



THE ARTIST

"I MADE THIS FOR EVERYONE"

In the world of persuasion, the Artist is at a distinct disadvantage. He needs to spend most of his time justifying why people should buy his art. And there's really no justification that makes sense. That's exhausting and demoralizing.

In the world of attraction though, it's the artist who has the advantage. In this world, people sell themselves on you. So you spend your time making art and then wrapping it in a package others will find attractive. And you keep showing up. Period.

And guess what? It works the same way for every business. You don't have to be an artist to sell like one. You just need the persona of the Artist. Is that you? Let's find out by looking at what the artist likes and doesn't like to do.

She hates selling. I think we've established that. She hates thinking up ever-more-bizarre ways of justifying a purely emotional decision. She gets bored looking at the numbers (especially numbers with \$ signs, and especially at the end of the month). She loves working in her medium, seeing the reactions people have to it, showing it to as many people as she can, and talking about what inspired her work.

She accepts that the way of life she's chosen is not for everyone. There are few established pathways to material success. But she's cool with following her muse.



Selling Without Persuasion™

Many consultants and service providers feel the same way. If you love your work, almost for its own sake, try on the Artist Role. It might be a perfect fit.

Energy Structure of the Artist

E-motion

Joy / Passion / Gratitude

Counterpart e-motion

Ennui / Moody / Sentimentality

Examples

Pablo Picasso / Patty Wagstaff / Daniel Day Lewis

Action

To Reveal



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