

# CREATIVITY *into* CASH



## Break through the “Starving Artist” paradigm by embracing the Inner Success Journey, and the Business Side of Art

**TOPICS:** I want to offer your audience both hope, and tools to help them go from a passion to an amazing career

### How to develop confidence

Break through the fear of rejection, and stop taking no personally. Have the courage to ask for what you want, and be as grateful to hear “no” as “yes”.

### Secrets to selling commissioned art

Making beautiful photographs or other amazing creative work is the first step to success. Now what? Learn the sales *secrets* that will take you from having a hobby to owning a highly profitable business doing what you love!

### Stand out in a crowded field

Find your own individual voice by unearthing, and communicating your personal brand. Find your ideal clients and appeal to them by knowing your unique genius.

### Business as a personal growth journey

Entrepreneur/artists are on an amazing path of creative, intellectual, and spiritual growth... which help us become who we are meant to be, impacting the world using our gifts and talents

### Use the Power of Attraction

Magnetize ideal clients and amazing opportunities to you, and be financially rewarded using these powerful success tools and universal principles.

## PRAISE

“If you are considering booking Luci for an interview, do it! Luci’s knowledge on the topics of business and sales were both invaluable and actionable. I hope you have as much fun interviewing her as I did.” *Andrew Hellmich/ Photo Bizx Podcast*

“Luci has helped me redefine my business. She has not only been a business coach sharing her extensive experience, but a mentor helping me overcome my personal roadblocks to success. From working with her, I have more confidence, a brand that is true to me, a clear picture of my ideal client and how to reach them, and a workable business model that is meeting my financial goals”.

*Joel Treadwell, Covington LA*

## Luci Dumas

### BIO

Award Winning  
PPA Master  
Craftsman  
Photographer

Successful Child,  
Wedding and  
Family Photographer  
for over 35 years

Owner of Insight  
Training for  
Photographers-  
business coaching  
for photographers  
and other creatives

## FEATURED ON

Charmina Young  
Pro Photographer  
Journey  
[prophotographer-journey.com/177-2/](http://prophotographer-journey.com/177-2/)

Andrew Helmic  
PhotobizX  
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INSIGHT  
*by Luci Dumas*  
Training in the Art and Business of Photography