

An abstract painting with a complex, layered composition. The background is a mix of muted and vibrant colors, including shades of blue, purple, yellow, and brown. There are numerous fine, dark lines and larger, textured brushstrokes scattered across the canvas, creating a sense of movement and depth. The overall effect is that of a rich, multi-dimensional artwork.

FIND YOUR

style!

and make art you love

Louise Fletcher

Are you like me?

If you have downloaded this PDF, chances are that you are struggling with the issue of how to find your unique style - your artist's voice.

I get it. I've been there. I returned to painting after a long time away from it, and I struggled to find my way. I knew there was something inside me that I wanted to express, but I had no idea how to access it. I trawled YouTube looking for 'how to' videos and I spent hours on Pinterest and Instagram, comparing my work to others, and despairing that I had no talent or originality.

I know you understand what I mean. I know you have felt it too. But I created this free ebook (as well as videos, and social media pages, and online courses) to tell you that there is no need to worry.

You do have a style that is all your own.

As you go through this guide, you will see paintings by many different artists in many different styles. Each of the artists is a former student of mine and each one came to me feeling the way you do now. Within only a few weeks, they were loosening up, getting in touch with their inner guidance system, and making truly unique paintings.

Now I'm sharing my approach free of charge, so that more people can feel the joy and freedom that comes with expressing your authentic self through your art.

So let's get started!



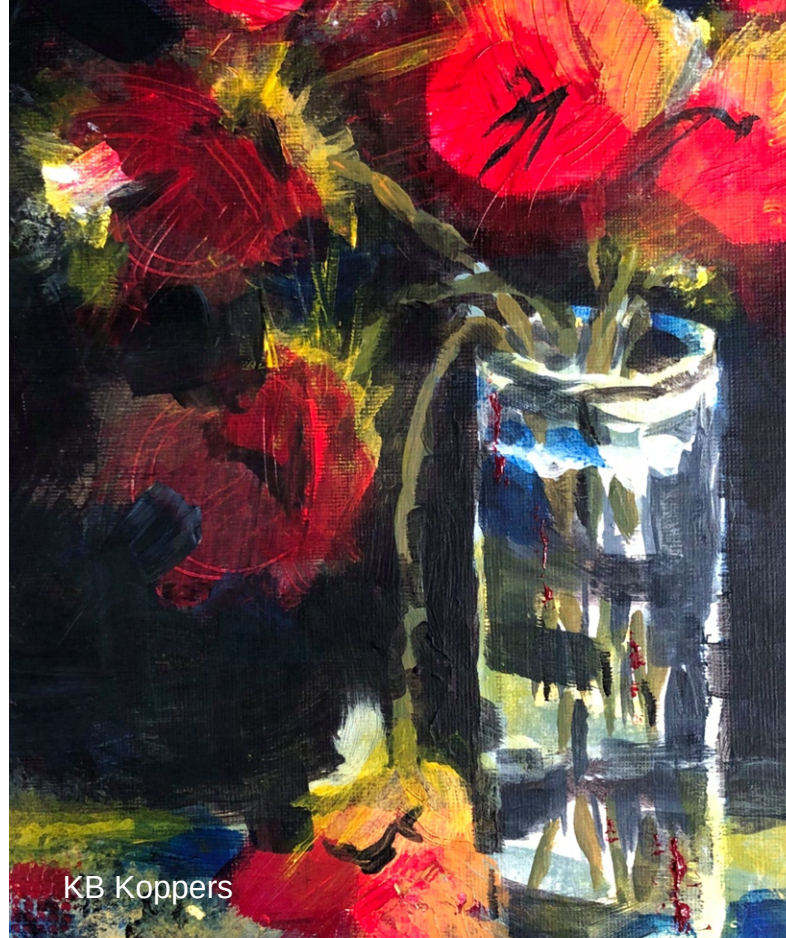
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Painting is self-discovery. Every good artist paints what he is.

Jackson Pollock



June Shapter



KB Koppers

We are all unique

There is no-one like you in the whole world. Over 7 billion people and there is only one with your combination of genetics and life experiences. Only one person with your unique combination of strengths and weaknesses and likes and dislikes. Your heartbreaks and your joys and your opinions and the funny way you screw up your nose when you laugh and the fact you can't sleep without your childhood teddy (but won't tell anyone). You see things differently. And because you are unique, your art - your real authentic art - can't be like anyone else's. It just can't!

I cannot see the world the way you do - not unless you show it to me by making art. And THAT is the beauty of unique and personal art. It shows us a different way to look at things. It makes us feel alive because it is unlike anything we have ever seen before. And yet we connect with it because it is so obviously honest and authentic.

So, if you make YOUR art - the art that only you can make - others will connect with it. They will love it and they will buy it.

Why you must speak your truth

There is another HUGE benefit to making your own authentic and personal art ... when you speak your truth in paint or clay or pencil, you find that your life starts to change.

It is not possible to be truthful in your art and not in your life. So you start to be a little more honest. You begin to say 'no' when you don't want to do something, and you start to say 'yes' even when you are a little bit afraid. As your art gets better, you gain confidence - and then your life starts to get better too.

That's all very well, I hear you say, but what if I don't have it in me?

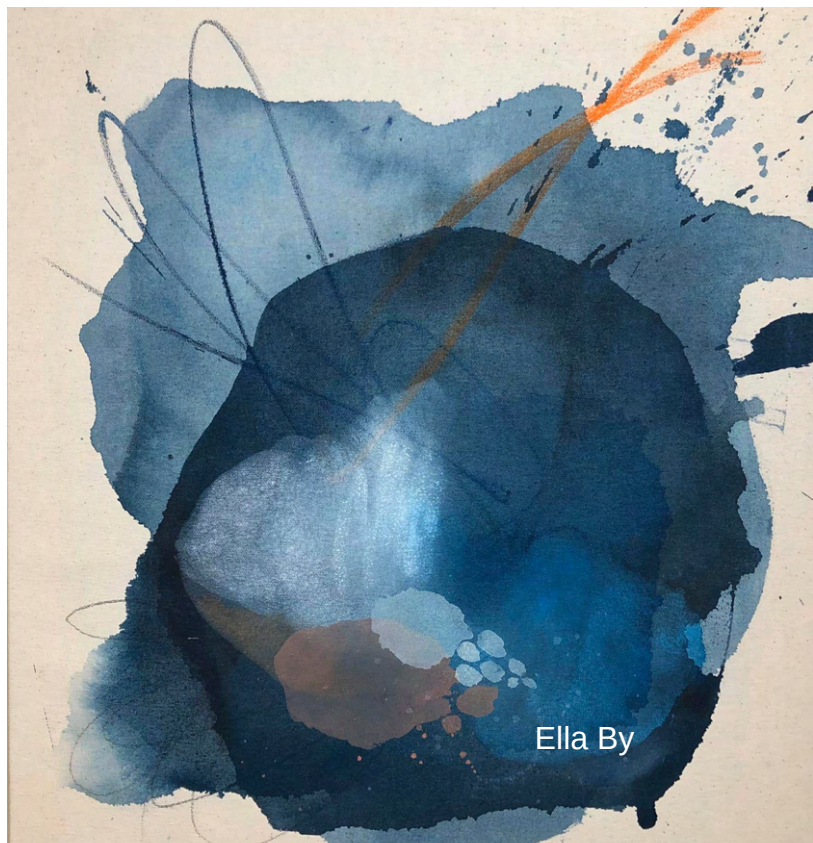
You do. You absolutely do.

That unique and valuable perspective that ONLY you have to offer ... that can translate into unique and valuable art.


No, you will never paint like Picasso. But he could never have painted like you. And THAT is the truth!



Catherine Hood



Ella By

An abstract painting with a rich, textured surface. The colors are a mix of warm and cool tones, including deep reds, oranges, yellows, purples, and blues. The brushstrokes are visible and varied, creating a sense of movement and depth. The overall effect is one of vibrant energy and complex visual interest.

Susan Carew Johnson

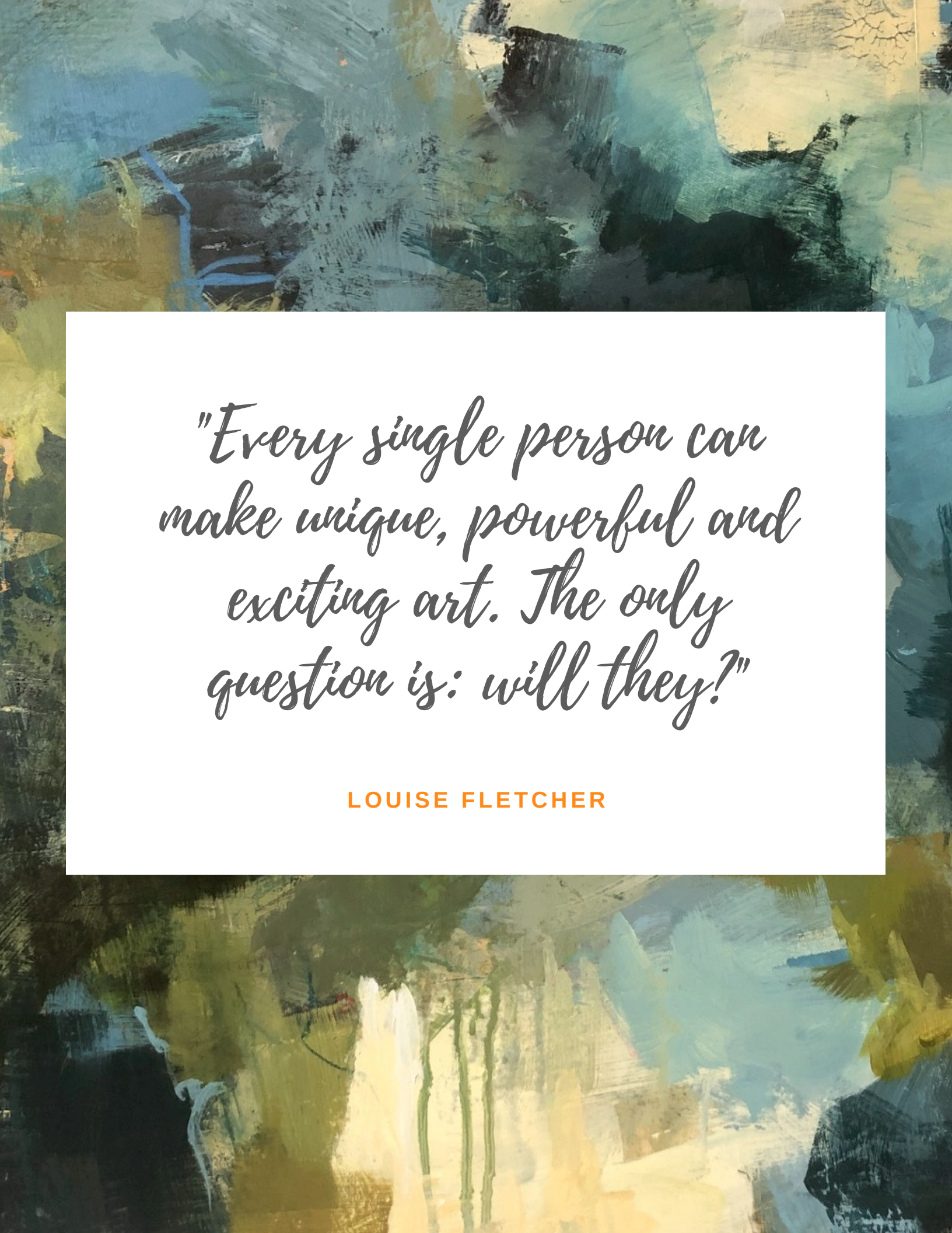
So how do you do it?

The artists whose work you see in this book all once felt as you do. Each struggled with some aspect of art-making, Each felt discouraged and filled with self-doubt. So much so that they joined me in an online course and followed the principles I am about to share with you. As a result, everything changed.

The steps they took are as follows:

- 1) Get to know yourself
- 2) Learn how to 'steal like an artist'
- 3) Take inspiration and guidance from past work
- 4) Think like an artist (learn to love the not knowing)
- 5) Follow the joy

Let's go through them one by one....



*"Every single person can
make unique, powerful and
exciting art. The only
question is: will they?"*

LOUISE FLETCHER

1. *Get to Know Yourself*

Many beginner artists look for inspiration from outside themselves (on Pinterest or Instagram or Youtube) but that this is the wrong place to look.

Everything you need is already inside you, and all you have to do is notice it. What clothes do you like? What is your home like? Are you a minimalist, or do you like cosy soft furnishings? What do you love to do? When do you feel most alive? What words do others use when they compliment you? How about when they criticise you?

Most of us do not spend time on ourselves and hence we don't think this way but it is SO important.

**YOU ALREADY HAVE
EVERYTHING YOU NEED
INSIDE YOU. ALL YOU HAVE
TO DO IS NOTICE.**

I encourage my students to use an art journal and to ask as many questions as possible. The more you know yourself, the more you know how you want your art to look and what you want it to say.

There are more questions on the next page ...



Karen Meiss-Parker

Some questions to start with...

Do not try to answer all of these - just pick a few that interest you and start there. You can always come back later and do more.

- What are my most important values?
- What words best describe me?
- What words do others use to describe me?
- How would people describe my home?
- What would they say about my fashion sense?
- The weirdest thing about me is
- My favourite colours are
- If I could live anywhere and have any kind of lifestyle, I would choose
- The things that bring me true joy are ...
- I feel most alive when I ...
- If I think back to my best work, I can see a common theme which is
- I am fascinated by....
- My favourite non-art hobbies are ...
- I have always wondered about ...
- When others criticise me, it is usually over my tendency to
- If I was free to do anything with my life, I would
- If I was super-rich, this is a description of the home I would build for myself ...
- If I was super-rich and could buy any art that I wanted, I would buy ...
- The most boring thing about me is ...
- The most unusual thing about me is ...
- My favourite musician/band is because ...
- My favourite film/TV show is ... because ...
- The best thing about me is

Please do not restrict yourself to these questions. There are so many more that you could ask. The important thing is to spend some time focusing on yourself ... as an artist, that's all you have.

2. Steal like an Artist

In the past, you may have tried to copy artists you like (and always been disappointed with the results). Or you may have used their work as a reason to become discouraged and stop painting.

But neither of these reactions is productive and neither will help you find your own voice.

Instead, it's important to recognise that the art you love holds important clues for you.

If you respond to something in someone else's work, it is a message from the deeper part of you ... that part you might call your soul or your intuition is responding to the painting because it recognises something of itself in there.

Your job is to notice and then to 'steal like an artist.' This simply means to notice what you love and then find your own way of using that in your work.

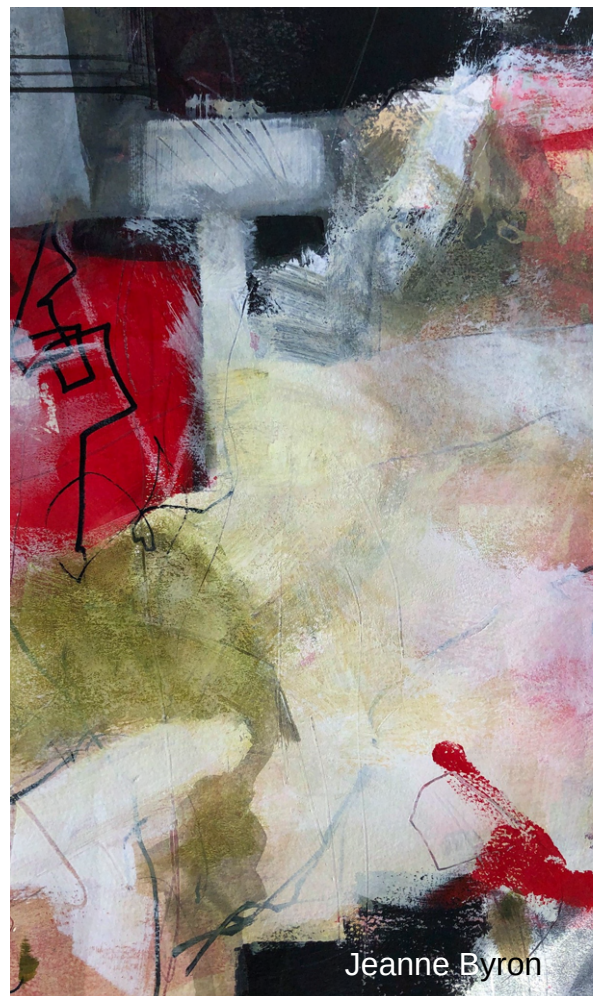
So - if you love the painting on the right, identify exactly what you are responding to. Do you love the way the black line squiggles through the red? Or is it the colour palette? Maybe it's the soft shifts of colour in the light areas?

Likewise, when you see paintings you really don't like, ask yourself why ... perhaps the colour palette isn't to your taste or maybe it's the way they've handled light.

Your responses will be different from everyone else's - listen to them ... trust them.

**"I'M NOT AN INVENTOR.
I STEAL EVERYTHING."**

ANNE BOGART



Jeanne Byron



LET'S CHANGE THE WAY YOU LOOK AT INSTAGRAM AND PINTEREST ...

Until now, you may have had a love/hate relationship with looking at art. On the one hand, you enjoy seeing beautiful work, but on the other hand, those paintings can make you feel inadequate.

I want you to flip this idea round and think about it a little differently ... the truth is that if those artists can make excellent work that moves others, **SO CAN YOU!** Their success is not something to be envied - it is something to aspire to.

BUT, you won't get there by copying what they have done. Each artist you love has found her own unique artist voice. She is expressing something real and truthful about herself and therefore she is creating work that has never been made before. That is partly why it resonates with you.

There's something else though ... there's another reason that this work feels so good to you. Something in it is speaking to your soul. No artist makes work that appeals to everyone ... we respond to artwork because it speaks to something within us.

That's why it's so important to analyse the work you love and notice what specifically appeals to you. Then write notes in your sketchbook or journal and use these notes as a guide to developing your own work. If you love the way someone uses line in their paintings, start to experiment with line in your own work. If you find yourself drawn to bold colours, try out some bold colours in your own work.

This is how every great artist developed his or her work - by seeing the achievements of others as an inspiration and a guide to what is possible.

3. Look at Past Work

We've talked about other artist's work, but your own past work also holds important clues.

Your artist voice will have come out in your work already - just not as clearly as you would like. But it will be there, hovering in the background, waiting for you to notice it.

Hopefully you have photos of past work, or some old paintings lying around. I want you to spend some time looking at them and noticing parts that you really like.

Perhaps there is one corner of a painting that contains lovely textures.

Perhaps there was something that happened by accident that really brought a piece alive.

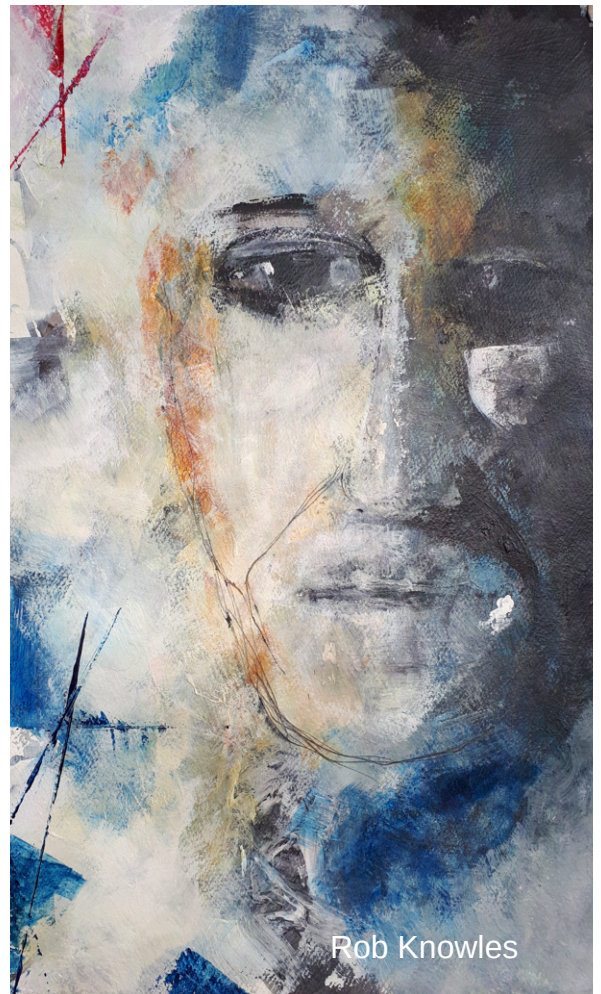
Sometimes it's just a colour combination, or the way a line cuts through a large space, or maybe it's the way you painted a vase of flowers but some of it was loose and free and you really liked that.

There are no right or wrong answers here ... whether you paint realistically or abstract, whether you like bright colours or monochrome ... all that matters is that you pay attention to what excites or interests you in your past work.

Make notes or paste images into your sketchbook or art journal, so that you have something to refer back to.

**"WHAT'S PAST IS
PROLOGUE."**

WILLIAM SHAKESPEARE



4. Learn to love Failure

The biggest misconception that people have about good art is this: they think the artist planned and intended everything that happened.

This is almost never true. In fact, to be an artist means to live with uncertainty and continual failure. A craftsperson makes the same thing over and over again. An artist is always pushing to expand her skills and develop her art. This inevitably means that we will fail and fail often! We are trying to do things we've never done before and that doesn't come easily.

And yet so many artists beat themselves up about failure. They push themselves to make perfect work

every single time they go into their studios. This is simply not possible - and actually, the drive for a perfect result prevents them from experimenting and playing and doing the things that are necessary to find their own voice.

If this sounds like you, it is good news. It means that we can see exactly why you feel as though you don't have a unique style or a clear voice. It's because you have now allowed it to emerge.

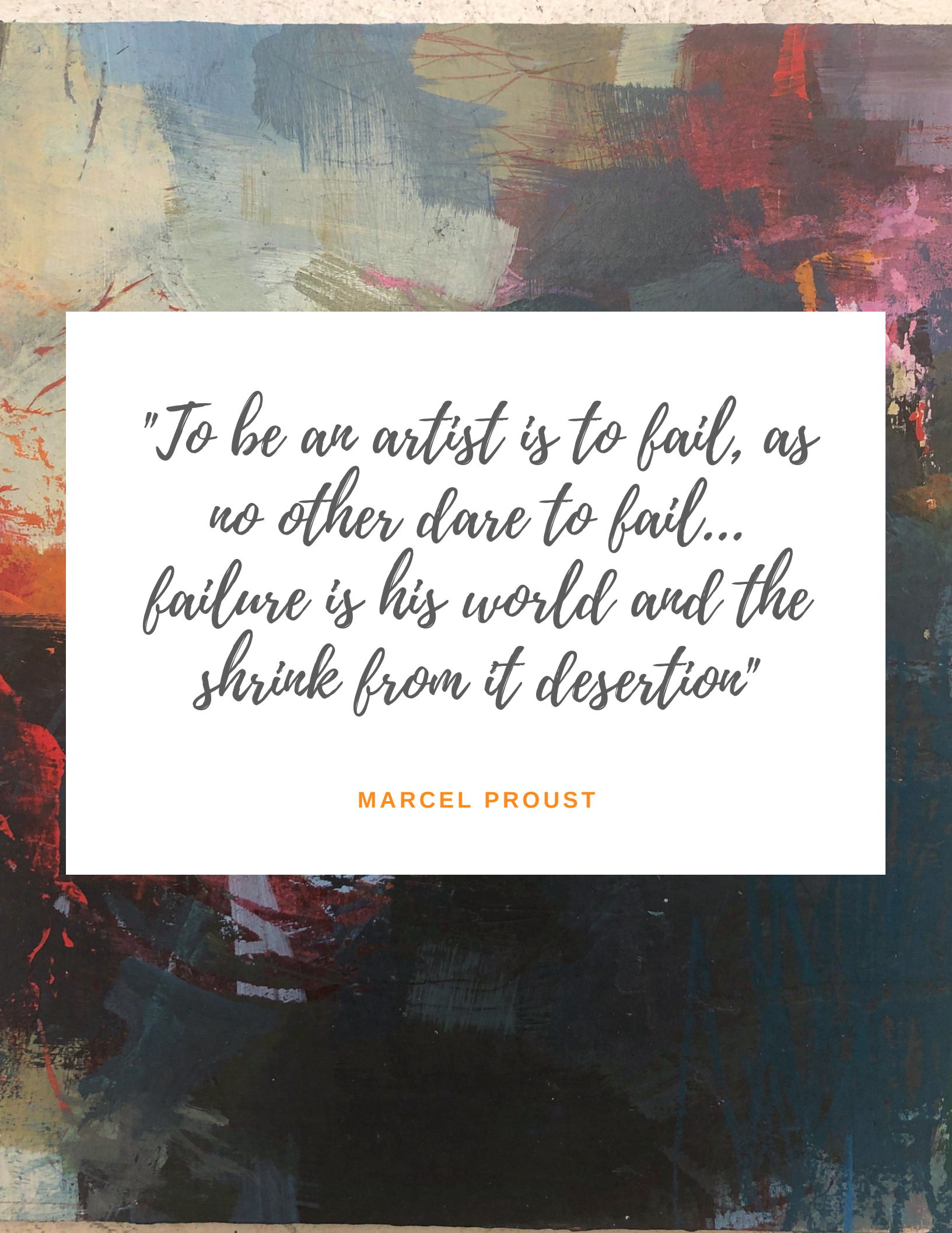
So, if you want to find out who you are, set aside part of every painting session for experimentation and get *really* comfortable with failure.



Kat Alikhan



Julia Faussett



*"To be an artist is to fail, as
no other dare to fail...
failure is his world and the
shrink from it desertion"*

MARCEL PROUST

5. Follow the Joy

When you are painting as yourself, when you are expressing your true essence, it feels joyful and easy. The work flows, time passes without you realising, You stop thinking and you just paint.

If painting feels tight or stressful for you, it simply means you haven't yet found yourself. It means you are not yet expressing your true essence.

You can't get from where you are to a state of joy and ease all in one go ... but you CAN get there.

The key is to start noticing how you feel when you work. Which marks feel right to you? Do you enjoy big brushes and lots of sloppy wet paint? Or do you feel happiest when you are painting realistic details with a tiny brush?

Do you enjoy making straight lines and geometric shapes? Do you prefer organic forms? Do you most enjoy painting a country scene or an urban night-scape?

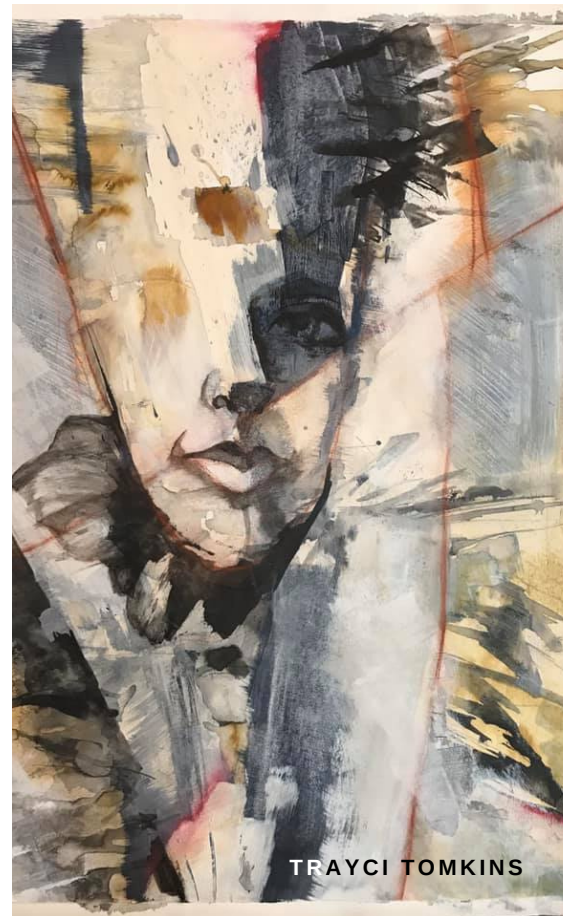
Most of us silence our intuitive voice. Instead, we listen to the opinions of others, or we concentrate on the negative voice telling us we can't do it. We do what we think we 'should' do - what we think 'real artists' do and we never stop to wonder what we actually WANT to do.

So from now on, I want you to pay attention. During those periods of play and experimentation, what feels good? Whatever it is, do more of it!

The answer really is that simple.

**"ART SHOULD BE
SOMETHING THAT
LIBERATES YOUR SOUL."**

KEITH HARING



You Can Do This!

Beautiful, individual and personal artwork appears on every page of this book. The artists who made the work felt the same way you do and were worried that they did not have a unique voice of their own.

As you can see, they were wrong!

These artists were all students in my Find Your Joy online course. This course only runs once per year, but the good news is that by following the guidelines in this ebook, you can get started right away. I hope I have helped you to see that you have everything it takes to make unique, exciting and original artwork.

Now it's up to you!

**"TO PRACTICE ART, NO
MATTER HOW WELL OR
HOW BADLY, IS A
WAY TO MAKE YOUR
SOUL GROW. SO DO IT!"**

KURT VONNEGUT



Lynn Presland



Lou Belcher

About Louise Fletcher

I am a mixed media artist currently focused on semi-abstract landscape painting. I live in North Yorkshire, UK and find my inspiration in the wild, sometimes bleak landscape around my home.

I am also founder of the annual **Find Your Joy** online course, and co-host of the Art Juice podcast.



FIND ME ONLINE

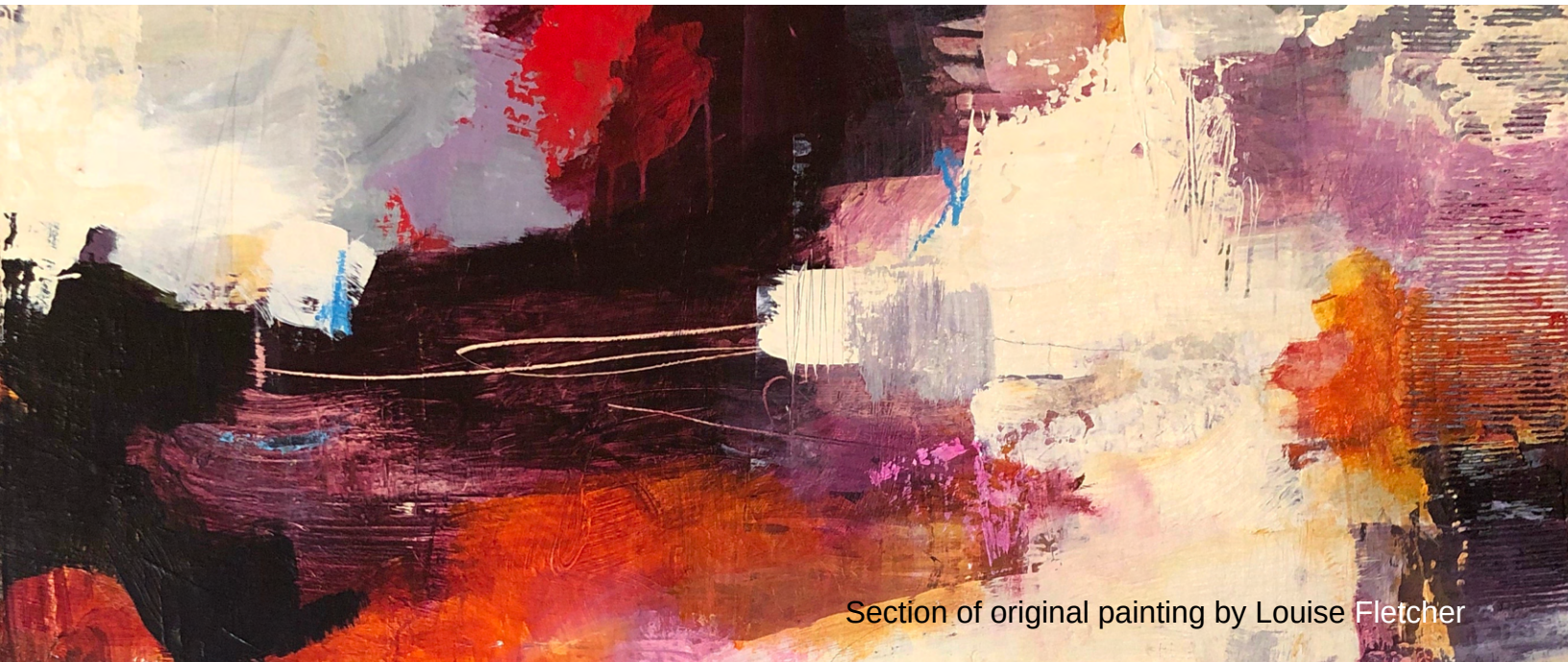
Website: <https://www.louisefletcherart.com>

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Instagram: [@louisefletcher_art](https://www.instagram.com/louisefletcher_art)

YouTube: <https://www.youtube.com/thispaintinglife>

Find Your Joy [wait list](#)



Section of original painting by Louise Fletcher