

Unleashing Creativity:  
Turn Your Passion For Art & Design into a  
Thriving Decorative Painting Business

## MODULE 1:

### Understanding and Embracing Your Artistic Style

As a Decorative Painter, don't be afraid to find your unique artistic voice. Here are some steps you can follow to find your artistic voice:

1. **Artistic Voice**: Firstly, what is an artistic voice and why it is important for decorative painters. An artistic voice is a signature that helps you stand out from the crowd. It's one or several traits, colors, techniques, or even style of painting that people will know you for. Typically, your artistic voice will be inspired by techniques you love to use. This will become apparent to you over time. Once you start to understand how you express yourself, then your artistic voice will help you to develop your own style.
2. **Explore different styles and techniques**: I encourage you to explore different styles of painting and find the one that resonates with you the most. For example, do you like painting clouds, plastering walls, pouring epoxy? I encourage you to try different styles and techniques and encourage you to experiment with different mediums.
3. **Encourage self-expression**: Each project, piece of art or furniture is an expression of yourself. Express yourself through your artistry. Create a Pinterest account and start to save pictures of art, decorative finishes, and home décor that inspires you. Over time, you will begin to see a trend in your artistic taste.
4. **DPA Community**: DPA is supportive community where members can share their work, ask questions, and get feedback from each other. This will help members feel more confident in their abilities and encourage them to continue developing their skills.

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Remember, finding one's artistic voice is a journey, not a destination. While you're on this journey, enjoy the process and have fun with it!

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**Module 2:**

**Crafting a Compelling Business Plan**

**Module 3:**

**Trusting Your Instincts and Developing Your Signature Style**