the other person to die. Your attempts to punish your competition will hurt you in the end. Their bad business ethics will come back to bite them eventually...leave it alone so they have nobody to blame but themselves when their business goes under. You don't need that kind of poison in your life!

Hustle until your haters ask if you're hiring



What's News?



Free step-by-step
HOW-TO
from Paintertainment.com



HAPPY PUMPKIN

Try using a one stroke instead in step one! I've added some background texture with a stencil too, and a couple bats. You can also use ghosts, candycorn, or spiders! Have fun with it and make it your own!



On the Blog
How do you approach festivals using craft paints on faces? Check out our recent post!



NEW in the Shop
• We are now carrying Art Factory products, and the new Pros-Aide II!



Workshops
I just taught a Realistic Eyes workshop in Minnesota! Next up: see you in Belgium for Jamvention 2018!

October Coupon Code!
10% off
Enter code **COMPETE** at checkout. Shopping cart must total \$25 or more before shipping and taxes. Offer expires 11/30/18.