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Preface



Art makes a difference in the world and in the lives of others. "Art" is your craft or any form of creation made with passion and purpose that can help or benefit others. By focusing on creating your "art," and being courageous enough to pursue your purpose, you too can make a difference!

Being an "artist" as I refer in this book, can apply to anyone who makes an art out of one's expertise, a "Master" within one's profession or industry. This includes painters, musicians, actors, designers, writers, inventors or other entrepreneurs or professionals in any creative field (who I refer to as "creative professionals"). "Artists" are also passionate individuals who wish to attain more fulfilling lives.

Many professionals I meet are tired of working hard creating or selling their work without seeing their desired results. After a while, many of them become limited by their own fears and insecurities or just give up. As a creative entrepreneur myself, I understand it's tough! I learned a few lessons along the way about success—particularly what *not* to do!

Prior to realizing my calling in life, I studied business and marketing and worked in the corporate world for over a decade. My job was to help entrepreneurs with the business and marketing side of their craft. But I felt something was missing. An intense self-reflection brought me to a greater purpose, which is to use my "art" to improve lives and to motivate individuals to succeed.