



**SPI Podcast Session #96 -
How to Make a Living Selling Your Artwork Online
with Cory Huff from The Abundant Artist**

show notes at: <http://www.smartpassiveincome.com/session96>

Pat: This is The Smart Passive Income Podcast with Pat Flynn Session #96. We're almost at a hundred. We're almost at a hundred. Yeah.

Intro: Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, Z Y X W V U T S R Q P O N M L K J I H G F E D C B A, Pat Flynn! Whew! Thanks for that one, Pat.

Pat: Man, John, you are awesome. Well done. That's John Melley everybody, M-E-L-L-E-Y, JohnMelley.com. He's my voice over guy. And it's funny. Every couple of months, I send him a list of different intros I want him to record for the top of the show. And in this last batch, I sent him the alphabet backwards just to see if he would do it. And he did it. He totally rocked it. Well done, John. I wanted to give you a quick plug there. Again, it's JohnMelley.com if you're interested.

And thank you for listening because I know how your precious your time is and you're taking time out of your day to listen to the SPI podcast. I appreciate you so much. You might hear it in my voice actually, I feel completely 100% healthy right now. You might hear it in the inflection of my voice because the last couple of podcasts, the last few weeks, I haven't been completely healthy and that's because for a while, I was putting my health, my exercise and fitness and what I was eating aside for work related things and I had to move and presentations to do.

Don't do that because I totally suffered the consequences of making that choice in my life and I was out for three weeks. I missed the podcast episode that I was supposed to put out and I just didn't have the energy to work.

But now that I've been healthy for a good couple of weeks, I've been able to produce a lot and so many awesome things have happened since I finally got my energy back. I just launched a new podcast called Ask Pat where I answer a question, a voicemail question from the audience every single day, five days a week and that's going extremely well. So head on over to AskPat.com to learn more about that, to listen to



the show, to ask a question. Just thank you so much for the support for that. And thank you so much for the support for this show.

We have a great episode for you today. Today we're talking to Cory Huff. Cory Huff runs a blog at TheAbundantArtist.com. And what he does is – I mean you can tell on his tagline. His tagline is, "Dispelling the starving artist myth."

He helps artists not just graphic artists and people who paint and sketch but artists like musicians and artists like actors and actresses and people who have to go inside into their creativity and that's what it is that they do is they share their creativity in one way or another. He helps those people generate an income online which is super cool because it's a lot different than for example what I do. I sell and recommend products, software, services, tools, information. But artists, they sell paintings. They act. And they sell music. And that's so different.

And so, Cory has helped a number of people. Countless people start their careers and actually be able to generate an income from the artistry that they do. And we talked all about that in today's episode. It's a lot different. It's a different approach and there are some really, really interesting information for everybody actually.

But if you know any artists, not just painters and graphic designers and those types of artists but also musicians in your life or actors and actresses and people who want to start to generate an income or who you feel might have the opportunity to do so, this is going to be a great episode for them. So feel free to share it. Again, this is SmartPassiveIncome.com Session 96. Of course, you can get the show notes. You can share it at SmartPassiveIncome.com/session96.

So let's get right into the interview with Cory Huff from TheAbundantArtist.com. Here is the interview. Hey, hey, what's up Cory? How are you?

Cory: Hey, Pat. I'm great. Thanks for taking the time to talk to me today.

Pat: Yeah, awesome. I'm so happy you're here because we have a lot of people in the audience who are artists whether they're musicians or they paint on canvas or – I mean the definition of artists can be very wide-ranging. And you help artists get over this fear that they can't sell stuff or they can't make a living or people who want to make a living, you help them do that. I think that's so cool.



Cory: Yeah. It's really fun and it's actually really gratifying because there's no art without money. You have to have some way to buy your supplies and make your stuff. So if I can help artists make a little bit more art then I feel like I've done something good.

Pat: That's super cool. So tell us how this all got started.

Cory: The short story is that I accidentally created a business. The long story, so I graduated from the University of Utah with a degree in theater, a BFA in theater. And I was really planning on being an actor. And my day job when I graduated from college that I was using to support myself as an actor was working for an internet marketing company and I started learning a lot about marketing and stuff.

And while I was there, a couple of friends who are artists asked me about how they could have their art found by search engines. And so, I started this blog, TheAbundantArtist.com as just a way of exploring that idea about figuring out internet marketing for artists. And a lot of it was just talking about the idea of how artists can make money.

And I grew up sort of working class poor and the idea that you could make more than \$30,000 or \$40,000 a year was totally foreign to me. And so, the blog started as just a way of exploring some of those ideas about how artists can make money and I started interviewing a lot of artists all around the world and figuring out what is it that successful artists actually do that supports them and it sort of evolved from there.

We started doing group coaching courses and we started doing – like I started recording those courses and offering them as downloads and then we then sort of created some more formalized products. And all this time, I was working full time in internet marketing and doing this as a side project.

And then about a year ago, it got to the point where there were enough people interested in what I was doing and asking me for help but I decided that I either had to stop it or go full-time because I wasn't serving my job well because I was so distracted by doing this. So I decided that I really wanted to do this and it has been a really great ride.

Pat: That's super cool. Well, congratulations to you. Now let's say, there are some artists in the audience which I know there are, and let's even say I'm an artist. I paint



or I think I have a really cool painting and I want to sell it but I don't even know where to start. What kind of advice would you give me, Cory?

Cory: Well, the first thing I would say is just try. There is no harm in just putting up a website and putting your art on it and start spreading the word. If you've never done that before, I would say, just go ahead and do that just so you can see what that process actually is. But if you want to be a little more strategic about it and figure out how to have success right out of the gate, I would say, do a little bit of research.

Go look around online and figure out – find 20, 30 different artists whose work is similar to yours in some way. Maybe it's similar in style or similar in subject matter and figure out what those artists are doing online, what are their prices, which websites are they selling through, are they selling on their own, do they have e-commerce or not on their websites, and you'll start to see sort of where your art fits in.

Maybe it's a little better than some of them so you might be able to price a little bit higher. Maybe some of them have huge fan bases. And so, your work might actually be better than theirs but they might have a huge fan bases so you can sort of come in at the low end and work your way up.

As you do that research, you'll start to see the patterns will emerge and you'll start to see where you fit in amongst other artists like you.

Pat: Right. So like anything else, you need to put in some research if you really want to make this work. But if you just want to get started, putting up a website would help. Do you recommend that more than just going on [Etsy](https://www.etsy.com) for example and selling your artwork there or other sort of third party site that already has a community that might be interested in your art?

Cory: Yeah, it's a great question. If you wanted to do like literally the easiest most dead simple thing possible, I would recommend that you upload a high resolution photo of your work to [FineArtAmerica.com](https://www.fineartamerica.com).

Fine Art America is a print on demand service. They'll take your high resolution image and print it into whatever canvas or paper or whatever medium you want and they will frame it and ship it and send it off for you. So all you have to do is get your image up there. They have millions of people going to their site to look for art and then as you learn to drive traffic, you can send people there and people can buy prints that way. That's probably the easiest way to get started selling art.



Pat: Oh, that's cool. Now, what about for the people who are like, "This is ..." They're having that battle in their head like, "OK. I want to start selling some of my pieces and I want to make some money so I can even make more but this is my art like I can't let it go."

I mean I think that's what I would worry about the most if I was doing it. If I'm creating something and I'm really proud of it, I don't want to sell it or it wouldn't be worth only a couple of hundred dollars. I want to sell it if I was going to sell at all for tens of thousands perhaps.

I mean let's talk about that. And then we could talk about pricing. How do you even gauge or how to price something too? So let's start with the first question. How do you deal with people who are sort of battling in their head, "Well, this is my art I can't sell it or maybe I shouldn't."?

Cory: You have to make that decision for yourself. A lot of artists make art because they just – they feel compelled to create art. And that's great and it's noble and you should absolutely do that.

There is a point in an artist's career where they have to make a decision if they're going to go pro or not. And there's nothing wrong. If you decide you don't. If you just want to make art for yourself and maybe give a few pieces to some family friends, that kind of stuff, that's totally fine.

But there comes a point when you have to decide that you're going to turn your art into a business. And you can sort of trial it out. You can test it out and say, "I think I want to do this but I'm not sure." You can try it and see what that's like and then you can decide against it later if you want to. But there is that turning point when you have to decide, "Yeah, this is a business and I'm going to go do this."

Pat: What are some of the success stories that you have with people with people that you've worked with? What kind of dollar amount are we talking about as far as people selling their artwork?

Cory: So online art, the biggest sales I've seen are in the \$20,000 to \$30,000 range.

Pat: Wow!



Cory: Yeah. I mean that's the exception. Most artists are selling for less than a \$1,000 online.

Pat: OK.

Cory: But the artists that are selling for that low 5-figure range usually, those artists have spent years building up a huge following. They've done not only shows in real life and they've also built up a big mailing list and they have maybe a strong social media presence and they're really engaged with their fans and their collectors.

And that's something that I think a lot of artists missed is the artists that sell for a lot of money, they either have one of the big high-end galleries selling for them or they have built up a very supportive and emotionally connected fan base that loves what the artist does to the point that they will do whatever it takes to support that artist continuing to do what they do. You don't just land on the scene and sell a \$10,000 piece of art.

Pat: Right. So the artwork is more than just the actual piece itself. It's sort of the person behind it and the relationship as well.

Cory: Yeah. The art is representative of your relationship with the artist. It's a representative of something that's happening in your life. It's representative of an emotional experience that you have. People buy art because of emotion.

Pat: I think that's really important point that we want to get across. And so if you're starting a business and you're an artist and you want to sell some of your artwork, I think beyond just the art itself, you have to understand what it takes to like in any online business, to build a real relationship with your audience. So how does an artist best to do that?

Cory: So in this big class that I do once a year, I take artists through a series of exercises where I have them create a piece of art and journal through the process of creating that art.

And it can be whatever kind of process you want. If it's drawing or painting or mosaics or whatever but the idea is to create the art and capture not only the layers of the process, the different layers of paint or the different layers of stone that you put down, and either using pictures or video capture how the art is actually made but also capture your inner emotional experience through creating that art.



Artists know that good art comes from an emotional place inside of you and it means something. And so, getting good at capturing those feelings and even if it's not the most coherent is really important because you can't communicate to other people what your art means and the intensity of it if you don't have at least an understanding of it yourself.

Pat: I love that exercise. And even – I think of some musicians sometimes. Some of the songs that I love most are songs that where I know people have written about something that has happened in their own life. I feel more of a personal connection to the person who's singing that song because of that experience that they've shared they've gone through.

And so, I think it's something that can be done in similar way when it comes to your artwork as far as sharing not just the piece itself but sort of what went into it to create it. I think that's really cool.

Now, let's move on to some of the struggles that a lot of artists have when they're trying to sell their art online. What are some of the biggest struggles that artists are running into?

Cory: I think maybe the biggest struggle is the mindset of being in business. The unfortunate thing about art school, art school is great and it teaches you how to make great art and all that kind of stuff. But what they don't tell you in art school is that when you graduate, you are essentially becoming an entrepreneur right out the gate.

You're either going to go apprentice for an already successful artists and learn from them or you're out on your own and you've got to go figure it all out. And there are not a lot of programs out there for teaching artists how to be entrepreneurs and that it really is. If you're a solo person selling your art, you need to learn the principles of business fast.

Pat: Yeah. I mean that's a fantastic point. I mean I never even thought of that. But yeah, after you graduate, you're on your own.

Cory: Yeah. And it's really funny because some artists really get that and they hit the ground running. But there's a mental shift that comes along with being in business for yourself. And you've talked about this a bunch on the podcast, the psychology of selling something and the psychology of knowing that it's all on you, it's a tricky beast to master.



Pat: Yeah, absolutely. The mindset plays a huge role no matter what business you're in. If you are in business, how you feel about what you do plays a huge role in the outcomes that actually happen.

Cory: Yeah. The other thing I'll say is there's actually a minority of artists but some artists feel like if they exchange money for their art that that somehow lessens the value of their art.

Pat: Like selling out almost.

Cory: Yeah, like selling out. And the reality is like I talked about in the top that if you don't have money to buy your art supplies, you can't make art.

Pat: Right. I think there's that. And also, people want to experience what you have, the art that you create and you deserve to get paid for that.

Cory: Yeah, absolutely. And the thing is you are creating so much value for somebody. Some businesses create a product that helps people make more money or create a product that helps people eat or whatever. And those are sort of tangible "I can hold in my values" but art doesn't fulfill those needs. Art fulfills a very deep emotional almost primal need that people have for beauty, for expressing the part of them that they don't know how to express.

So it's very interesting when you go into people's homes and you see the art they have on their wall, it's very interesting. And then it's interesting to go walk through the aisles of the store like through a Target or through a Pier 1 or whatever and see how much art there is in those places. And art is everywhere but we take it for granted.

And so, when you realize that your art is valuable and it fulfills this need that people have, there has to be some sort of exchange. There has to be some sort of exchange that people want to give you something in return for your art and whether they want to give you gratitude or thanks and hugs and kisses, if you're willing to accept that that's awesome. But you also have an opportunity as an artist to receive money so that you can continue making your art.

Pat: Right. I mean it sort of reminds me, there's a book that I read called [*Secrets of the Millionaire Mind*](#) by T. Harv Eker. It's a great book. I actually printed out a lot of the things that he says in the book and have them or I used to have them posted right in



front of my computer in my office. I'm in a new office now so there's nothing on the walls. But I will put that back up. But it reminds me of one of the sort mantras there and that is, you have to be an excellent receiver. You have to know that you're worthy of these things that are being presented to you.

And the key to recognize that whether you're worthy or not is it's a feeling, it's not a fact. You make up your own story. You make up your own feelings. And you have to know that you deserve to have good things happen to you and you deserve to have this if you're an artist, your art shared with the world and you deserve to get paid for that.

Cory: Yeah. Yeah, you absolutely do.

Pat: Now, let's talk about other kinds of artists because there are more artists than just those who paint on canvas or sketch. There are actors, musicians. I mean you went to theater school. How can this sort of selling things in an online business fashion apply to actors and musicians? I think with musicians, it's a little more obvious. You can sell your music.

If you create a direct connection with your fans and I've noticed this on YouTube, I've become big fans of bands like [Boyce Avenue](#) who have made their name on YouTube and they aren't on the radio but I've learned to make a connection with them just because I love the music. So YouTube is a perfect channel for that. I mean how would an actor for example start an online business per se?

Cory: So I'll give a shout-out to my friend, Ruthy Otero. Ruthy has done a great job of building an online presence for herself. Basically, she has a blog, she has a newsletter, and she uses those platforms to tell people about shows that she has coming up both films and commercials that she's in.

Also, letting people know about performances, live performances that she has coming up. Basically, she uses those platforms to stay connected with people so that they can find out about her and her shows and they act as marketing channels so that people could show up to the in-person event. So maybe you're not actually selling a product over the internet but you can use the web to drive interest and fans to your stuff.

Pat: OK. So when you do a show for example, I mean you get paid to act in the show. I mean the more people you get in the sort of better the experience is going to be and probably the more money you're going to make down the road.



Cory: Yeah, absolutely. Every theater company and every live performances venue needs to make money to keep the doors open. And the more valuable you are as a performer, the more gigs you're going to get. If you can guarantee x many butts in seats, you're going to have more venues open their doors to you.

Pat: Right. Totally. I love that. Tell us a little bit more about what – shifting on to what you do in your business, how are you providing value? What are the ways that you are actually teaching this stuff to your audience and what's working best for you right now?

Cory: That's a great question. So we have a newsletter. So you can come to TheAbundantArtist.com and you can sign up for the newsletter and you'll get a whole series of emails that will tell you all about how to get started, describing some of the mindset stuff that we talked about, the basics of getting an effective website up, and the basics of email newsletters and social media. That's all free stuff that's on the blog and the email newsletter.

Pat: OK. Cool. So you're already providing value and you're giving people sort of the "OK, these are your first steps".

Cory: Yup, yup. And it's interesting because I don't get a lot of feedback from people on the free stuff like it sort of goes out into the ether and then sometimes I hear back from people.

And the other day, I heard back from an artist. She is – I get a lot of these artists who are sort of mid-career artists. They were in maybe a corporate job or something and then they switched over to becoming an artist. And this woman joined my mailing list right when she left her corporate job and that was about a year ago and then she just emailed me and said, "Hey, I followed the advice in your free newsletter and I sold like this many thousands of dollars in paintings over the last year which was this much more than the previous year. And I have this many. I have three or four solo shows in the last year and this many people showed up."

And I was floored because people never – when you give away free stuff, a lot of times people go and look at it and they don't do anything with it because it's free. But I was really excited to see that she took that and ran with it and did really, really well. So that there is enough to encourage me to continue doing what I'm doing but then we also have a bunch of paid courses that people can sign up for to get more details.



Pat: That's cool. Now, as far as the sort of sales funnel, are you taking people into that newsletter and then within that newsletter down the line they get access or they understand that you sell these other things or how are you presenting your products to your audience here?

Cory: Yeah, that's a great question. I don't know how into the weeds you want to get with like how the autoresponders are formatted and all that stuff. But essentially, you sign up for the newsletter and in the first couple of newsletters, in the footer, I drop a hint about some classes that I have. And I have some beginning classes that are fairly entry level like how to sell art on Facebook and it's a like a \$25 course. And so, after you've received a few emails from the newsletter, you'll be offered that course and you can choose to sign up for it.

And then we have a more elaborate membership site. The membership site is aimed at artists who are at the very beginning of their career, still trying to figure out what kind of art they're going to sell and who their target collectors are and all that kind of stuff. That's something that we offer people after they've been on the mailing list a couple of weeks.

And then we have a more advanced course that I do once a year that we let people know about a month or two in advance. And then there are some other specific niche courses for artists like how to make an effective artist website and each of those offerings are based on what you click on and what emails you open.

Pat: Right, right. Yeah, I can see some of those on your website actually in the side bar. It's really cool, TheAbundantArtist.com for those of you who are listening to the show. One interesting thing you just mentioned there is you called the sort of target market for artists, target collectors. I think that's really cool. Could we go into it really quick? How do we find out who our target collector is if we're an artist?

Cory: Yeah. So it has a little bit to do with the subject matter of the art as well as the style of the art. Some artists have what I call the art school look. Meaning, their art is reflective of what people in art school are doing right now. It's usually sort of trendy stuff that is selling in the very high-end art galleries.

And that kind of stuff after a while tends to look a lot alike – you can see a lot of it on Tumblr. And so, there's the art school look which is a very specific thing and those collectors are the high-end art collectors. They're the high-end art collectors. They're



the Larry Gagosians of the world who pay millions of dollars for a piece of art. And that's sort of – if your art looks like that, that's your audience.

But most other artists have a relatively small niche with people who are interested in certain types of things like maybe if you do – if you really enjoy painting pets then your target audience is usually going to be like lawyers and doctors and other people who have a relatively high amount of money who have pets who want to have a portrait done of their pet.

But then there are all kinds of little micro niches like that including some really strange things like I know an artist who – and I can't remember her name off the top of my head but she makes doilies with swear words in them. And she sells them and it's sort of a weird counter culture thing that she does but there are people who are really into things like that.

So you sort of have to dig around and find online communities who respond well to the kind of art that you make and then find the people within those communities that have money.

Pat: Right. Now, could you for example, run a Facebook ad and try to target people or test different markets to see which ones might respond best?

Cory: Yeah, absolutely. So usually what I do when I'm working with an artist one-one-one is I will start out with just a few Google searches and say, "OK. If you're a pet portrait artist, let's find a handful of dog communities." And we'll find some forums and other websites where there's a lot of dog lovers hanging out and we'll look and see what kind of things they talk about in those forums and communities and then we will turn around and run some Facebook ads targeted at people who have expressed interest in those things that are people are talking about on other sites.

And then we might even run some Google ads depending on the budget the artist has because I think that Google ads are actually more valuable than Facebook ads because they can search intent and purchase intent. We can get into that if you want to.

But basically run some test ads to see how people respond and then we send people to either a mailing list page or a mailing list landing page or a sales landing page.

Pat: Right.



Cory: I will say, most art sales don't happen on landing pages, don't happen on e-commerce pages. They happen after somebody has been on an artist's mailing list for a while and they've heard about the artist a few times and sort of developed a relationship with that artist then buy something. That's how it usually happens.

Pat: Right. I'm actually reminded of an article called – I think it was a 1000 True Fans. You know this?

Cory: Yeah, I know exactly what you're talking about.

Pat: And it's an article written where – and I'll link to it in the show notes but it's a great article because it basically says, you don't need a huge audience in order to make a great living as an artist or somebody who has their own business. I mean you just need about a 1000 and I know that's sort of – it is really an arbitrary number but I mean it's a nice round number.

So if you have a thousand people that you've developed a relationship with them which is more so now possible than any other time in history ever now because of how connected we all are, you can develop a relationship with them in a way where you don't have to produce incredible amount of stuff. You just have to produce for them. And you can make a great living doing that.

I mean what are your thoughts on these sort of 1000 True Fans, developing this huge fanship from just a smaller number of people? Is that able to support an artist?

Cory: Yeah, absolutely. I mean I could go on and on and on. I could name artist after artist after artist who has done exactly that. Unless you know about the artist and you're fan of their work, you'd never have any idea who they are.

Pat: Right. And that's the point. You don't know but the people who are their fans, they love them to death.

Cory: Yeah. So there's this woman named [Kat Wise](#) and her website is KatWise.com and she sells like these bright multicolored coats, I guess you'd call them. She calls them elf coats. But if you Google them, you'll see what I'm talking about. They almost look like cloaks from Lord of the Rings but they're like in six colors.

Pat: Yeah, I'm looking at them now. They're pretty crazy.



Cory: Yeah. And then she has arm warmers in the same kind of colors. And this woman, when she posts new items on [Etsy](#), they literally sell out in minutes. And she's not famous like she's not on the news or anything like that. But she has a very, very devoted group of followers who love what she does.

Pat: She has 7,867 reviews on Etsy, 18,894 sales, 30,407 admirers. That's awesome. So basically, whenever she creates something new now, it's just going to get sold.

Cory: Yup.

Pat: Easy.

Cory: Yup.

Pat: But this didn't happen overnight.

Cory: No, no. It took her years to build up to that.

Pat: And how did she do that? She just created and developed a relationship with her audience and started actually making direct connections with them and just slowly over time just became this way?

Cory: Yeah, it's just like that. Yeah. An artist that I know a little bit more, my friend, [Melissa Dinwiddie](#). She has partnered with me in our membership site. Melissa started out as a ketubah artist which is a Jewish wedding contract. They are these beautifully illuminated wedding contracts handmade with calligraphy.

And Melissa started out doing just calligraphy for sort of whoever would have her do it. And then that turned into people asking her to build these ketubah for them. And she did one ketubah for somebody's wedding, it would be on display at the wedding reception or in their homes. And so then, other Jewish couples would see them and say, "Yeah, I want Melissa to do my ketubah as well."

And it sort of grew by word of mouth to the point where ten years later, it is a huge source of income for her. She does some other things now too. But for a while, it was her primary source of income and supported her and it all originally was just through word of mouth.



And now, she has a website Ketubahworks.com where you can see, it's this one very specific type of art that is very niched and very aimed at people who are Jewish who are getting married. But there are lots and lots of examples of that, of people building them one by one, building new fans one by one and then more people coming in through word of mouth and referral.

Pat: The word of mouth and the direct referrals are just so incredibly powerful. And again, it doesn't happen overnight. But it just takes a couple influential people in your audience to just make things go crazy. I mean over time, yes, people will talk and they will talk to their friends and they'll talk to their friends and of course a recommendation from a friend is much more powerful than any recommendation you can give to someone that you've never met before.

Cory: Yup.

Pat: And so, you just have to understand. It's going to take a long time. It's not going to happen overnight. But it can happen. You don't need a huge audience to make an incredible living with your artwork. You just need an incredibly devoted pool of people.

Cory: Yeah.

Pat: And that can only happen through these sort of one-to-one relationships or using social media to make connections with people. I mean I love doing the podcast. I mean I think artists, if they aren't doing it already, they should create a podcast and perhaps start talking directly to their audience with their voice to just get them more in tuned with who they are and what they are doing.

Cory: I would love to see more artists doing that. We started our podcast, [The Creative Insurgence Podcast](#) as a way of featuring some of these artists once a week.

Pat: Yeah. And I bet they're hungry to talk about their stuff because they are just sitting there like painting all day, right? Like I would suspect they would just love doing that.

Cory: Totally. It's funny because a lot of artists, they need that quiet creation time. A lot of them say, "I'd just rather be in my studio." And some artists will do that. Some artists will disappear for days or weeks on end and you'll never hear from them. And then all of a sudden, they'll show up and be like, "Well, I made all these paintings." And so yeah, I would love to see more artists do podcasts.



And going back to what you're saying about connecting with a thousand true fans, I think a big reason that so many artists have a hard time with business is it feels very cold and impersonal. And when you're making art, you're working from your heart and you're working from your spirit. And artists crave or many artists crave that connection with people. And the artists that I've seen who have success online have figured out a way to connect with people over the internet.

There's this woman named Amber Jean whose work I love. She is a wood sculptor and she lives in a cabin in the middle of nowhere in Montana and her connection to the outside world is the internet. She has got a handful of local friends but most of her collectors come from the web.

And a few years ago, Amber went through some pretty serious health problems. And her fan base was so enthusiastic and so – they wanted to help her so much that they actually put together a fundraiser and a bunch of money to give her and help her through the health problems that she was having and she didn't ask for it. It just happened.

Pat: Super cool.

Cory: And that sort of connection is pretty hard to build through most other businesses. But when you're an artist, you're creating something that people care about on a deep emotional level and that sort of connection, if you treat your people well, they will love you and sustain you over hard times.

Pat: Absolutely. And once you start selling your art, your art will continue to do that even when you're not there I would suspect.

Cory: Yeah, yeah.

Pat: Awesome. Man, Cory, this has been a great conversation. I always get emails from artists who are asking, "I'm not selling information. I just create stuff and I want to sell it but I don't know how." I think you shared a lot of great information to help people get started and inspire people to actually do sell their artwork if they choose to do that. But of course, you know you have all of your courses and stuff too that can help people take it to the next level.



Really quick, where would you like people to go to learn more about and what you have to offer?

Cory: They can just go to TheAbundantArtist.com. And right there on the homepage, there's all the information about our newsletter and our courses.

Pat: A link to the podcast there also.

Cory: Yup, link to the podcast there as well. And if you go to the blog, there are hundreds of articles and videos on various topics around selling art online.

Pat: Awesome. Very cool. And if you're an artist and you're selling stuff whether you paint or you're a musician or perhaps you act and if you are online, I would love to see you on the comment section here. This is SmartPassiveIncome.com/session96. Leave a comment for Cory and me and share your artwork. Leave a YouTube video out there or a link to your Etsy page or whatever. I would love to see all the artists in the audience over there at SmartPassiveIncome.com/session96. I'm sure Cory would too.

I want to see what's up there. Who knows? You might make a few sales just – maybe I shouldn't have said that. I'm not saying put it up there to make sales. I'm saying put it up there because I want to know who the artists are and you guys can connect with each other. Somebody might be interested in something you might be selling. So I hope to see you there.

Cory, thank you so much for being on the show. Just super stoked for what you have going on and I can't wait to connect with you again in the future.

Cory: Thanks a lot, Pat.

Pat: Thanks. Take care. All right. I hope you enjoy that interview with Cory from TheAbundantArtist.com. Fantastic conversation, a lot of great information, and gold nuggets in there. And I think deep down no matter what we do, we are all artists. Entrepreneurs are artists in one way or another. So I think there is for everybody some information to take away from this episode.

But if you create art and you share that whether you sell it or not, if there's a way to see what kind of art you create no matter if it's painted art or acting or music or whatever, I would love to see you on the blog. I would love to have a community of artists who follow the Smart Passive Income blog and the Smart Passive Income



Podcast just give a quick hello at SmartPassiveIncome.com/session96. If you have any galleries or anything, share that. You can add one link in the comment section without being held in moderation.

And so, I hope to see you there. Thank you so much. And please if you have a moment, head on over to iTunes and leave a review for this podcast if you haven't already. Be honest. A rating and a review, it will go a long way. It helps get the show up higher in the ranking so it can be exposed to more people and help change more people's lives. And I'm recruiting you to help make that happen.

Thank you so much. I appreciate you. I'll see you in the show notes or at the comment section along with the show notes and links. Again, SmartPassiveIncome.com/session96. You rock. I love you guys. Have an amazing day. Talk to you later.

Outro: Thanks for listening to The Smart Passive Income Podcast at www.SmartPassiveIncome.com.