

## → Outline of the SoulPainting Path ←

1. **Build up your portfolio.** Paint, create, create some more! The more coherent images that you have to share, choose from, and showcase is everything. Create a series of 9 or so of your art. Practice various lessons from the SoulPainting classroom and run with what sparks your creative fire. Make art from that resonance and gather a momentum from there.

*Note:* As you are working on your series take breaks and write about in person and online classes/offerings you would like to create. Creating an image with the workshop title that will inspire you towards your future self and creations. Use design apps with a gorgeous painted background or favorite painting (apps like Rhonna Designs, Canva or Typic). This is an image placeholder that you are aspiring to that will bring clarity and motivation! You are drawing your future self and life to you. **You are in essence creating art for your offerings so please keep that in mind.**

2. **Take lots of photos of your work and process.** Your final paintings of course, your in process shots, and your materials etc. Use bright natural light and lights that I have suggested (see past email). Crop them to the edge so not edges peak through. If your iPhone or smart phone takes good photos I would go with that, it's usually the best, easiest, and fastest. Take photos of you working too!

3. **Build up your newsletter list.** This is another primary focus. There are many ways to do this and approach it. If you make this consistent then it will slowly grow into something substantial!

The first would be to download and/or manually add emails from your email account of friends/family/art contacts. In your first email to them, give the option of unsubscribing but share what your list will be about and give them a warm welcome and how often you will be emailing etc. At in person events, ALWAYS get the emails!

- Share artworks on your social media (Instagram in particular) and boost those posts where your direct MailChimp or newsletter URL is linked (they will add their email there). Be sure to entice them with a free or special offering to join.
- Create a giveaway or other buzz where people have to enter their email to join or join your list. There are many ways to create momentum to gain a following with this through tags, shares, and more.
- Create a Summit or other free interview class series. Invite people you admire to join this summit. Create gorgeous graphics (in a graphic App like Rhonna Designs or Typic). For people to be a part of your summit they have to send out a newsletter and possibly promote it on social media. A pop up email would be the fastest way to receive emails.
- Create an Online Bundle to sell where you ask a dozen artists to add one digital offering (ecourses and perhaps some prints or mentor session) and then they all buy in on your site! You will receive a bunch of orders and emails. You can give a percentage to charity.

**4. Build up your social media following.** The best way to do this is to create as much work of art and share and HASHTAG! Follow similar accounts. Post everyday around 11am EST or a range of 9am-3pm EST. See what works then wash and repeat. Videos, memes, reels, all the stuff. Remember it's about shares, saves, comments and then likes. We gain more followers from shares and saves and more exposure from comments. Treat your followers well and always respond to their comments.

**5. Create an in-person workshop.** By doing this you dive into the momentum and abundance of creating community and the creation energy. Be sure to take photos of you teaching (get someone to help) and others' creating, the media, art made, etc.

**6. Create a summit or other free offering online.** This is the best and biggest way to add to your newsletter list! Get creative with this. Interview a dozen or so of your favorite guides. Create an offering that is close to your heart, mission, passions and such. Review this exercise to discover what that is:

*My art/product/services is for people who believe \_\_\_\_.*

*And for people who want \_\_\_\_.*

*You to the customer: I promise that you engaging, supporting, and buying (my art + offerings) will help you to receive what you are looking for.*

Each participant has to email their list to your Summit website. The website should have a newsletter pop up in order for them to get access on a certain date. This is how you get those precious emails. See how others have done this to gather ideas!

**7. Create your first e-course.** (You can do this step anytime after your series is done but it's important to list build as much as possible before then)! Review the videos in Week 7 to understand how to create your course.

Remember that the path of least resistance and asking for help from a tech buddy or hiring someone can help take the stress off!

**8. Review, review, review.** Look back and all the weeks and begin again or skip around. Review which painting videos stand out the most to you and practice some more! Look back to Week 7 and other weeks for marketing tips and more. Fomo, tier structure, early bird sales, collaborations, asking for what you are ready to receive, starting before you are ready, and more. **Repeat all the previous steps as necessary.**

**9. Most importantly, meditate, go within, move, and allow your being to receive with grace!** Ask for signs; create heart/mind coherence (review any of my meditations in the class for this, often they are at the start of the videos). Your energy is sacred, your time is valuable, and your soul deeply matters for this attention and love.

## **Foundations for SoulPainting Classes:**

**1. Begin a class with allowing everyone to feel seen, safe, and sacred.** Review all the ways shared in Week Four. Some examples could be to lead a guided meditation, Reiki Circle, Oracle Cards draw, Butterfly Breath, flower mandala making, movement exercise, walk on the earth, journaling exercise... and then a short share and check in. This is also your art and the juicy part so make it count!

## 2. Guide your students into their feeling bodies and out of their analytic minds.

This could be related to step 1. Do a walking meditation exercise, some movement; some light stretching, some breath-work, etc.

## 3. Create a warm up art lesson or two.

Warm Up Lesson Ideas:

- Work with prompts with watercolors to get their creative juices flowing and out of their heads. For example, you could say paint with two cool (blue, green, purple) colors, now paint some dots, paint a leaf, add a warm (red, yellow, or orange) color, add a word, etc. Guide them within structure to feel safe while still giving them freedom.
- Have them each take out a sheet of watercolor paper and after 3-5 minutes have them pass it to the right until they get their original sheet back. You can also have them use paint pens and other art materials. This has them let go of their work while 'responding' to others marks.
- Have them only work with 3-5 colors plus neutrals/black/white. Have them pick out a few motifs to work from that are printed out from your inspo files.
- What other ideas can you think of? Share them with our group!

## 4. Dive into painting/art-making.

Principles of Warm Ups or Channeling Abundant Creative Flow:

- Trust and acceptance of yourself and where you are at creatively.
- Allowance of the energy of the moment to come through you.
- Being true to your mood, i.e., being authentic.
- Being discerning without being judgmental when making creative decisions.
- Knowing that you are an integral part of the grand mystery: the most beautiful and infinite creative force that exists.
- Embodying your own feeling of source energy. Be aware of your vibration and allow it to come back into alignment if it starts to feel off.

## 5. Create more paintings if time allows that synthesizes or highlights any or all of the lessons thus far. Work from these and/or also be inspired to make your own.





## Painting Lesson Ideas:

- **Watercolor Flow Painting.** Explore color, line, shape, and pattern. This can also be included in warm up lessons. Add lines or shapes with paint pens after a few watercolor layers. You may also use high or fluid acrylics and/or acrylic ink.





**Negative Space Painting.** Create a layered painting with any and all media. Start out with acrylic painterly effects. Sketch in motifs and then paint AROUND the motifs that you have sketched. Do thumbnail sketches before this.





**Layered Wabi Sabi Painting.** Create a painting now that is simply about the Wabi Sabi principles and layers. This can look so many ways! Review the videos I have posted to gain understanding of this. Mostly importantly, paint and fall in love with your process to come up with your own steps. You can also do a collage for any of these by using paper as an added material (see warm up or Week 11).



And so much more! What else can you come up with?

## Wabi Sabi principles for Painting:

- Allow for happy accidents, the non-cliché, and surprises. In other words, sometimes what is unexpected can be what makes a painting particularly beautiful, powerful, or unique.
- Play and be curious. Create from a state of acceptance and keep going in that flow state.
- Perfection can be found in the imperfect or asymmetrical. Asymmetrical balance can be key.
- Allow the organic or natural, and an elemental process to take place. Allow for water to do its fluid magic.
- Dance between the polarities. Create strong contrast in value, color, line, shape, opacity, translucency and more.

**6. Check in through out this whole process.** Take breaks for shares, movements, pulling cards, circling up, etc. Reset the nervous system; make sure your students are feeling in alignment as well as YOU! If time allows, spend more time in nature to reset.

**7. Closing the retreat or workshop with reverence and returning back the principles of sacred, scene, and safe.** Close with your final thoughts and what you noticed from students with everyone sharing their experience and a work of art they made! Create a closing ceremony. Sit around a circle and share. Do a closing meditation and clap or group hug with a photo. Do what resonates with you and it will resonate with your students.

## Foundations for Effective Teaching:

Create some foundational “rules” at the beginning of the class, ideally after meditation or breathwork when their minds are open and nervous systems are relaxed.

Some agreements you can speak to (pick the ones that resonate with you):

\* **You will work at your own pace.** Some of us work slower and some of us have more time on our hands.

\* **It's OK to emulate my style as needed that is how we learn.** You will also be discovering things about your hand and heart/mind/body connection that will be valuable and authentic. The more art you do, the more you will uncover what feels true to you!

\* **Create without judgment, create with acceptance for yourself.** Feel into your work: experiment, trust, let go of control and use discernment. Share your work as you go and remember people will share different examples of their art at different times (which is all great since this course is self-paced).

\* **Comparison is the thief of joy.** Where you are is right where you need to be. If you admire someone else's work—congratulations! You now know your preferences. This is where you are heading. Everyone is at different places and experiences and we can celebrate that. So create with ease for yourself. Toss out comparisons or 'shoulds'. Do only what feels right at the time and yet make exquisite effort for your soul-house, your body temple, and mind.

\* **Allow the unfolding of your journey to come naturally.** In other words, don't force feelings of healing, enlightenment, or things the ego may make up when it's feeling threatened. You are exactly where you need to be inside of you now... let go of all expectations and begin to truly embody the wisdom of being here now.

\* **Make the effort. Show up for yourself.** Discipline is a form of self-love and honoring this life. Honor your heart, your body, your hands, your feet, your mind and your spirit. Do the practices suggested as you are able. Allow change to come from within.



**You are now ready!**

**How to Send Offerings via Email:**

1. Send me your bio and a well lit/high res picture of you (preferably making art or related).
2. The name or title of your offering (workshop, mentoring session, retreat, online course, etc) and a description that is 1- 3 paragraphs long.
3. Send me the brand image of your offering that is reflective of your workshop and well designed! Use design apps with a gorgeous painted background or favorite painting (apps like Rhonna Designs, Canva or Typic).
4. Send me a 4-5 or more art images related to that offering. The more the better but no more than 12!
5. Send me the direct link to your offering on your website once this process is complete. My email is [alena.hennessy@gmail.com](mailto:alena.hennessy@gmail.com).

**Note:** if you are not ready to create an offering yet but have your series, bio, and photo of yourself ready along with your website you can send those to me and link to your newsletter list for example.



*"Love is our true destiny. We do not find the meaning of life by ourselves alone - we find it with another." — Thomas Merton*