

A woman is shown in profile, focused on painting a deer on a canvas. She is using a paintbrush to apply colors to the deer's body. The painting is vibrant, with a mix of reds, oranges, yellows, and blues. The woman is wearing a red top. The background is a soft, out-of-focus landscape with trees and foliage.

How to Start Your Art Career

April 1st, 1:00 - 2:30 pm ET



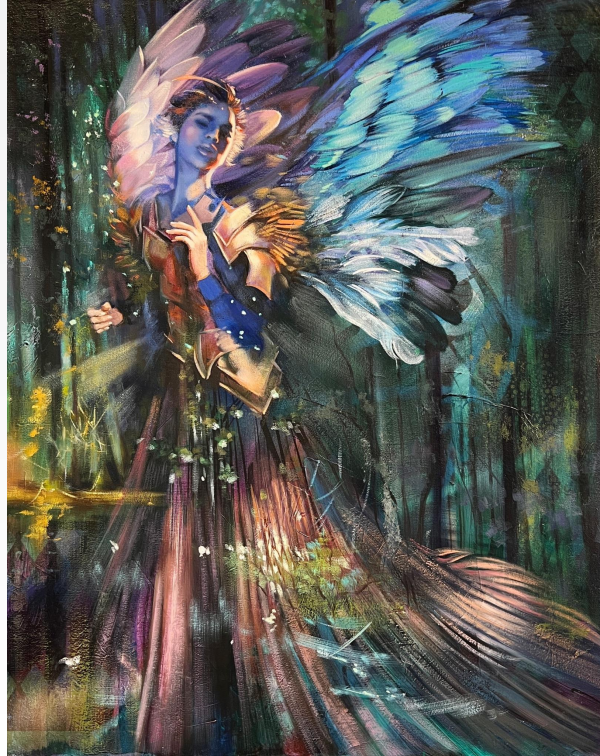
**John and Elli Milan -
We Started our
Careers in 1996**



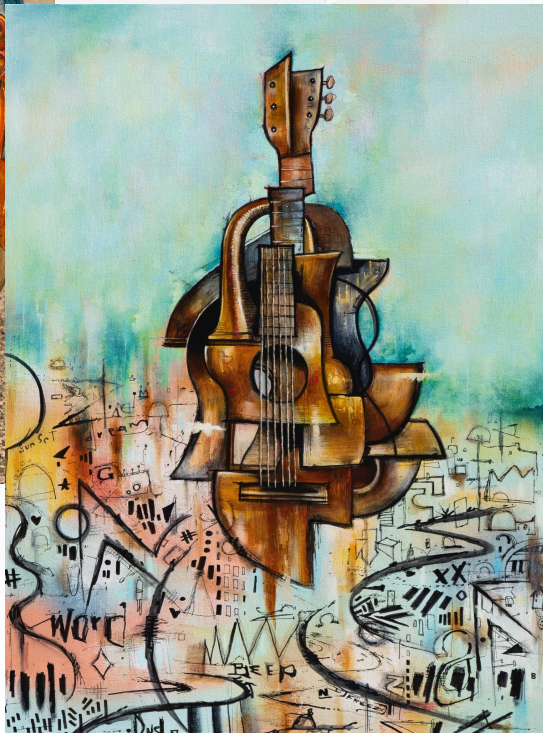
Elli's Art - College Years



John's Art - College Years

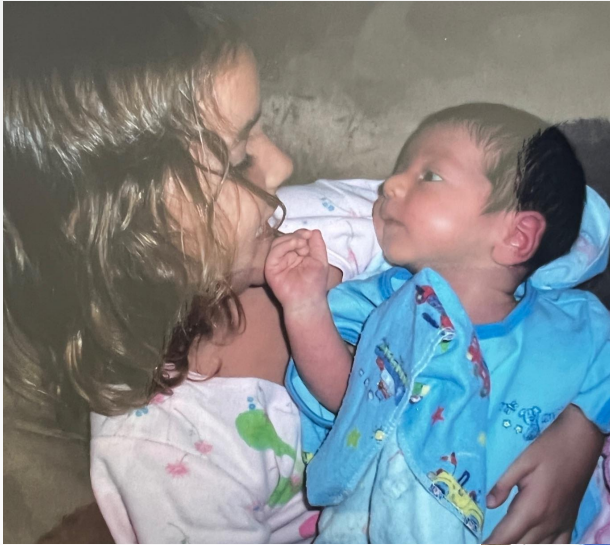


**My Artwork
Today**



**John's Artwork
Today**

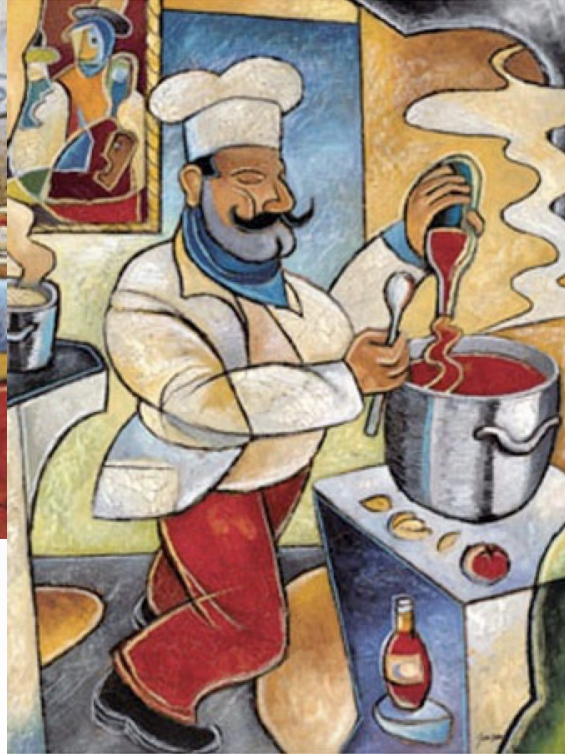
We had four kids...



All are grown
professional
artists today



**We Began our
Careers in the
Decorative
Market**



Art Publishing and Licensing

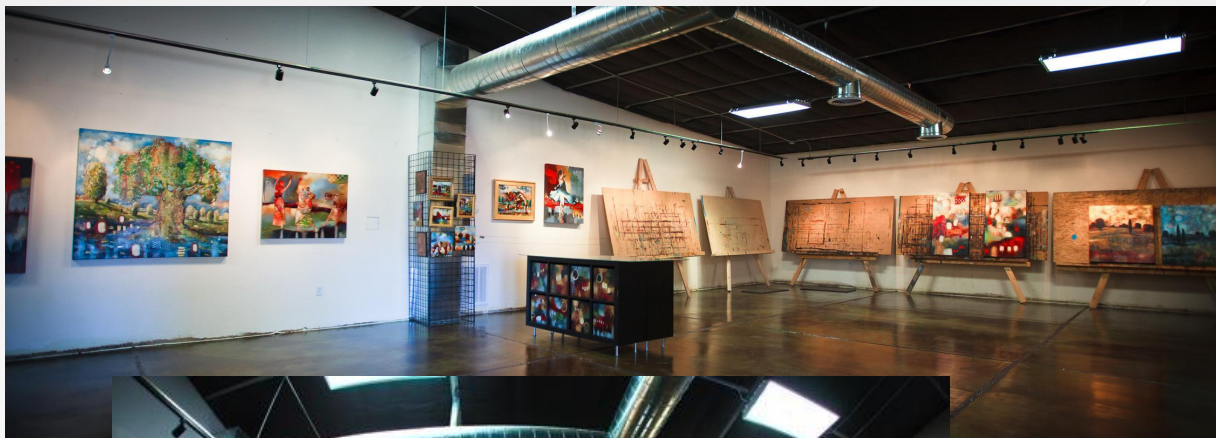




**Sold over 10,000
paintings**



**Milan Art Institute's
humble beginnings**



December 2010

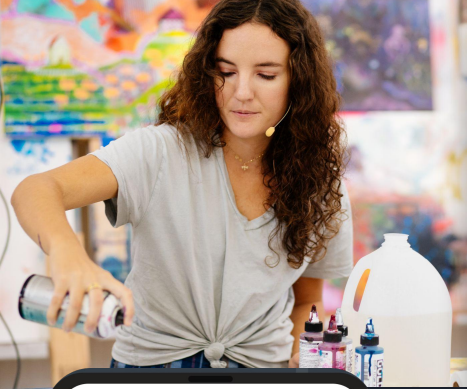
Milan Art Institute Opens

With the goal of helping artists turn their passion for art into a profession



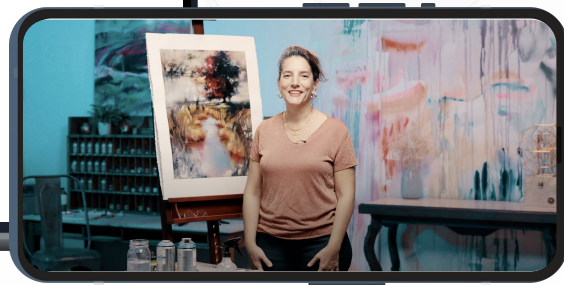
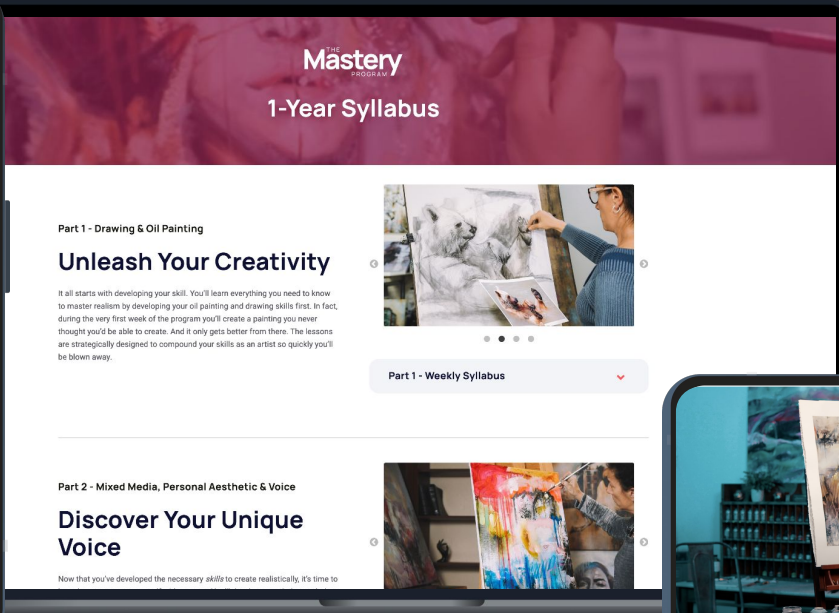
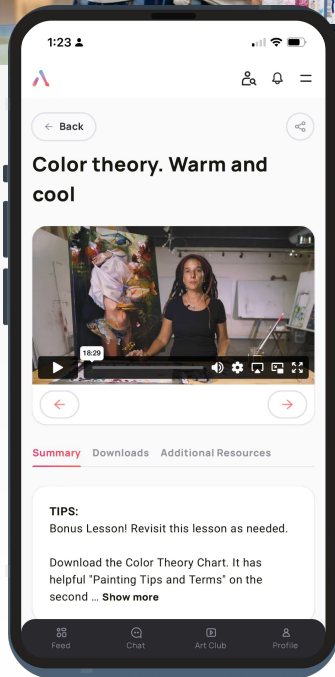
2014

The Mastery Program Launches



2018

The Mastery Program Goes Online!



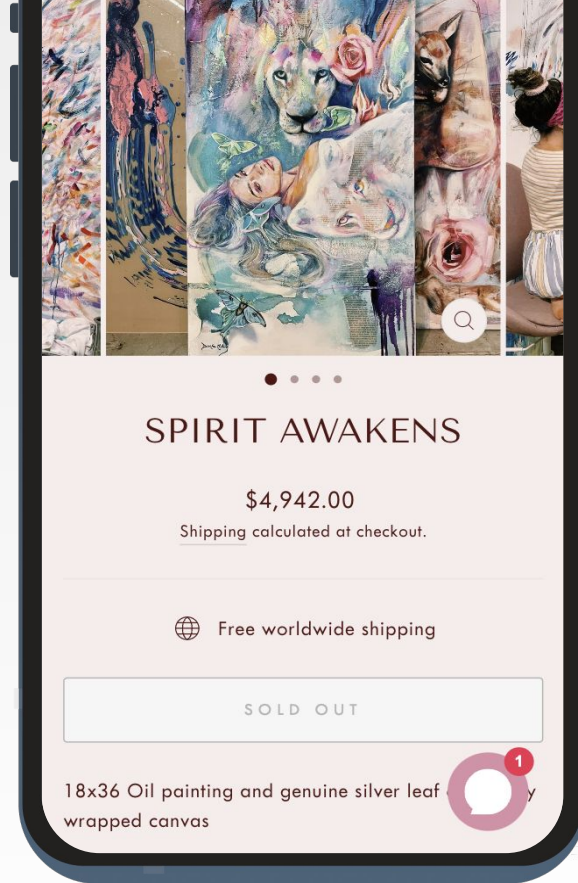


How to Start your Art Career in 5 simple Steps

Two Parts to an Art Business



1: Creating The Product



2: Selling The Product



Step 1.

It Starts with a Mind Shift

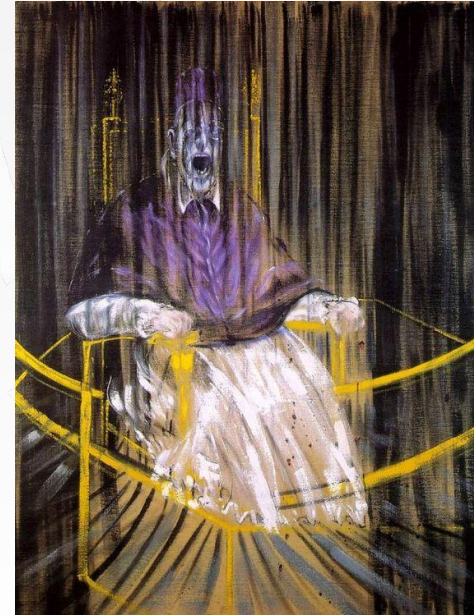


From *"my art is for me"*



To *"my art is for you"*

Love, life, hope, and beauty sells



Buyer Persona - Who is My Art For?



Buyer Persona - Who is My Art For?





Step 2.

Think of Your Art Like a Product



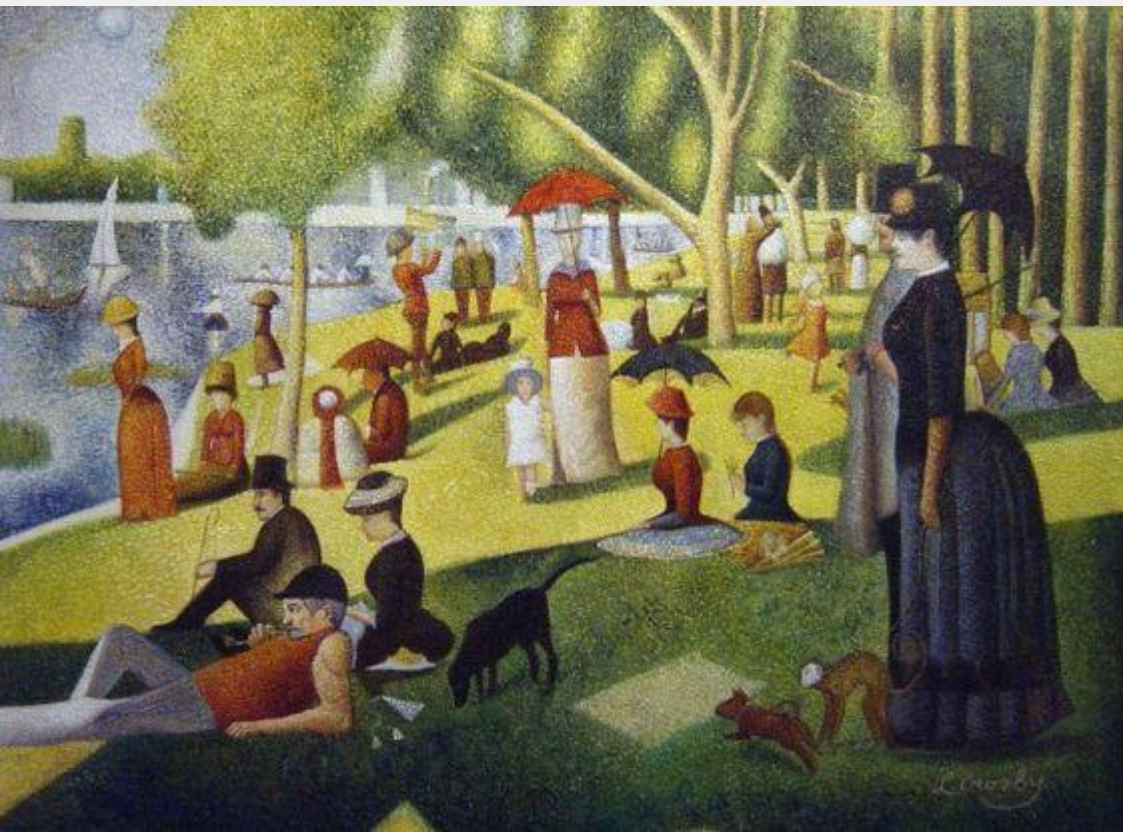
**Think of Your Art
Like a Product...**



**What problem does
it solve?**



**What need does it
fill?**



Is it cost efficient?



**Do you have
competition?**



**Is your product
sustainable**



Step 3: Create in a Cost Effective Way



**Work in series
creating a
product line**



**Make your process streamlined
and efficient**

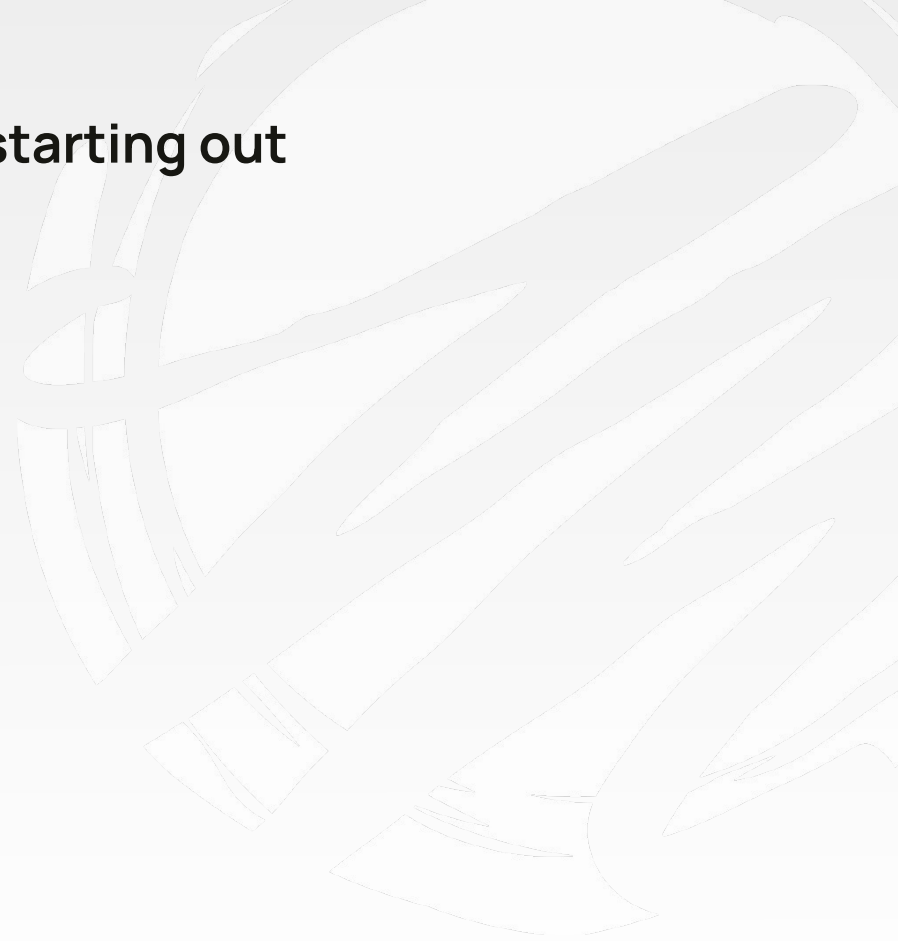


Step 4: Understanding Your Price Point

Price guidelines when you are just starting out

- Quality of product/ craftsmanship
- Skill
- Size
- Uniqueness

You can always raise prices, but cannot lower prices.

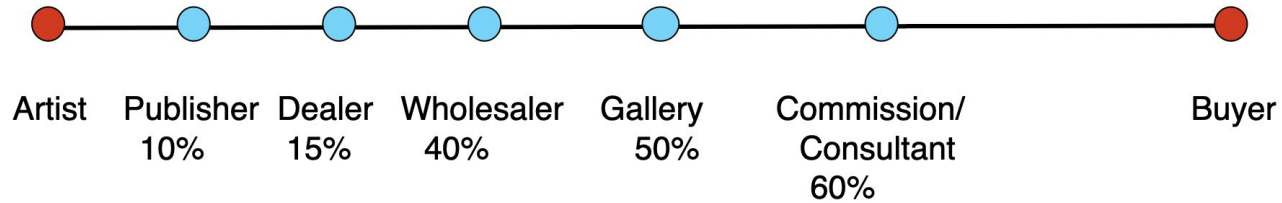


The background of the slide features a stylized, light-colored illustration of a hand holding a pencil, positioned diagonally across the upper right portion of the frame. The entire slide has a solid magenta background.

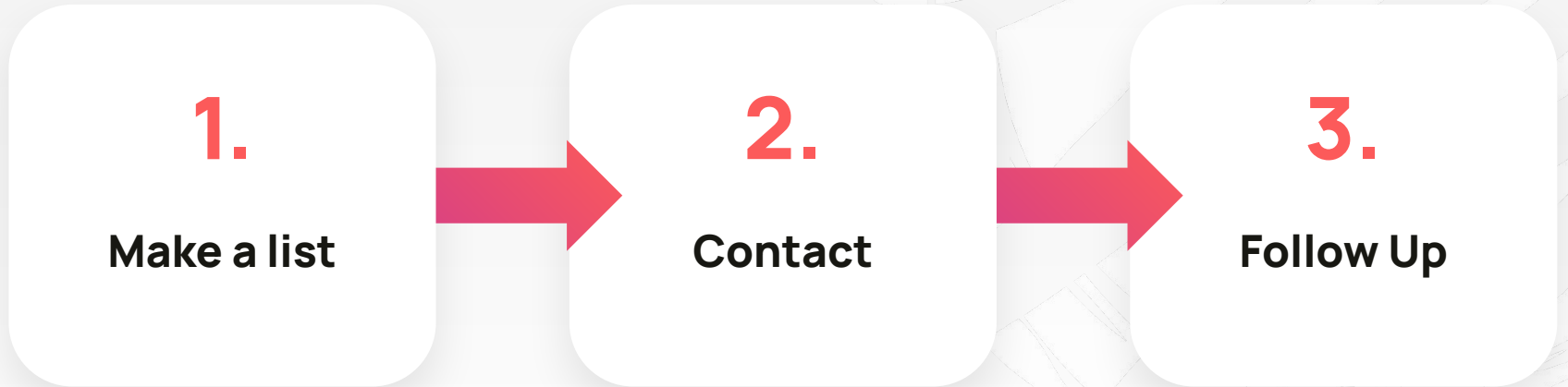
Step 5:

Choosing Your Distribution Channel and Promoting

Distribution



How to Promote





**Dimitra started
selling her art at
12 years old for \$50**



**Dimitra starts to
find her style**

Then she sold it for
around \$200-\$500

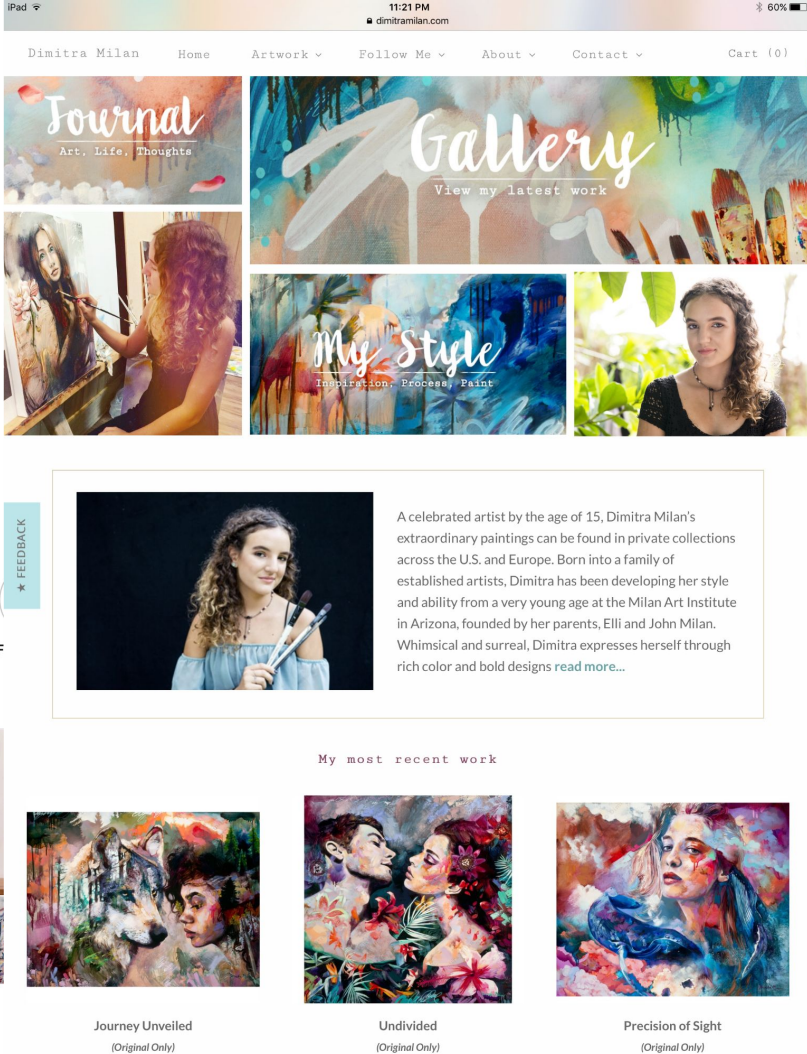
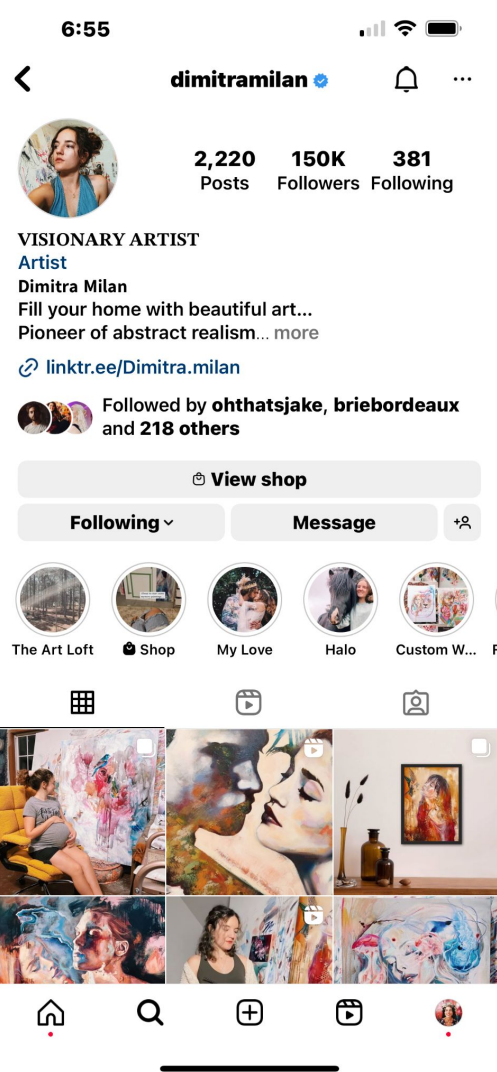


She got into her first gallery at age 15- and sold for \$2.50 a sq. inch



Then right after her first gallery show she was picked up by a publisher and started selling for \$3 sq. inch





Dimitra sells
over \$1 MILLION
worth of art in
her first year

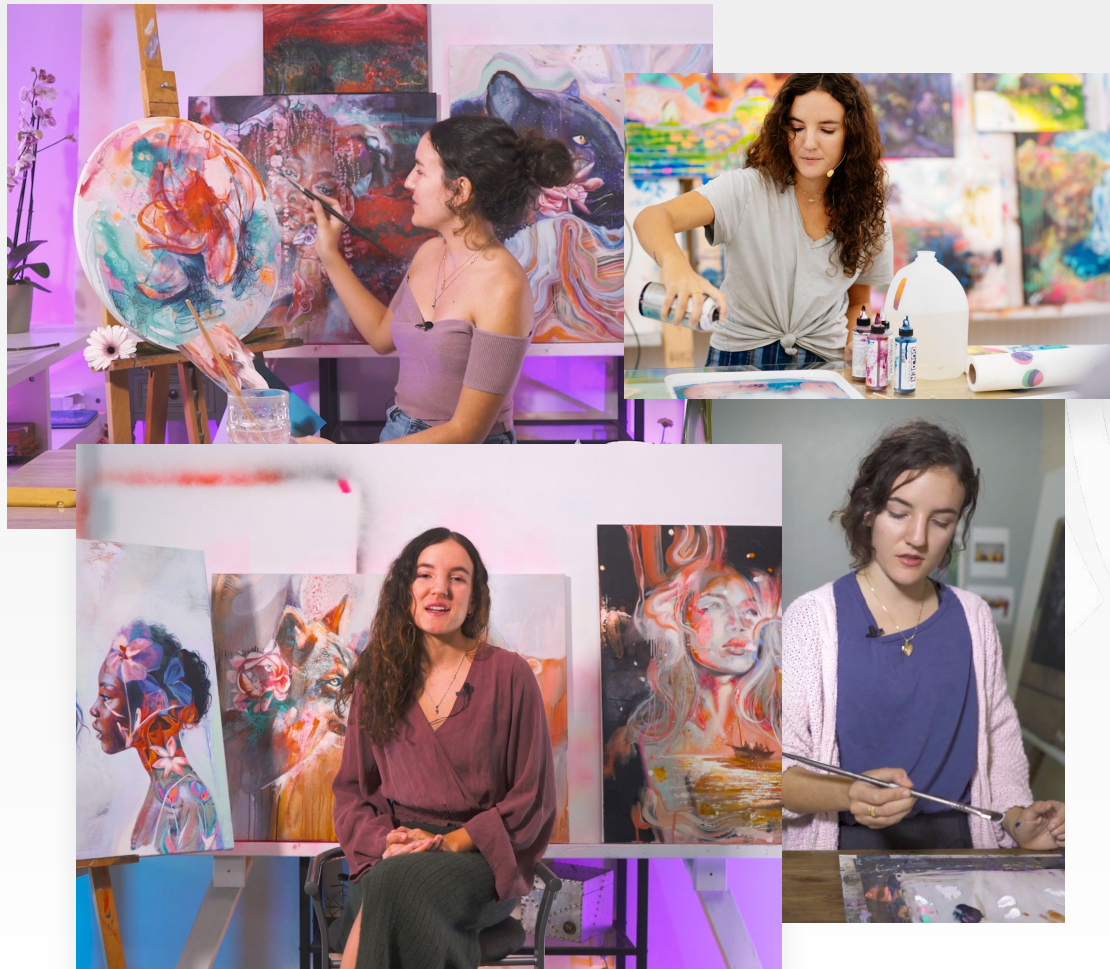


**At age 17, Dimitra
decides to self
represent**

She started selling at **\$5 / sq.inch**

Then by age 21 she started selling
\$7 / sq.inch





**Now she helps teach
other artists how to
do it**

Become a
Professional Artist
This Year

THE
Mastery
PROGRAM



We help you build a
25 piece portfolio

THE
Mastery
PROGRAM



We also show you
how to promote and
market your portfolio

THE
Mastery
PROGRAM



Before your portfolio
we help you find your
voice

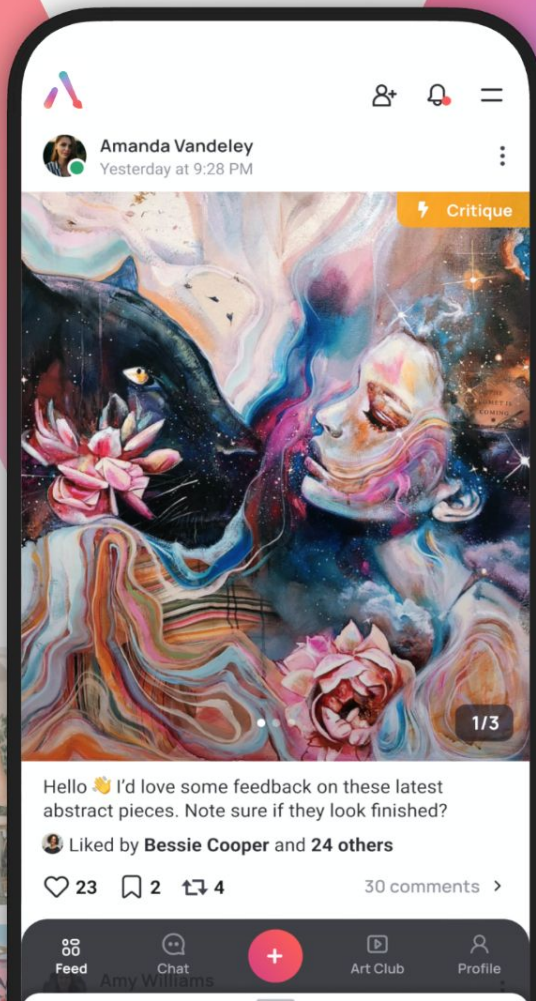
THE
Mastery
PROGRAM

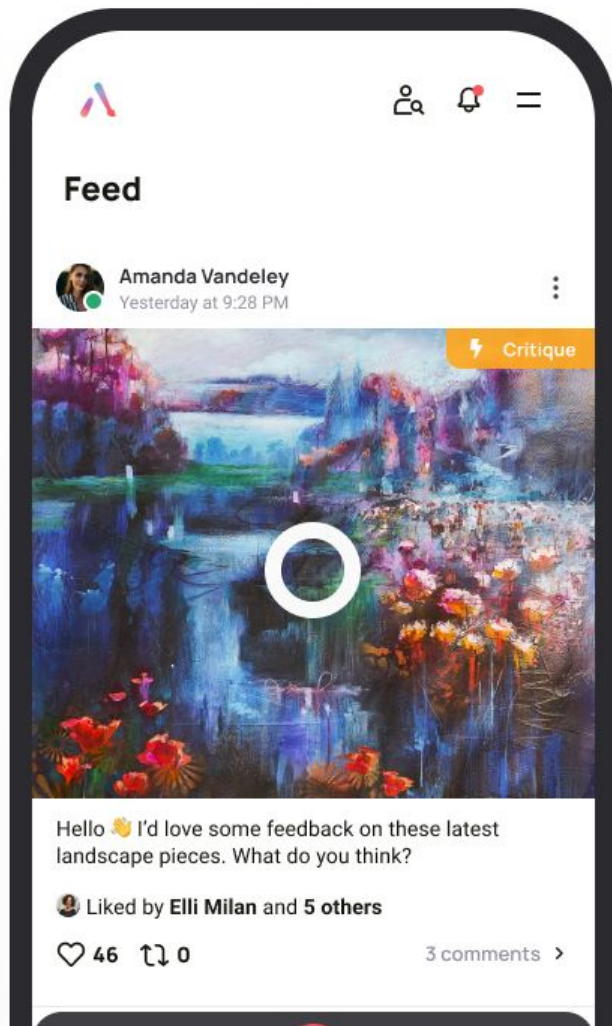


In order to find your
voice you need skills

THE
Mastery
PROGRAM







Connect with our encouraging community of artists and art lovers

Select from the features below to preview:

← Beautiful sliding photo carousel

← Display your art portfolio

← In-app direct messaging

← Helpful critiques and feedback

← Five ways to categorize your posts

Join now for free

Why You Should Join...

The Problem

- Art School is expensive
- Takes 4 years
- Doesn't teach you the business of art

The Solution

- Inexpensive
- The Mastery Program is complete in one year
- We teach you how to have a career in art

More Reasons to Join...

- People want to become professional artists without relocating, go at their own pace, be able to maintain their current job.
- The Mastery Program is accessible worldwide, super affordable, lessons can be re-watched.

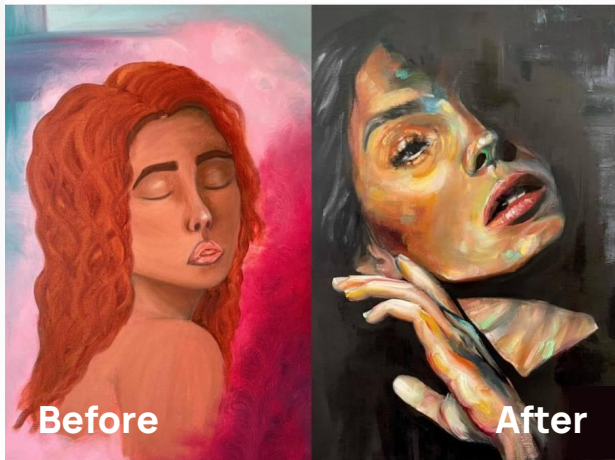


Art Transformations

Ana Parsons Bostrom

Anna Parsons
4 m · 📷

Quick sappy appreciation post. Today I took a moment to recall this first section of the program and how far I've come in 16 weeks. The painting on the left was one I started January 4th (literally my first day of the program) and the one on the right is my Final Assignment for the Oil & Drawing section. I truly never thought I could paint like this!!! And before I started I was genuinely nervous that I wouldn't do well...but these past 16 weeks have been the most challenging and rewarding experience I've ever had. I'm so excited to start Mixed Media next week but just wanted to give a huge appreciation shoutout and thank you to the Milans, coaches, students and my badass mentor [Heather Bailey](#)!! The talent and art in this group and program is mesmerizing...so many wonderful artists here and it's been such a pleasure learning from you all so far! I'm really looking forward to learning more and getting better 😊



11:05

Anna Bostrom

@annabostromart

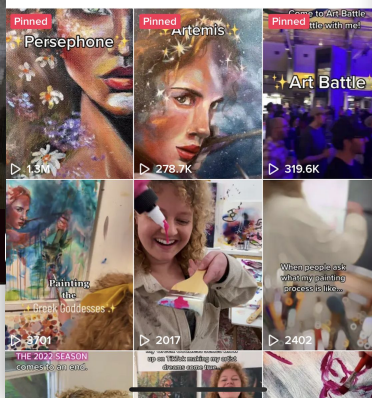
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[annabostromart.com](#)

[Greek Goddess Series](#)



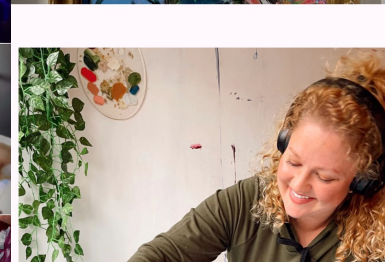
Flash Sale! 15% off all prints + originals →

Anna Bostrom

AWAKEN THE MAGIC WITHIN

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Art Transformations

Nicola Bu

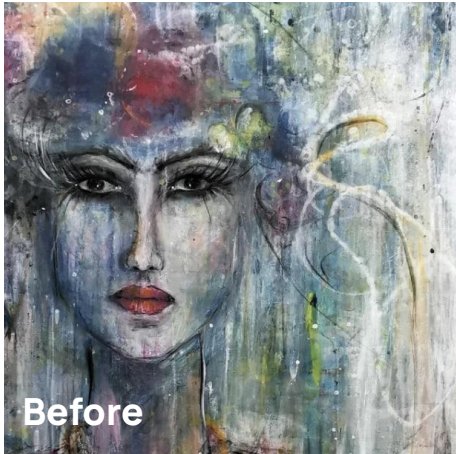


Nicola Bu

September 6 · 🌐



I've just watched the last final lessons of the online mastery program...
And I still can't believe that one year has passed by so quickly...
But what I can say...
Taking the program was the VERY BEST decision (next to my children 🥰) I've ever made in my whole life!!!
In the pics you can see my art before the mastery program and now... 🙄🙄🙄



Before



After

Art Transformations

Rachel Doring



Before



After

Art Transformations

Madisyn Marshall



Before



After

Register Today



THE
Mastery
PROGRAM

masteryprogram.com