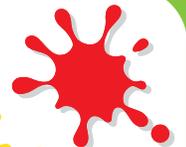




Paintertainment



e-Newsletter • December 2020 • Issue 81

Don't Lose Your Confidence! Hold your Value when you Pivot!

by Gretchen Fleener

This time of year is hard enough for most of us, even without the constant threat of a pandemic. We're stretched thin, working frantically to get in all the gigs and still prepare for our own holidays. Money seems to be tight even when we ARE busy working, but this year it's a whole new ball game!

When I look back at my Facebook memories of this time last year, I wonder HOW on earth I got it all done. This time last year I had gigs every weekend, and I was in the midst of baking 4 holiday flavors of French Macarons for teacher & family gifts, and preparing for my son's birthday which is on December 26, the day after hosting family all day for Christmas! How did I do all that? This year I feel like it's an accomplishment if I can put on real pants and a bra before 4:00 pm!

As I write this newsletter, feeling like a slacker because it's so late in the month and I missed a couple months before now, I'm reminding myself that it's okay to slow down, allow myself to rest and feel all the feelings and do less of the things. These days I'm constantly reminding myself to give myself grace. Our minds and bodies are working in entirely different ways right now and it's exhausting. Add on holiday stress, and you just might want to sleep through it all! But remember, the first Christmas was very simple. It's okay if yours is too.

It's so easy for our confidence to wane right now, as we look back at all we used to do and accomplish, and the success of our business a year ago, while feeling utterly exhausted with a blank schedule. But don't lose heart. All this

means is that you are such a rock star, your body and mind aren't even sure how to handle being forced to do less. Be patient with them! But don't lose that confidence! After all, the losses you are experiencing are through no fault of your own, and are no reflection on your capabilities.

Which brings me to my main point. Right now many of us are using what energy we CAN still find in the day to explore pivots in our business. We are struggling to learn new techniques, new technologies, and new talents. Jumping into so many new things will inevitably make you feel inadequate, as you feel like you're starting back at square one.

Besides giving yourself grace, please don't forget all of the experience you have under your belt! You are NOT a beginner, no matter what new challenge you are tackling! You are a successful business owner who is broadening their own horizons even more!

As many of you know, I've been working to pivot my business in a few more covid-friendly directions in the past 9 months, one of them being window painting. But how do I get myself out there in this new field when I have no work to show for it?

It can be tempting to divert back to those newbie face painter mistakes like selling yourself cheap, or even giving away your work for free just to get experience or "exposure." *Don't do it!* I always say, why learn the ropes for free when I can find somebody willing to PAY me to learn the ropes on their job? Sure, it may be a more gradual start, but you won't have to start off fighting with what few clients you did land to

convince them of your worth enough to pay you next time. And as we all know from face painting, free work only brings in more requests for free work.

I started out by painting my own windows, and did literally all of my initial advertising using that one photo of my first window ever. Did I put a disclaimer on my ad saying this was my first window and I've never been hired to do this? Absolutely not! I put myself out there like the professional I am...a professional artist with a lifetime of experience and an successful, legitimate business. You can paint. You can run a business. You can manage clients and gigs. You can be creative and work with people. You value quality supplies and carry insurance. You are valuable right out of the gate. Don't start all over by devaluing yourself, only to create a new mountain to climb to prove your worth. If you immediately devalue your work, so will whatever clients you lure in with it. Whatever new medium you may be painting with or substrate you may be painting on, go out there with the confidence of an experienced, professional artist, quote your worth, and be willing to walk away from the balkers.

Of course, that's not to say that you shouldn't do your research! I spent hours upon hours researching window painting, taking tons of notes, and experimenting on my own house. But I didn't waste my time, money and supplies giving away free work to build a portfolio. I did my own one window, that got me a couple more paid windows, and I was off to build my portfolio with purely paid gigs.

I still remember a couple years ago

when an artist & agent friend hired me to paint perfume bottles at Nordsrom's during the holidays. I said YES, had never done it, and got to work researching what type of paint to use on glass. My first bottle ever, an employee came over to my table completely in awe of my Goodwill glassware samples, asking me how I got into glass painting and how many years I've been doing it. My answers were a bit vague. "Ooh I've been painting my whole life, and just recently got into painting on bottles..." Haha! He didn't need to know I was cracking open my first ever bottle of glass paint a few days ago to practice on a thrift store candle holder! He was already impressed with my work, and didn't question my capabilities because I didn't question my capabilities!

You can go out there with the confidence of an experienced professional, without bragging about how amazing you are or how many years you've been doing this one specific thing. Humility and confidence are NOT mutually exclusive! And neither are confidence and honesty! With window painting I simply applied my lifelong skill using different tools and substrate, and sold my experience as an artistic business owner. That's it. And people were still fully willing to pay top dollar while I learn on their dime!

Whatever you are doing to pivot your business, don't look back at your years of experience and lose heart. Pick that all up, take it with you, and include it in your quote! If you don't doubt yourself, neither will your future new clients! 



What's News?



Repurpose Holiday Cards!

Check out the Glitter Glamper blog for a fun project that turns old holiday cards into sparkly decor!



Holiday Window Painting!

Check out the blog to learn the difference between inside, outside, and vinyl windows!



Wet Paint Magazine

Our winter issue is now live! Check out wetpaintmagazine.com to order, and sign up to receive email alerts when we are looking for submissions!



WINTER SCENE



1



2

HAS5086 feather stencil!



3



4

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May not be combined with any other offers.

Offer expires 1/31/21