

WELCOME TO THE DRAWN BY SUCCESS ARTISTS SUCCESS BLUEPRINT

Welcome to the Drawn By Success ‘Artists Success Blueprint’. My mission with Drawn By Success is simply to provide creative professionals like you, with what I believe to be the most valuable support tools necessary. These tools will enable you to attract more clients consistently, better clients and charge higher fees by identifying the areas in your business where you can add the most value to your clients and the people seeking to work with you. By generating more value through your creative work, you can earn more money and experience greater joy and freedom.

I want to help build your confidence and faith around being able to achieve your dreams using your creative gifts and talents through leading by example and sharing the stories of dozens upon dozens of creative professionals who are accomplishing spectacular results even in this economy. When we see other creatives courageously pursuing and accomplishing amazing, awe inspiring projects, we begin to see bigger possibilities for ourselves. It restores confidence and faith in ourselves and shows us that we are capable of so much more.

Beyond that, success leaves clues. Through our own experience and that of our frequent guests, we uncover those clues so that you can put them to work in your own creative business and reach the level of financial success as an artist you truly deserve.

With that said...

I congratulate you on your decision to take action and take the next 12 months to finally obliterate the obstacles keeping you stuck earning a less than desirable income or working on projects that just don’t excite or inspire you.

DRAWN BY SUCCESS ARTISTS SUCCESS BLUEPRINT

LET'S GET STARTED

The Artists Success Blueprint is divided into two major parts:

- Part #1 - Your BIG reasons WHY
- Part #2 - My Action Plan

NOTE: Don't be tempted to skip over Part #1 and jump head first into the admittedly more fun sounding "Action Plan". Completing the action plan without having first gone through the exercises in Part #1, is frankly putting yourself in danger of repeating the same mistakes that have kept you from achieving the success you desire. Let's change that starting now.

A mentor of mine once said "We don't grow our businesses, our businesses grow us". I couldn't agree more. For our art to grow, we must first grow as artists. For our business, our incomes, our lives to grow, we **MUST** grow and become more than what we are right now to create more value in what we do.

The question is how much more are you truly capable of? Deep down inside what do you hungrily aspire to be and accomplish through your art and life? Achieving any kind of success starts with having done the inner work necessary to identify and fuel your desire. And so it begins...

Part #1

‘Your BIG Reasons WHY’

Is made up of 3 audios. Each running at about 20 minutes

As I’ve discussed before, creative ability alone is simply not enough to ensure your success. Neither is marketing and promotion. Your purpose, what drives you and inspires you deep down to your core, is what will give you the fuel to accomplish your goals and stay focused on what needs to be done most, no matter how uncomfortable.

Do you have a BIGGER vision of yourself and your work that extends beyond what you see yourself capable of attaining right now? If so, Great! Lets go deeper and develop more clarity around that vision, perhaps even making it more awe-inspiring. If not, now is the perfect time to get in touch with what really drives you, what you REALLY want to create in your life and get crystal clear about why it’s important to YOU.

Make no mistake about it, this is unequivocally the most important piece of finally getting unstuck and moving your life and creative business towards increasing your income. Do NOT gloss over this step. It is by far the most crucial element that we all tend to resist most. If you are serious about improving your situation, doubling or even tripling your income this year, then you owe it to yourself to get a handle on these important topics once and for all.

Audio #1 ‘Your BIG Vision’

- Develop clarity concerning the bigger vision you have for yourself.
- Know your outcome.
- Why it’s important.
- Taking stock.
- Where are you now?
- What’s working and getting results?
- What’s not working?
- What needs to change?
- Work sheets.

Audio #2 ‘Commitment’

- How committed are you to achieving the success you say you want?
- Commitment = action
- Transforming your promise into reality

Audio #3 ‘Why We Fail to Commit’ (success is an inside job)

- What’s your motivation?
- Pain or pleasure? What moves you?
- Has fear got a hold on you?
- Faith and confidence.
- Avoidance and distractions - the silent sniper of your dreams
- Getting focused and eliminating excuses once and for all.
- Work sheets.

Part #2 - 'Your Action Plan'

Most of us tend to become overwhelmed by the thought of having to put together overly complicated marketing plans. So it's no surprise when we don't stick with them for long, or just never get around to creating one. This quick, down and dirty 12 month action plan is simple and detailed enough to get you on track and more importantly keep you on track.

Step #1

- Brain dump all that you want to accomplish this year
- Create your top ten list

Step #2

- Create your action plan

Step #3

- Your One Big Idea

On the work sheets, identify what YOU are inspired to create this year, as well as specific insights you've gained from using your DBS Artists success Blueprint. Which reminds me, this blueprint, while pretty damn nifty if I do say so myself, does not fill itself out. You need to follow the instructions and actually USE it if you want results.

In-depth, strategic planning exercises like this are what separates the wannabes from the winners so don't half-ass this, OK? Take action and do it now.

Don't kid yourself, you CAN do it. Let me help you achieve your dream.

Thank you, as always for your trust, time, confidence and support. I am humbled and so very appreciative for the opportunity to share in your journey.

A Favor To Ask Of You

I truly believe there is no greater feeling than to be in service to others, and helping other artists see a bigger version of themselves than they themselves can see.

If you found this Blueprint, the audio and worksheet exercises useful, why not share it with friends and be the catalyst in helping them bridge the gap between where they are and where they wish to be.

Here's what I ask of you today. Share this course with **three** friends you feel may benefit from going through these exercises.

That's it.

Help me, help you, help others.

A handwritten signature in black ink, appearing to read 'CARLOS', with a stylized underline.

Carlos Castellanos

Founder of [DrawnBySuccess.com](http://www.DrawnBySuccess.com)

Carlos Castellanos

Carlos Castellanos has been a self-employed full time illustrator and business owner since 1983. He's produced award winning illustrations for a who's who of commercial clients, ad agencies and major publishing houses.

He is also co-creator/artist of the popular nationally syndicated comic strip 'Baldo' which launched April of 2000, is the first Latino family comic strip syndicated in the U.S. by Universal Press Syndicate to over 250 news papers nation wide and executive producer of the animated Baldo TV series currently in distribution.



Carlos is an expert in direct response marketing and Hispanic marketing. He is an artist, creator, speaker and trainer. He has served as consultant to ad agencies and graphic arts organizations, has been interviewed by radio news and TV networks including CNN.

Carlos is absolutely passionate about motivating, inspiring and coaching creative ARTrepreneurs on the realities of how to achieve greater success through creating more focus and clarity around your desires, art and businesses.

He is constantly investing in himself and challenges you to do the same. Carlos believes that practically any creative professional can transform their creative passion into a healthy income, enviable lifestyle and go from starving to thriving once you've made the decision to take full responsibility and a 'no excuses' approach to achieving the success you desire.

Bob Ostrom



What if your job was simply to have as much fun as possible? What if your job didn't feel like a job at all? Children's illustrator **Bob Ostrom's** job is all about having fun.

Bob has worked with toy companies, designed mascots and logos, art directed video games and has illustrated over 200 Children's books. When companies want to have fun they call Bob.

Bob was thrilled to join Carlos on Drawn by Success in 2011. He not only shares Carlos' passion to help teach creative entrepreneurs how to follow their dreams and achieve a successful career doing what they truly love, but also views Drawn by Success as an amazing opportunity to learn from the very best in the creative industry.

Drawing on his many years as a successful children's book illustrator Bob offers coaching and online classes for artists interested in pursuing their dream to become children's book artists.

Becoming an amazing, talented creative professional doesn't happen by accident, it takes hard work, know how and a strong desire, exactly the kind of lessons you'll

Special Bonus

Because you've invested in purchasing this program and have chosen to make a commitment to yourself and pursue this amazing journey, I want to be there to continue to support you.

If you need any advice on taking your creative ideas further, need some direction, or just feel overwhelmed and aren't sure what your next step should be, I invite you to schedule a free 20 minute strategy session with me, Carlos Castellanos.

Note: The 20 minute call is not a sales call. It is a focused strategy session to help you develop more clarity around your business, identify growth opportunities and how to get more of what you want.

Simply click on the 'Ask Carlos' link below to access my calendar and schedule a time that is convenient for you: [Ask Carlos](#)

Or if you have any questions or suggestions, you can e-mail me directly at: carlos@drawnbysuccess.com.

My advice? If you want to break out of the inertia, push past the procrastination and begin to really get clarity on how you can make a living at being an artist, call Carlos. Call him now!"

Velicia Waymer - Illustrator/Artists



I can honestly say the experience of working with Carlos, even in just the first few weeks has already been very rewarding.

He's helped me identify multiple ways to drastically increase my client base and helped me change my pricing structure enabling me to double the rates I was charging for my services without any noticeable decline in orders.

Bucky Jones - Illustrator



In a recent coaching call, Carlos showed me how to position a proposal for a new project in such a way that I could double the fee I was thinking of charging, and helped me put an extra \$2,500 in my pocket. It was absolutely brilliant!

Here's the real eye opener. I later found out from the client that he had three other quotes he was considering that were all at least \$2,000 less than my fee. And I still got the gig."

Fian Arroyo - Illustrator



Carlos has completely changed the way I look at my business. By working with Carlos you will not only come to understand marketing but you will quickly be able find new and innovative ways to improve your business as well.

Bob Ostrom - Illustrator

Carlos gave me practical, useful, honest information that has given me the confidence to pursue and market my work in a professional manner, and in ways I've never even considered. His expertise, coupled with his enthusiasm truly helps elevate people to where they want to be."

Jodie Sarah Masiwchuk

