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How To Start A Faux Painting Or Mural Business: A Guide To Making Money In The Decorative Arts



Synopsis

The complete how-to guide for turning faux, mural, and decorative painting skills into a viable, home-based career! Covering everything from the fundamentals of buying supplies to coping with the growing pains of a successful business, this essential sourcebook provides a wealth of tested tips and techniques on such crucial topics as getting referrals, buying insurance, building a portfolio, dealing with supply stores, evaluating job sites, negotiating prices, interviewing clients, and much more! Faux painting is a hot topic in many magazines as well as television shows. A practical, jargon-free business guide for artists

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Customer Reviews

I've been painting murals for over 14 years, and finding this book has been a breath of fresh air! Everybody else tells you how to paint, how to do a particular finish, how to blend colors, but Rebecca tells you how to make money with all of this knowledge! I think that this book should be the first purchase for anyone starting out in the business! BEFORE you buy a brush! So many talented people fail because they don't understand the BUSINESS of art! I found it clear and straightforward, not full of ambiguous terms and forms that only someone with an MBA would comprehend. We're artists, and she understands that! So many of us are great artisans when we're behind closed doors, but put us in front of a client, and we freeze! Rebecca provides all of the thawing power we could ever hope for.

I have read the few books out on the market on this subject and found a lot of it very unrealistic, and geared towards "crafters" rather than artists. This book's suggestions are simple and professional, helping the reader to ultimately know what it takes to win the client over. It is easy to understand and even humorous at times. When you finish reading just one chapter you feel an overpowering "I really CAN do this!" attitude inside you. I also appreciated the fact that it covered both faux and mural work rather than just one or the other. This is one to have for personal reference.

Absolutely Terrific! This is the book I had been looking for, to start my own faux/mural business! It answered many of my questions and left me with a confident, can-do attitude!! I had already learned much of the basics of starting a small business, but this was great in that it focused on the business of faux, and murals too. She explained about making samples, went over the whole system of bidding on the job, having the client interview, scheduling, advertising, pricing, referrals, etc., gave some great hints to keep organized, even added a touch of motivational encouragement! Including sample contracts and forms at the back of the book, as well as giving the reader the permission to photocopy them makes this a top-notch business tool! I couldn't read this book fast enough! Now that I'm finished, I can't wait to read it again and really digest the stuff, then get out the paints!

I am so impressed by the detailed information in this book. I have been looking for months for the start-up information that I have found in this one book. Comparing this book to others I have read, it appears that the author has not missed any of the facts that I needed to know about starting a painting business. When I got the book, and started reading, I could not put it down for fear that I was going to miss something important. I am so excited to start my new job and put all of the great information to use. Thank you for your help, Sincerely, Krissie O'Neal

I have wanted to do this for years and this little book has given me the push I needed. This is a wonderful book for anyone getting into this business,, I will refer to it often.. Thank you
Rebecca!!!!!!!!!!

Wonderful book. I'm still reading it. Very well written and easy to understand. So much advice for so little money. I would recommend it to all those interested in starting a new venture such as myself!

starting out as a muralist, and I bought the book before I landed my first job. I found it amazing how DETAILED and ENTERTAINING this book was. I knew nothing about how to start being in this

business, and this book served as a complete guide. as i was reading it i thought that there were suggestions what i would never need in life, BUT !!! boy, was i wrong. every word this book has in it is worth the pennies you pay. if you are startin out and have no clue how to manage your own business, this is a must for you!!!

I have been painting murals and doing faux finishing, decorative paint, etc. for 11 years myself, and this is the first book that isn't laden with pretty pictures...it has the nuts and bolts of a business. When I started out professionally in this business I was 19 and had no idea how to run a successful business. Sure, I could paint anything I was asked, but that's not how you become a success, alone. Understanding the labor and customer service skills required, the marketing techniques and time management, those are the pitfalls of many artists, like myself. I learned the game as I went, but I made many mistakes. Reading this book gave me some clarity on my own business issues, and gave me some insight on how to tackle them. Most of us looking into purchasing this book are talented artists of some sort, usually people like us aren't the type to run a business too well, until you learn the ropes. Ever heard of a starving artist? With this book you will no longer be one!

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