



Artrepreneur: A Field Guide for Creative Professionals

Lukas de Beer

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Artist + Entrepreneur = Artrepreneur. Today, more than ever before, creative professionals from all creative domains are beginning to realize that in order to pursue a creative career you need to think like an entrepreneur. Yet as we discover in this book, the motivating factors between what drives an entrepreneur and an Artrepreneur differ greatly. For one, Artrepreneurs are not always in it for the money. On the contrary, they are often driven by raw passion and the desire to create. This drive usually creates tension between maintaining authenticity and creativity as an artist, and administrating a business, which is you. In essence, this book is about assisting creative professionals to understand that they are the business and not only the artist. It is about the intersection between being an artist and being an entrepreneur, hence the title of the book. Part self-help, part coaching, part delve-into-your-soul-to-find-the-real-you. Why? Because without the real you, art will always be a copy and never a creation.

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