



Find the full curriculum at  
[www.AlejandroCastanon.com](http://www.AlejandroCastanon.com)

# ***3 PHASE CURRICULUM***

***HOW TO BECOME A PROFESSIONAL ARTIST***





***HOW DO I BECOME A PROFESSIONAL ARTIST?***

# 3 Phase Curriculum

Why do artists struggle to  
create a successful career?

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# ***HOW DO I BECOME A PROFESSIONAL ARTIST?***

## **3 Phase Curriculum**

- **Phase One:** Developing the Foundation of Your Craft
- **Phase Two:** Building Your Art Business
- **Phase Three:** Creating a Team for Your Art Business

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# ***INTRODUCTION TO***

# Phase One

- BUILD AN ARTISTIC SKILLSET
- DEVELOP A CREATIVE PROCESS
- CREATE A 100+ PIECE INVENTORY
- FOSTER A LOCAL COMMUNITY

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# ***BUILD YOUR SKILLSET***

## Phase One

### Objective

Creation and art skills are embedded subconsciously. You create from a place of mind-body connection where the technical components of creating art are no longer a conscious activity.

■ MASTER TRADITIONAL ART CONCEPTS

■ DEVELOP A STYLE

■ HONE A SPECIFIC MEDIUM OR MEDIUMS  
THAT COMPLEMENT YOUR STYLE

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# DEVELOP YOUR CREATIVE PROCESS

## Phase One

### Objective

YOU HAVE A RELIABLE PROCESS THAT ALLOWS YOU TO TRANSITION INTO A PLACE WHERE YOU CAN CREATE REGARDLESS OF EXTERNAL CIRCUMSTANCES.

- FIND THE FLOW
- CREATE A RITUAL
- CREATE A HABIT
- MAKE A COMMITMENT

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# *CREATE A 100+ PIECE INVENTORY*

## Phase One

### Objective

CREATE 100+ ORIGINAL  
PIECES TO SELL

- CREATE 100 WORKS IN  
VARIOUS SIZES
- DOCUMENT YOUR PROCESS
- DO NOT TRY TO SELL OR  
POST TO SOCIAL MEDIA

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# ***FOSTER A LOCAL COMMUNITY***

## Phase One

- CREATE A PORTFOLIO
- CREATE AN ONLINE PRESENCE
- DISPLAY ART IN LOCAL VENUES
- PARTICIPATE IN LOCAL EVENTS

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# *END OF PHASE ONE*

## Phase One

At the end of Phase One, an  
artist will have:

- BUILT A SKILLSET
- DEVELOPED A CREATIVE PROCESS
- CREATED AN INVENTORY OF 100+ ORIGINAL PEICES
- FOSTERED A LOCAL COMMUNITY

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# ***INTRODUCTION***

## **Phase Two**

Phase Two is Broken Down  
into 3 Parts:

- PART ONE: LAUNCHING THE BUSINESS
- PART TWO: MANAGING THE BUSINESS
- PART THREE: GROWING THE BUSINESS

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# ***INTRODUCTION***

## **Phase Two**

Phase Two is Broken Down  
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- PART ONE: LAUNCHING THE BUSINESS
- PART TWO: MANAGING THE BUSINESS
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# ***INTRODUCTION***

## **Phase Two**

Note!

Part Two and Three are cyclical. You will repeat these steps again and again.

■ PART TWO: MANAGING THE BUSINESS



■ PART THREE: GROWING THE BUSINESS

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# ***PHASE TWO: PART ONE: OVERVIEW***

## Phase Two

■ CONTINUE FOSTERING YOUR  
COMMUNITY

■ LEARN AND UNDERSTAND FINANCIALS

■ MAINTAIN INVENTORY

■ DECIDE ON BRICK-N-MORTAR V. ONLINE SPACE

■ SET YOURSELF UP AS LEGAL ENTITY

■ READY, SET, LAUNCH!

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