

Let Your Creativity Work for You: How to Turn Artwork into Opportunity

Heather E Allen

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Let Your Creativity Work for You: How to Turn Artwork into Opportunity Heather E Allen With the advent of the online business, artists everywhere have the world at their fingertips, the technical skills to create their unique craft, and the ability to turn talent and artwork into opportunity. What is often missing from this equation is a plan. Let Your Creativity Work for You is a "take life by the horns" approach to traditional professional practices for artists. Author Heather Allen, MBA, inspires artists to see themselves as entrepreneurs-redefining what "opportunity" means in business and in life.



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