



MAKE ART THAT SELLS

## PART B

# PREPARING FOR CLASS

### Welcome!

Thank you so much for joining Make Art That Sells Part B. Whether you joined us for Part A, or are starting with this class, you will soon discover that this is much more than a course—it is a career enhancing creative experience which you will undergo in the company of a cohort of other artists just like you. Get ready for the ride!

### Outline of course

'Make Art That Sells' covers the hottest markets for art, teaching you how to make art that sells within those markets, whilst staying true to your style. The course is divided into two parts which are designed to work together but you can just take one part if you prefer.

Part B is in five sections, and covers these markets:

- **Paper**
- **Baby/Children's Apparel & Décor**
- **Scrapbooking**
- **Editorial**
- **Party Paper**

It works like a kit for each market—Lilla tells you what each market wants, and then walks you step-by-step through the process of creating a portfolio piece. Lilla teaches you how to break it down so you can respond to any brief, regardless of how daunting it may initially feel. With her help you can get that dream gig!

This course is self-paced but has been designed to work as a five week class if taken intensively, so for ease we refer to each of the five sections as 'weeks'. Of course if you want to work at a more relaxed pace you can spread the lessons out further.

### Key Highlights

Besides all the market insight, you will get the opportunity to learn 'life & business tips' from Lilla.

Through this course you will learn key insights from leaders in each market including Gemma Parris of Paperchase and Noel Claro of Nickelodean. It can be really tough for individual artists to get close to art directors like this, so be sure to take note of what they say in these candid interviews.

The highlight for each market is the big assignment. Lilla eases you in gently with a mini exercise, and then you build on that with the main assignment designed specifically for that market.

As a bonus in this self-paced course you have access to an archive of reviews Lilla has carried out in past classes, featuring over 500 pieces of art work. We have also included past assignments shared in the course, which are variations on the market themes. This gives you a ton of inspiration to create great portfolio pieces.

Please note this course does not include any live reviews. If you want the chance to be included in a review by Lilla Rogers, please consider joining one of our live online classes. See [www.makeartthatsells.com/courses](http://www.makeartthatsells.com/courses) for further information.

Here is a suggested timetable if you wish to go through the course at an intensive pace, in five weeks. Alternatively, you could spread the content over several months. Whichever way you do it, we encourage you to put the topics into your diary to help you stay on track.

## Course Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>WEEK 1: Paper</b>	Paper market insight + mini exercise	How to get Paper work + Bonus! Trend spotting	Paper assignment	Interview with industry insider + market assessment	Life and business tips from Lilla + Special Bonus!	Work on assignment	Watch one of the Artist Interviews/ Rest
<b>WEEK 2: Baby Apparel</b>	Baby Apparel market insight + mini exercise	How to get Baby Apparel work + Bonus! Color Awesomeness	Baby Apparel assignment	Interview with industry insider + market assessment	Life and business tips from Lilla + Special Bonus!	Work on assignment	Watch one of the Artist Interviews/ Rest
<b>WEEK 3: Scrap-booking</b>	Scrap-booking market insight + mini exercise	How to get Scrap-booking work + Bonus! Are you ready for Surtex?	Scrap-booking assignment	Interview with industry insider + market assessment	Life and business tips from Lilla + Special Bonus!	Work on assignment	Watch one of the Artist Interviews/ Rest
<b>WEEK 4: Editorial</b>	Editorial market insight + mini exercise	How to get Editorial work + Bonus! Trends and inspiration	Editorial assignment	Interview with industry insider + market assessment	Life and business tips from Lilla + Special Bonus!	Work on assignment	Watch one of the Artist Interviews/ Rest
<b>WEEK 5: Party Paper</b>	Party Paper market insight + mini exercise	How to get Party Paper work + Bonus! Anatomy of a cool job—with Lisa DeJohn	Party Paper assignment	Interview with industry insider + market assessment	Life and business tips from Lilla + Special Bonus!	Work on assignment	Watch one of the Artist Interviews/ Rest
<b>BONUS POSTS!</b> <i>After Week 5</i>	Wrap up						

## Making your commitment

I'm so happy that you've made the commitment to this course, to learn how to bring your work from good to great, or great to lucrative, and to have a lot of fun getting there. It's going to be truly rewarding for you to see how your work evolves each week, and it will! Here's the equation: This course + your talent + your time = some pretty great artwork.

The participants of this course come from all different levels and experience, and that makes it richer for everyone. Start with where you are, and be cool with that. Try new things, take risks, play and have fun. People buy your joy!

## Tips for Preparing for Class

### Mini Interview with You

This mini interview with yourself is to help you get clear on why this course is important to you, and in turn help you get the most from it. Please find a quiet moment to answer these questions honestly.

(Note: you can type your answers in this editable PDF form.)

Why did you sign up for this course?

What are you hoping to achieve in your wildest dreams if you could wave a magic wand?

And in your realistic dreams? (Note: all dreams are good!)

What are the strengths that you bring to this course? Check all that apply.

- ☐ Can focus intensely
- ☐ Love to learn new things
- ☐ Highly motivated
- ☐ Able to carve out time
- ☐ Enjoy drawing things
- ☐ Interested in learning new trends
- ☐ Love colour
- ☐ Have big goals
- ☐ Other strengths (write them out here):

Now, look at the list, pick your top two strengths and write them on a sticky note or piece of paper—place it somewhere that you'll regularly see it.

What do you fear? How can you be ok with fears, which are normal to have?

What might compete for your time or attention? What can you do about it?  
Can you get more childcare, reduce your workload, not check social media so much?

Which of the markets in Part B are you most excited about? Why?

## Ground Rules

We have a few simple rules for this class to make sure everyone can feel comfortable and supported, and stay focused on why we are all here—to make great art that sells!

- **Stay open**
- **Be positive**
- **No negative critique of others in the community area**
- **No excuses are necessary**
- **And of course, importantly, have fun!**

We are here to help steer you towards a more lucrative career doing what you love, and that is something to celebrate. This course is intense, but your investment in yourself is a gift to be enjoyed!

## Shout about it

Why not share the fact that you are taking this course, and let everyone know that you are taking your art career seriously? Use social media to spread the word and please feel free to blog as you go along! (Please note: You are free to post any of your own work on your blog/social media but you do not have permission to reproduce any course content without express written permission)

## Preparing your space

By preparing your space you can help your efficiency and ease of getting into the course by ensuring that you have everything you need at your fingertips. These small steps will help solidify your self-discipline and motivation, and get you all set to jet.

### Your computer/laptop

Decide where you'll put your computer or laptop. Maybe a coffee shop or in a certain spot in your studio? Write the location here:

---

### Your art-making space

Even if you usually work digitally, there will be exercises in this course where you'll work traditionally. Decide where your art-making area will be and write it here:

---

Clean the area—a clear area allows room for clear thought.

Add something welcoming—maybe some flowers, a bowl of apples or a selection of herbal teas. How would you set up the area if it was for a friend?

## Gather your art materials

**The basics:** you will need pencils or pens and a sketchbook or lots of sheets of paper.

**Optional traditional materials:** maybe there is a new medium you would like to try and if so great! This is not compulsory so please don't feel obliged. Some ideas could include; pen and ink, coloured pencils, markers in different widths, pastels and oil pastels, paint (acrylic, gouache, watercolour, etc.), ephamera and odd bits of stuff for collage/mixed media plus glue stick and scissors, heavy paper, canvas, pre-gessoed canvas pads, watercolour paper, brushes of various sizes, a glass of water, paper towels.

**Optional digital materials:** this is not a Photoshop/Illustrator technique class, but if you are familiar with those programmes and want to create digital art that's great. Programmes could include Adobe Photoshop, Adobe Illustrator, using a digital camera (for inspiration-gathering and photographing your work) or Inkling electronic pen.

### Set up your paperwork station

You will want an organised place for print-outs such as handouts, your notes and ideas. You might find it easiest to create folders for each week or try using stacking trays as a way to maximize your table space.

## Frequently Asked Questions

**Q: I've never taken an online class before. How does it work? Do I need to be at my computer at a certain time?**

A: The course is available to you in a password-protected classroom. You can log in anytime and work through the content in any order you like. However, we have included a suggested class schedule in this PDF to keep you on track and make sure you don't miss anything. We strongly encourage you to diarise the time you plan to spend on this course, so life doesn't get in the way. There is a huge amount packed into this course and it can be transformational, as long as you put the time and the work in.

The beauty of an online course is that you can check in whenever you like and do not need to be online at a specific time as the content will be available 24/7, so it does not matter what time zone you are in. You can log on every day if you choose, or set aside some time once or twice a week to work through it. There will also be a private community space where you can connect with others and share images of your work.

The written content in the class will be downloadable and you will have access to the classroom until December 31, 2017, so you have plenty of time to go back through everything at your own pace. The community space will remain open indefinitely.

**Q: What format is the class taught in?**

A: The class is taught using video, written posts and a huge amount of imagery. Everything is made available in a bespoke, password-protected private classroom. There are weekly assignments as well as a handful of additional creative exercises in the course.

**Q: Can I ask questions to Lilla during the course?**

A: Although Lilla is not available for direct questions in this self-paced class, we have included a huge Question Bank containing all the top questions, along with Lilla's answers, from past courses. If you wish to put a question directly to Lilla please join one of the live online courses offered on our site here: <http://www.makeartthatsells.com/courses>.

**Q: Can I get feedback from Lilla on my work?**

A: Although Lilla does not do reviews in this self-paced class, we have included a huge archive of past reviews featuring over 500 pieces of art, so you can learn from other people's work. If you want the chance to be included in a review by Lilla please join one of the live online courses offered on our site here: <http://www.makeartthatsells.com/courses>.

**Q: Will the class material be available after the class has ended?**

A: Yes, you will have access to the classroom until December 31, 2017. The written class content can be downloaded from class. The private online community will remain available to you indefinitely.

## Testimonials

"Lilla's course is hard-charging, information rich and lots of fun. Very inspirational, no matter where you are in your career."

—*Nancy Kuemmerlein*

"An invaluable opportunity to grow as an artist, both in business, artwork and spirit!"

—*Jane Smith*

"My work has improved vastly. My palettes are more nuanced and my drawing style has evolved into something more personal. The most valuable thing I learned from Lilla is people buy your joy. Proven right many times now."

—*Susan Brand*

"I struggled for awhile feeling like I was wasting my time and felt very unsure of where I was going career-wise. This course reassured me that a career in illustration can be successful and fulfilling, and most importantly, possible. The course broke down the huge concept of how to be successful in this field into little bitty pieces that I could grasp onto. I feel like now I can see steps of how to get where I want to be."

—*Katie Vaz*

"A magical mixture of inspired instruction, relevant assignments, and supportive community. You'll be exhausted and at the same time never want it to end."

—*Susan Brand*

"Essential for anyone serious about licensing their art. Fun, ambitious but still accessible for all levels of experience. Everyone will gain more than they expect from this course."

—*Melinda Hopkirk*