



m&m's

motivation & monetisation & mindset

FOR ARTISTS





Introducing the Art Biz Pyramid – Feel free to print it out for daily useage



How to set up the communication with your clients and keep the momentum



Why we do things the way we do them – This mindset shift will change everything



Within us, there is two primary driving forces: Urgency and Attraction. Urgency acts as a compelling push towards action. For instance, the need to provide for your family and put food on the table drives you to find a job and earn money. It carries a sense of immediacy.

On the other hand, Attraction functions as a pulling force towards a vision. When you feel inspired and have a desire to become a successful Lettering Artist, creating captivating letterings, you are drawn towards a different version of yourself. Embracing these two forces as motivators propels you to new heights and unlocks your potential. They play pivotal roles in driving your actions and aspirations.

Everything you do

you do for yourself.



ART

BIZ

NUT
RITION

CLEAN
SING

WORK
OUT

SLEEP

JOURNALING

BALANCING

INTENT
(GOAL SETTING)

CONTROL
(SELF MONITORING)

STIMULATE
(INSPIRATION)

REST
(CONTEMPLATION)

ACTION

MOTIVATION

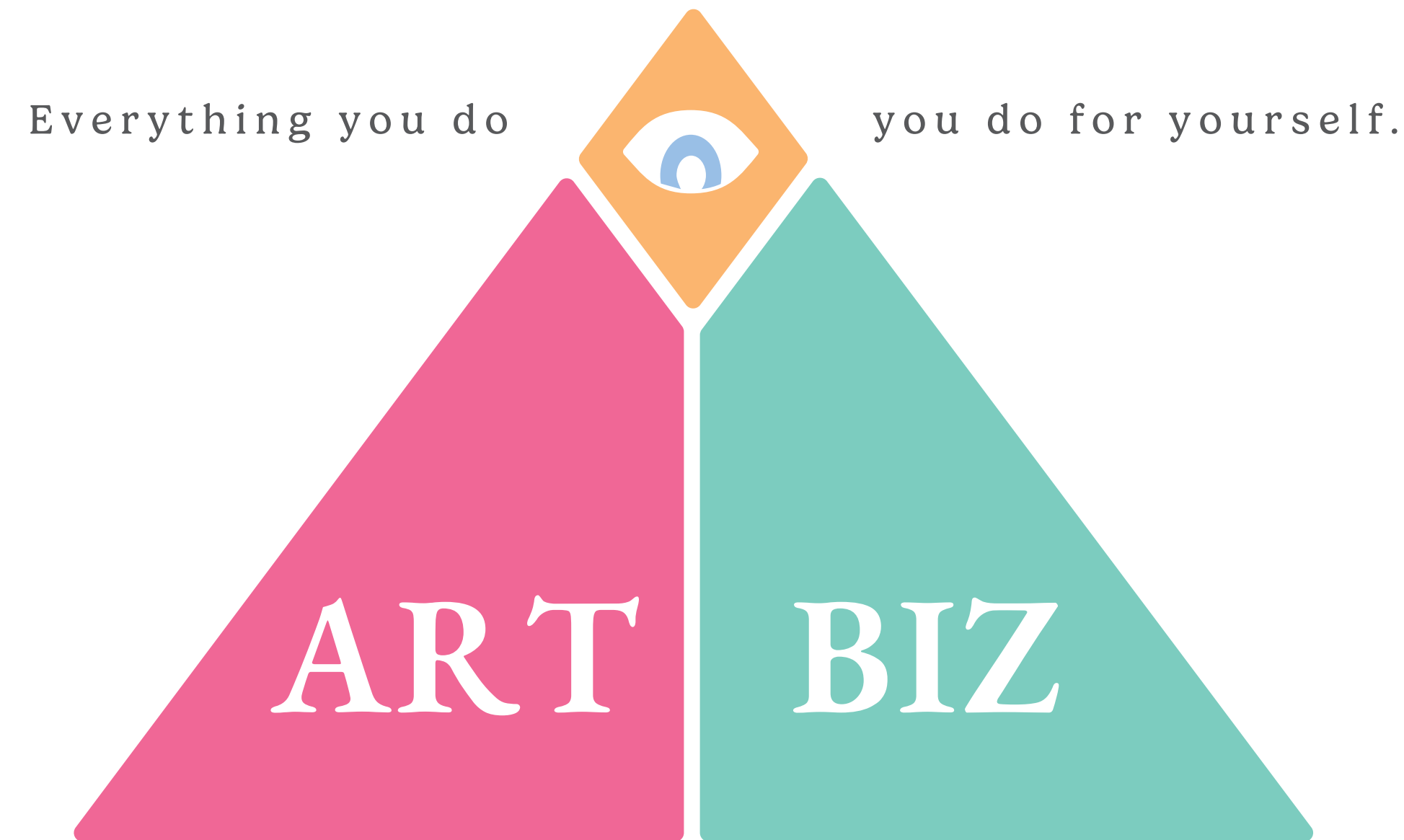
THE ART BIZ PYRAMID

I created the Art Biz Pyramid to enhance my workflow efficiency, focusing on addressing the primary hurdles that often arise from within ourselves.

Imposter Syndrome, Procrastination, a lack of Motivation, undefined Goals, and the absence of a long-term growth plan for flourishing as Lettering Artists are common obstacles that hinder us from fully unlocking our potential and leading a life of abundance.

THE EYE

The eye positioned at the pinnacle of the pyramid represents your consciousness. The foundation of the Art Biz Pyramid is built upon the principle of mindfulness. Cultivating self-awareness is essential for effectively utilizing the pyramid to attain your goals.



THE 50/50 GAME

To achieve success, it's vital to recognize that each one of us possesses a unique set of attributes and available resources. These may include your cognitive abilities and the amount of resources at your disposal. Establishing a well-rounded business as a Lettering Artist requires allocating an equal portion of your resources into both your artistry and your business endeavors.

THE FUNDAMENTALS



These four pillars constitute essential elements for monitoring and maintaining optimal energy levels:

Nutrition, Cleansing, Working Out, and Sleep.

While seemingly straightforward, it is common for individuals to disregard one or more of these foundational aspects during periods of heightened stress. Therefore, it is imperative to ensure that these four elements are diligently attended to and in harmonious equilibrium, particularly if one is facing challenges with motivation. Embracing this framework can yield significant benefits.

NUT RITION

YOU ARE WHAT YOU EAT

In our program, one of the most vital aspects is our energy intake. It revolves around getting the right amount of calories and nutrients. Of course, we all enjoy indulging in highly processed and dense foods from time to time. But, if you find yourself lacking motivation, the first thing to check is your diet. Personally, I prefer a vegetarian wholefood diet that's packed with fiber and vitamins. It really helps me get back on track and makes me feel better.

When I need an extra boost, I switch to a keto diet and incorporate intermittent fasting. However, it's essential to remember that nutrition is a highly individual topic. What works for one person may not work for another. If you're looking for support in optimizing your diet, I strongly recommend reaching out to a qualified nutritionist who can provide tailored guidance to meet your specific needs.

IT'S ALL ABOUT ENTROPY

A tidy working space inspires me, so I make a conscious effort to keep things organized. It's part of my work rituals to clean my desk before embarking on a new project. However, when it comes to artists, there are two distinct types and a range of variations in between: the tidy artist and the chaotic artist.

Now, I'm curious, where do you see yourself on this spectrum? Are you more inclined towards keeping a neat and tidy workspace or do you find creative inspiration amidst a bit of chaos?

Tidy |-----| Chaotic

CLEAN SING

WORK
OUT

MAINTAINING THE GIVEN

Moving on to the next item on our list: working out. It serves as a powerful energy booster whenever you're feeling low. However, it's essential to strike the right balance in the intensity of your workouts to ensure that your recovery period doesn't hinder you from taking action. A well-managed workout routine can do wonders for maintaining your energy levels and motivation.

REBOOT THE SYSTEM

The day and night cycle significantly influences our physiology. Numerous artists find their creative spark when the sun sets, drawing inspiration from the times when our ancestors gathered around campfires and unleashed their creativity under the stars.

On a personal note, I prefer awakening in the morning. Those early hours are particularly conducive to opening your mind to the sublime and embracing creative energy. Ensuring an uninterrupted 7 hours of sleep is of huge importance for maintaining optimal energy levels. It allows sufficient time for REM and deep sleep phases, crucial for rejuvenation and overall well-being.

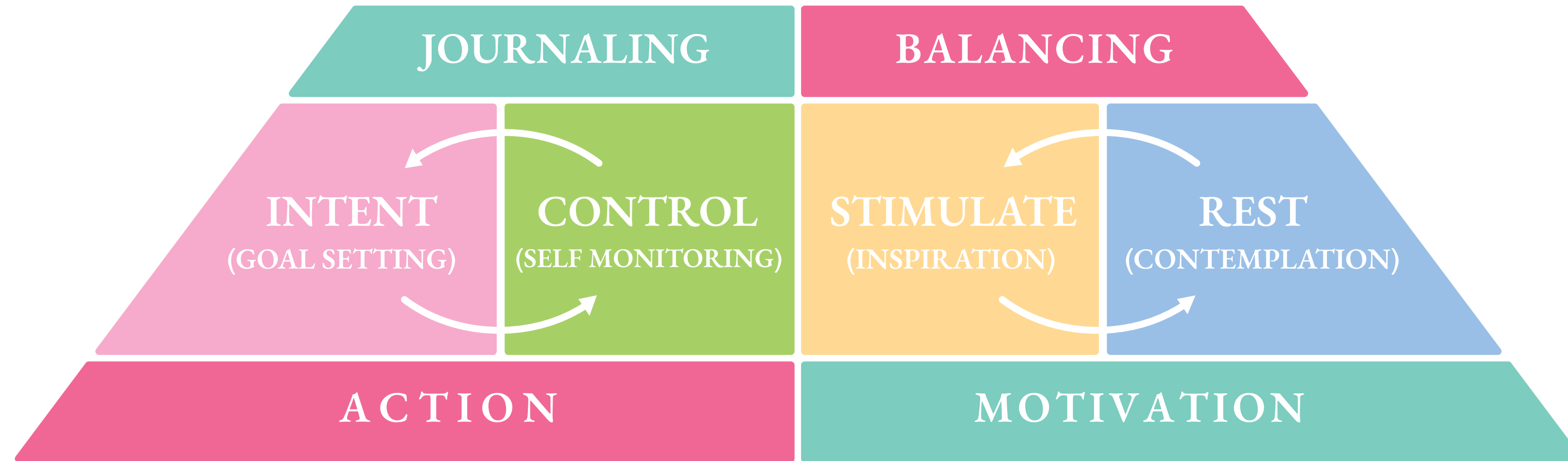
SLEEP

Night Owl



Early Bird

THE PUSH AND PULL OF MOTIVATION

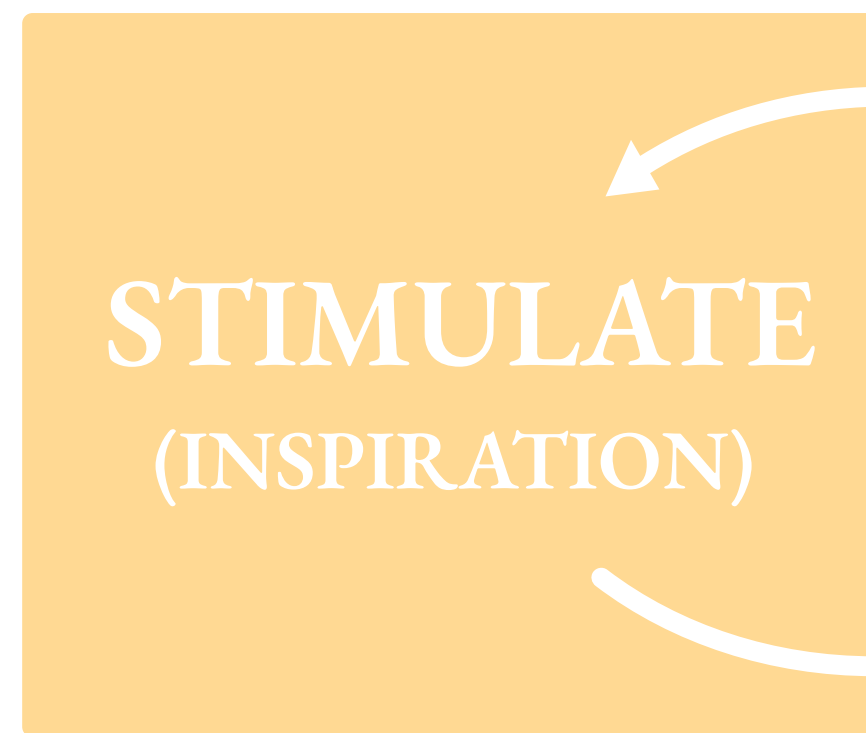
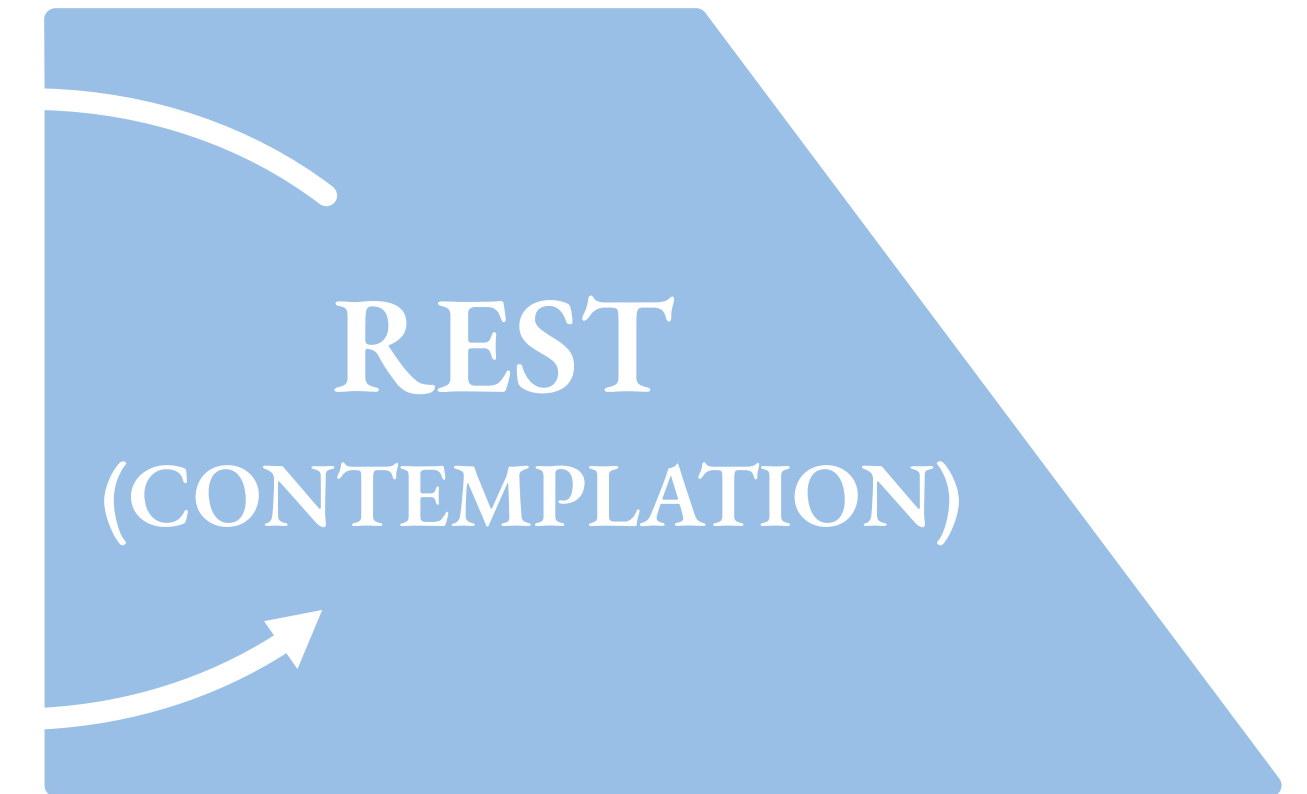


If you want to make it to the top as a Lettering Artist you need to take control of your energy levels. Stearing your mood and investing in your well being is not always easy. Life happenes. But you can develope tools to pull yourself out of a motivational pit. With a little bit of practice you will manage your motivation like a pro.

TAKE FIVE

The primary cause of losing motivation is often stress. It's crucial to recognize this and acknowledge when you're feeling out of balance. Taking a break from all your activities becomes necessary. Resting and engaging in contemplation are vital steps to reclaiming your motivation, as neglecting to do so can lead to feelings of laziness and guilt while resting. Interestingly, the lack of motivation tends to strike precisely when we need it the least.

To regain receptivity for inspiration and recognize the importance of your actions, calming your mind is essential. Engaging in very monotonous activities can be particularly helpful in achieving this. Examples include meditation, hiking, listening to calming music, knitting, and so forth. These activities can help soothe your brainwaves and create a conducive environment for revitalizing your motivation.

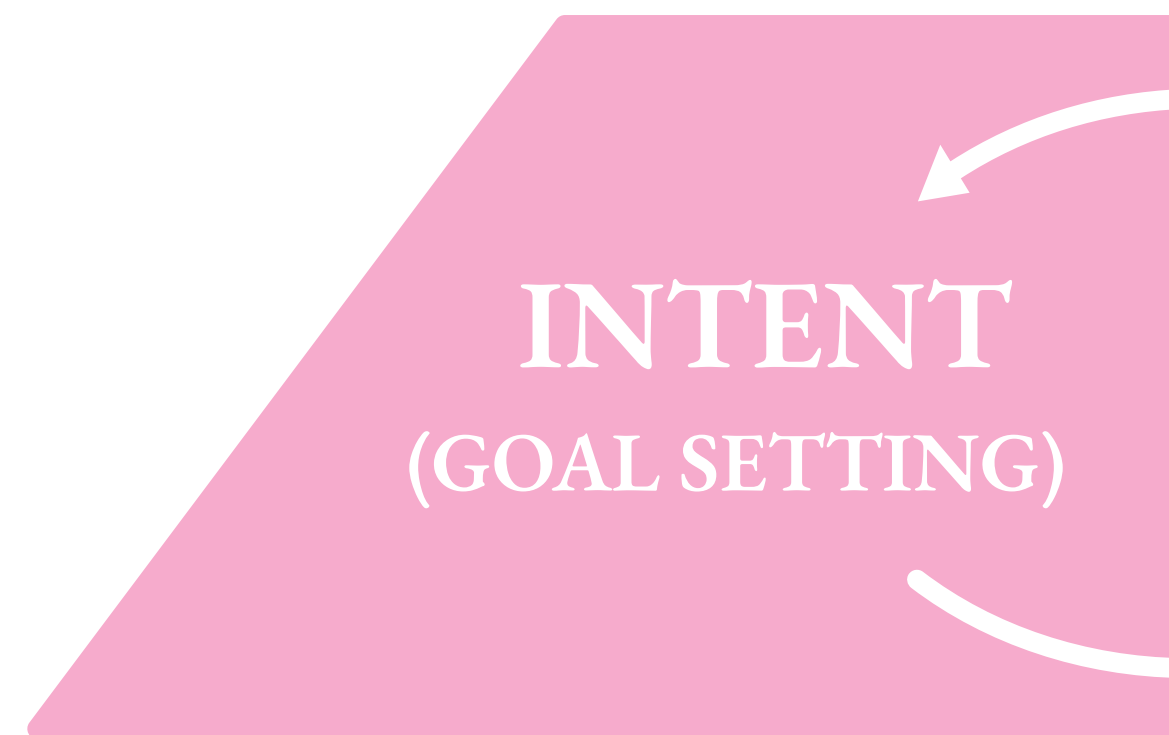


FEED THE SPONGE

By following these steps, you'll open yourself up to new stimuli, paving the way for a fresh wave of inspiration. It's time to seek inspiration actively. Consider visiting a museum, attending an exhibition, exploring a new drawing technique, or even going on a vacation. Immerse yourself in these experiences to soak up inspiration once more.

TIME FOR ACTION

Once your motivation is back on track and you feel the urge to take action, I suggest keeping track of your work. Self-monitoring might seem restrictive initially, but it proves valuable when you gain insights into your work pace and the time required for specific tasks. This data enables you to calculate your services more accurately, ultimately helping you understand and appreciate your own pace and yourself better.



BELIEVE IT, BEFORE YOU ACHIEVE IT

Writing down my goals or share them with an accountability partner helps me to set intentions. It turns into a personal challenge to achieve. As a Lettering Artist, intention setting became one of my main tools for achieving my goals. I use it like a compass that guides me, helping me stay on track. As we all know leading a business is like a rollercoaster ride. Journaling can also help you a lot since it is an efficient way to keep track of yourself.

 **onetisation**

POSITIONING IS KEY

Firstly, I always emphasize the importance of having a one-on-one in-person meeting, or at least a video call, so we can see each other when I go through the onboarding process wit a new client.

Additionally, I make it a priority to communicate with the main decision maker for that specific project, be it the Creative Director or the CEO, as it greatly influences the outcome.

While I understand this approach might not always be feasible, I highly recommend giving it a shot. By positioning yourself this way, you convey to your client how crucial smooth communication is and how it directly leads to better results.

KEEPING THE MOMENTUM

Another crucial aspect is maintaining the project's momentum. It's essential to keep the momentum going with your client.

If you find yourself waiting for feedback for an extended period, I recommend reaching out to them, nudging them gently to inquire about their decision-making progress. Waiting too long for feedback can cause a disconnection from the project, and re-engaging will demand a significant amount of energy. Therefore, avoiding a loss of momentum is vital.

Of course it will not always work but reminding your client will provide you with a valuable advantage.



EVERYTHING YOU DO...

I take time to reflect on what brings me fulfillment, both in my personal life and as a Lettering Artist. For a considerable period, I held the belief that building a legacy was the utmost priority, as it would leave behind something meaningful. However, I eventually came to the realization that everything we leave behind will one day fade away. This realization led me to ponder on this matter extensively.

In the end, it all comes down to a simple truth. Whatever we strive to accomplish, whatever holds immense importance to us, whatever motivates us to rise each morning, it is all ultimately for ourselves. Our actions, dreams, and aspirations are driven by the pursuit of personal fulfillment and meaning.

...YOU DO FOR YOURSELF



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