SHOW NOTES

SEASON 1, EPISODE 1: "How do I open doors for brand collaborations with my art?" -- Ia Llamozas

In this episode I welcome Ia Llamozas, a collage artist who lives in the Canary Islands and is originally from Venezuela.

Ia is committed to her vision of creating art collaborations with big brands as her main source of income. She has spent a lot of time taking the steps to move her business forward and knows that putting yourself out there can yield positive results.

However, Ia recognizes that failure to take consistent action is keeping her from her goal. She admits it's kind of scary to jump in and take action for herself and her business. Challenges, such as knowing how to reach out to companies she wants to work with, continue to hold her back.

Luckily, most of the things that hold us back have a simple answer and taking consistent action isn't as difficult as we make it out to be. Best of all, it can lead to unexpected results when we are open to the possibilities.

You'll want to take note as I recommend repeated action steps for showing up consistently for art brand collaboration opportunities that you can use to move your business forward.

Listen in for these key takeaways from this episode:

- How to identify your vision for your art business [01:13]
- How to recognize the pieces you already have in place that will help you show up empowered and consistent. [04:09]
- How to find the people to reach out to for art brand collaborations. [06:18]
- What obstacles are holding you back from getting your art brand collaborations? [10:41]
- How to show up consistently for art brand collaboration opportunities. [18:04]

You can connect with Ia on Instagram @iallamozas and shop her beautiful selection of artwork on her website, www.iallamozas.com

To listen to other great interviews with intuitive artists like Ia SUBSCRIBE to this podcast!

Would you like to know where to spend your time to create consistent sales, without letting it take over your life? Awesome! Grab your free training, "The Artist's Day"here: https://theartistmarket.co/

For more practical and energetic strategies to create consistent income and life balance follow me on Instagram @artistmarketco.

TRANSCRIPT

Jessica: Hello. And I'm here with Ia Llamozas. She is a collage artist who lives in the Canary Islands and is originally from Venezuela. So, Ia, we're just going to jump right in today so that we can make sure to cover as much as we want.

[00:00:44] Tell me about your vision for your art business

Jessica: So imagine that we are celebrating a year from now, cause you've really done it and you are working with brands and you're collaborating with hotels and doing events for big companies.

And you're a huge inspiration for others.

Ia: I love that already.

Jessica: Tell me more about that.

Ia: A year from now. I love that. What you said, I think I would also love to have a good life and work balance. Because it sounds very exciting, but I don't want to be exhausted from it. So that will be something that would be really nice as well.

Also, I would still love to be learning new things, experimenting new things, and basically showing up and being consistent.

Jessica: Yeah. So when you say consistent, how does that feel for you?

Ia: So consistency for me feels basically showing up, showing up to creating, showing up to sharing, telling my story, updating websites, social media, things like that.

Yeah. I've learned, or at least I'm trying to learn that with consistency. Doesn't always mean that I have to be perfect at everything. Cause we do wear many hats being pretty much artists. So, I'm trying to accept that as well. Cause I learned that, you know, we, I also went to portray myself as I am natural and I'm not perfect in everything.

So, I like that. For me, consistency is just showing up whether I'm afraid, whether I'm not feeling like creating, but being authentic and just sharing my story as well and making sure that I create.

Jessica: So let me see if I am really understanding what you're saying underneath what you're saying, because you're saying you want to show up consistently.

You know, I hear that you want to be consistent, but I feel like that's not really the thing you want, what I think, what you want and correct me if I'm wrong here is that you want to make sure that you are always learning and growing and experimenting and becoming a version of yourself where you're not afraid and where you are always there and committed to this vision that you have.

Ia: Yes, definitely. For example, something that I've noticed is that right now, I'm, I'm really happy. What, with pretty much how I've been going and the things that I'm getting, but I know that I need to

put myself out there and sign up for calls for art and write emails to people. And sometimes that's scary, but I know if I keep consistently also doing that in a way it's going to open doors for me in the long run. I can continue to show up and be consistent because things will still be like putting together.

So it's not like I'm just creating. And then I'm afraid that there's an empty void and I don't know what's next

month.

Jessica: So it's almost like you want the things that you were doing to show you that people are listening and watching, and results are happening as a result of your actions.

Exactly.

Yeah. Yes.

[00:04:09] What are the pieces that you already have in place to help you show up empowered and consistent?

Jessica: We could jump right into like, here's what you should do, but I feel like if I were to share with you or pull out of you, what are the things that you already have that could help you get what you want, it's going to help you feel a little bit more empowered. As opposed to me just giving you an assignment and then you having to find the willpower to do it.

Ia: Okay.

Jessica: So what do you already have in place in your life that can help you be that consistent artist, whether it's within you, outside of you, where is that?

Ia: I'm not sure I'm getting this question right. I'm going to tell you, and you can guide me if I'm going off the bushes. But for example my portfolio, I have a really good portfolio already of different collaborations with brands and things that I can already contact people and show some examples.

The same as for my website and my social media, which are things that sometimes I, of course, still want to create like special things for, to show and things like that. But I think with what I have, I can already start doing those things.

Jessica: That's a perfect answer. So I think what you said was, and I'm going to do a lot of this because I just wanna make sure I'm understanding.

I think what you said was I spent a lot of time getting ready. And I have it all ready, and now I've come to the precipice where I have to jump.

Ia: Yeah, pretty much. Yes.

Jessica: Have you done any jumping that you would like to share yet?

Ia: Yeah, there's a couple of things. Like, for example, just to, you know, talk about where I am right now.

The past couple of months I've been reaching out to local brands, really small ones, here where I live and they've been really open to work with me. And that has been great because even though it hasn't meant economical compensation, it's been great for both sides. I have gotten to grow my portfolio because of that.

Also walking around and discovering this island where I'm living I've, you know, knocked on doors. Hey, is this a gallery? And I actually have right now my first solo show, because I just knocked on a door and asked. So I'm really happy about that. I saw a really cool call for art. And I had just done my last collection and I submitted it and I got chosen to be an online exhibition.

[00:06:46] How do I find the people to reach out to for art brand collaborations?

Ia: So I have noticed that things work out, but it's like you said, it's kind of scary sometimes to just jump. For me, for example, something that I wanted to tell you on that, that's like pushing me back right now is in terms for goals and working with companies and hotels and collaborations and things like that,

Even though I had some ideas of some clients, I'm having a hard time researching who to contact. Because it's a big company. Do I just contact marketing? Do I contact them on their Instagram? And I know it's silly, but it's like these types of details that I think are pushing me back right now. Because if somebody would just tell me it's this person that would be like, oh, awesome.

But that's not the case. So, I have to do that sometimes. Yeah. That's what's right now, like blocking me a bit. I am trying to build a list and I've been like for a month, like, no, I'm building a list, and the list is pretty much blank. I'm just following more people on Instagram basically.

Jessica: But you do have a list.

You have a written down, I want to contact at least

three or four people.

Ia: Yeah.

Jessica: Okay. So you want the quick and easy answer. One of my favorite rules

is

ask for what you want. In this case, if it's a hotel, I would really love to collaborate with them.

You call up the hotel and you say, here's what I'm looking for. Is there someone in particular I should speak to and they will give you the answer.

Okay.

I know it's most of the things that we put off and put off and put off because we have to figure it out. Really do have a pretty simple answer behind them.

Ia: Yeah. I know. It's like a way of procrastinating a bit.

Jessica: It is, but it's almost, I don't want to call it self sabotage,

but kind of.

I do the same thing. Everyone does the same thing. So don't feel like that is a characteristic that you, Ia, have. It's just something that, that's the way our brains work.

Ia: Something I have to work on, and that's it.

Jessica: Exactly. So I've been thinking about this new kind of hybrid course or product that I want to put together. And I've been outlining it, and I found myself not doing the movement activities. So when I sat down, I was like, okay, well, I've got to record some videos.

I started looking at the list and was like oh, that looks really long, and I'm not sure what to do anymore. So what I did was I took out my notebook

and I wrote down how I can make this happen starting today. And I just let myself sit with that question for an hour. I think I was taking a bath or sitting on my patio or something. And these just like, kind of flashes of inspiration would come of, how could I do it a little bit easier? And how could I use what I already have, and how can I pull from my strengths?

Basically, what I ended up with was a list of four or five ways that I could start putting it out right now, imperfectly. Here's the kicker. If I was listening to the voice of, it has to be perfect. It has to look like this. It has to be like that. I would have disregarded all of those ideas, but when you look at things from a place of, again, how can I do this right now?

What are my strengths? What do I already have? Which is the question that I was asking you. What are your strengths? What do you already have? It makes it a lot easier to take those forward steps. Make sense?

Ia: Yeah, it does.

Okay.

[00:10:41] What obstacles are holding you back from getting your art brand collaborations?

Jessica: So you were telling me that

the obstacles that are in your way, first of all, is

you not knowing what to do

next.

Ia: Yeah. Kind of a afraid,

Jessica: So after hearing that, do you feel like it's really that you don't know what to do next or that you are letting yourself stay up here and not give yourself a moment to think of the answer.

Ia: Yeah, definitely.

I think it's a mindset shift that I have to do because like, I love how you said just call and it's like, oh, you know, very analog. Yeah, call on the phone and ask! And I love that because it totally makes sense. And it's the kind of thing that maybe it's holding me back. But yes, I think I know different things that I could do and just even write an email.

I have examples of emails that I can use for this. It's just basically in my mind, like not doing it.

Jessica: Besides your telling yourself, I don't know what to do, are there any obstacles outside of you or is it mostly just inside?

Ia: Sometimes, and I don't know if this is like inside or outside, but I do feel that I don't really know. Sometimes I would look at a company that's like, ooh, it has similar values than mine, or I just, you know, see some company that sponsors an ad or something on social media. And I like that company, but sometimes I don't really know where to look.

I don't know, for

example, there's

a website where companies put things out there and things like that. I know you can do research and I do have a list of like dream companies and other things that I've been saving. But yeah. I don't know if I'm missing something like there's that opportunity and there's companies looking for something like that.

And I don't see it cause I don't know where to look, for example.

Jessica: That's a really good question. And to be perfectly honest with you, I don't have an answer for you. There is not a very specific website that's going to just list them all for you. But here is my answer. If you have one, you have enough.

Ia: Okay.

Jessica: Because you have that one that you haven't reached out to, you don't know what's going to happen next.

You don't know if they're going to say yes. You don't know if they're going to say no. You don't know what that opportunity will lead to. So for example, there is a girl in one of my coaching groups. Let's call her Sarah. And she decided to go to a couple of art fairs this summer.

That was something that she wanted to try out. And when she came back from one of them, she said, no, I'm kind of disappointed. I made about enough to cover my fee and that's about it. Nothing really came of it. We started talking about it, and she had actually had a couple of conversations with people that were interested in commissions.

They hadn't come to fruition yet, but she had created opportunities by being there. So one of those opportunities was a commission that was much bigger than anything she'd ever done. And it was something she really wanted to pursue. So she went and followed that. I am 95% sure she's going to get it, because she's still kind of in that wavering state.

But the way that I see it is that a big commission made her go out and talk about it on social media. And that big commission is going to be hanging in someone's house, and it's going to lead to more. So it's really about, yeah, it's about following the threads. Think about it like the spider web. So yes, it's just one little thread, but it branches out to here, to here, to here.

Does every single one? No, but if you look for the opportunities, a lot of times it does. It's when you get really focused on, I have to ask and they have to say yes to being my brand collaboration client. And they have to pay me X dollars. When you put expectations like that on it, you miss all the opportunities.

So it's about following the thread, asking, seeing what comes of it, and it might be that they say no, but you know, I actually might know someone who might. Then that one that you had turns into two and then into four. That's not to say that you're never going to have to look for your next opportunity.

You have to be able to put yourself out there in a way that can help people find you so that you can notice more opportunities. But I don't want that to keep you stuck. What I would much rather you do is just follow the ones as you see them. Then, as a side note, also figure out how you want to be showing up in the world?

They're almost two separate things. It's not that you have to do this and then this

or vice versa.

Ia: No, I could do both of them. And I like what you said because that was going to be my next question. Okay. Once I start doing this, like how often should I do it? I mean, it would be a good problem to have, but you never know if everybody answers right at once with yes.

Or should you just continue and continue and continue? Like you just said, I think that's the answer probably. As they start showing up, like I see something I like, go for it and then wait. Something like that, right?

Jessica: I'm not real big on waiting. I am big on

what is the one step I can take next?

Ia: Okay.

Jessica: Which is different from how do I get here? Because if I can just take one step... It's never going to look like what you think it's going to look like. You think about how you got here. I doubt that you grew up as a little kid saying, I want to collaborate with hotels as a collage artist.

There's very little chance of that being a thing. We probably went from here to here, to here, to here .And if you look back on your history, you're going to say, well it all fell into place perfectly, and that was how it was supposed to go. It's the same thing with having a plan here.

Sure. You need to have a vision. What do I want, and you do. You have a very clear one, and that's amazing. To get there, it's just one step.

Ia: Okay.

Jessica: So let's think about over the next six to 12 months, what are the things, your big picture? What would I like to see you hit milestones or plans or any of those kinds of ideas?

[00:18:04] Ia's steps to show up consistently for art brand collaboration opportunities

Jessica: So, first of all, like you said, having that consistency. Consistency to me doesn't usually mean the same thing that it means to everybody else. It doesn't mean once a week I need to reach out to someone. Because I don't feel like our energy works that way, but I do believe in setting goals. So what that might look like is if

the original idea would be, I want to reach out to one company per week, maybe that changes into, I want to reach out to four companies a month. That's really a very different thing, because it might be that one day you reached out to all four and then the rest of the month you are following the threads. That is in your control.

I don't love goal setting such as I need to land one collaboration a week. Probably a lot of people would disagree with me there, but this is how I have found that I'm able to experiment and find out what works for me. It's by setting me-centered goals instead of

external-centered goals.

Ia: No, and like you said, in my case, I don't like that type of goal either. Maybe that's what's in my head, but it doesn't end up being that.

I like it too. For example, I have gotten two collaborations this month out of the blue. One is for a book cover, and the other one was for an editorial. Maybe I wasn't looking for that, but I love doing that as well. So, I'd rather just land on putting myself out there, which is basically the goal.

Jessica: Right?

So you are, I think you already know this, but you are looking for the surprise and the delight and the magic and the, what might come to me if I do show up in this way.

Ia: Yeah.

Jessica: So I want you to one, write down a goal of how many brands would I like to reach out to in the next three months or the next six months or the next 12 months? So that's step one. Step two is to make sure that you don't stop yourself by using your notebook. "What's the easiest way I can do this? How can I make it happen without procrastinating? How can I get what I want today?"

Honestly, and I'm going to give you one more, but I think if you just stick to those two, you will be making $3,000 in no time, which was what you told me, your monthly goal was.

Ia: Yes.

Jessica: The last thing that I'm going to tell you... remember we said we're going to separate these two, because I don't want one to influence the other. But is maybe a monthly by monthly I want you to think of a way that you would like to put yourself out there in a interactive capacity with

brands that you would love to work with.

Ia: But let me ask that directly, because when you say interactive and because I follow you and love what you do, I'm thinking of video.

Jessica: But even better than video is you having a conversation with them. So I happen to know, Ia, we've had several conversations in the past. So I know that you teach classes to big brands.

Ia: Yes.

Jessica: I think that that is an excellent opportunity for you to get to know some decision makers or people who can connect you with decision makers. So, what I would really encourage you to do is to keep reaching out to those companies that you want to work with. Either saying I'd like to give you a class, because, and just be perfectly honest, like here's my goal.

I would love to work with your company, but I know that that's a big thing to go from zero to a hundred. So I'd like to get to know you better.

Ia: Okay. I like what you're saying, because I think, especially for everybody who hears this or watches this, I think something that Jessica is actually pointing out, which I love, is that sometimes we have diverse incomes. We think of them like different parts of us as artists.

But in the end they all are a part of the same. Because I think of my teaching as something separate because it helps my income, but it's not like me making art for big brands. But they

can be connected, and I love that. Just trying to connect all the different, like built relationships

with all the different incomes and see where

that leads or what grows from them.

Jessica: Exactly. And the one tweak that I want you to make from what you're already making is that I want you to state your intention.

Okay.

Because that's going to really keep it from a place of, oh, I offer them this thing and I'm going to bait and switch.

Ia: So you mean when I reach out to anyone just directly bluntly stating I want to work with you in some way, I would love to. Okay.

I got a question for you actually, just to see what you think. So sometimes just from reading different blogs and things like that, I've heard that when you're reaching out for collaborations it's better to ask for something directly. I'm not just working with you, but I would love to work with you on the next spring fall edition, doing blah, blah, blah.

I don't like that approach because. I dunno, maybe you don't even think for me for the spring summer, but to do some decorations for the store or something. How is the way I can put out my intention that states maybe I could do this without overwhelming the person. But also giving them a clear idea of, I don't know what she wants or yeah, I think I know what she wants.

Jessica: So I think what you, where you need to start is what do you want? So I know you said, I don't want to say, I want to be in your spring or fall edition, but where are you the expert? Where do you feel like you shine? Where do you love to work? What is your zone of genius? And put that into a sentence or two. I'm Ia. I'm a collage artist.

My zone of genius is working with brands to create , I'm gonna make this up, to create ads that have a unique look or I make window displays or whatever the thing is that you want to do. Maybe it's two things. Don't give them a ton of options, because that becomes overwhelming. But this is where I really shine,

and I would love to work with you on something in that realm, if you are open to it. However, in the meantime

I know that you don't know

anything about me and you want to know if we'd be a good fit. So I'd love to offer you this class for 10 of your people.

Ia: Okay. I like that.

Jessica: That answers your question?

Ia: Yeah. Perfect. Thank you.

Jessica: Okay. So I gave you the big picture, which is really just repeated action steps. Which is what you said you wanted in the beginning, and I think it's what you need. So the first thing that I would do is you already said

you have a,

A list of a few people.

So your action step is I love to actually start not with the ask, but with the, how can I

be,

maybe the word is beneficial, but maybe the word is just like a good human being to that brand. So it might be that you leave them a review. It might be that you give them a,

"Hey, I noticed you, and I think that your brand is amazing. I love your values and good job showing up". You know, whatever it is, might be a compliment. It might be something that they want. It might be a handwritten note or a small thoughtful gift, or, you know, anything that can start that relationship off on a good foot.

Okay.

That you're not just immediately coming in with a, Hey, can you get me?

Ia: Okay.

Jessica: So that's step one. And then step two is to ask who do I need to talk to?

Ia: Okay.

Jessica: And I want you to do that for everyone on your list and see what happens.

Ia: Okay. Sounds like a plan.

Jessica: Okay.

Do you have any last questions?

Ia: No, thank you so much for this. I think it was a great talk and I'm really grateful to, you know, pretty much go back and forth with this because I do know what I want, but sometimes you need a little push. I'm incredibly grateful to get it from you and to help me to see the big picture.

So, I don't have to self-sabotage myself or second doubt myself. I'm just going to get to it.

Jessica: So I'm going to give you one more. I want you to find an accountability person, whether that's a friend, whether that's a mentor, whether that's your boyfriend, fiance?

Ia: Husband.

Jessica: Husband that will help keep you accountable because it's really easy to fall back into old patterns.

Ia: Yeah, I know.

Jessica: And you, like you said, you came here knowing what to do, but you just weren't doing it. I think that's going to be the difference maker

for you.

Ia: Okay. Awesome.

Tell people where to follow you.

Okay. So, you can follow me on Instagram or my website, www.iallamozas.com. Can you spell that for everyone? Yes, it's I A L L A M O Z A S.

Jessica: Perfect. Okay. So if you're interested in more about Ia or you are a brand who wants to collaborate with her message her Instagram or her website.

Ia: Thank you!

Jessica: You're welcome. Talk to you soon.

Ia: Same! Have an amazing day, take care.

Jessica: Bye bye.