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News Release ◦ News Release ◦ News Release

For Immediate Release

Humble Pie Meets Pie in the Sky

Too many aspiring artist haven't got a clue what they are getting into. The most important thing they need to gain is not some particular artistic trick or insight, but an adjusted set of attitudes and expectations. Without that, it's like trying to find your way around St. Louis with a Denver roadmap. You'll get lost. It doesn't help that our society feeds us a constant diet of fable and fantasy about careers in the creative arts. That puts most new aspiring artists at a great disadvantage. Those careers are already hard enough.

Success in the Arts: What It Takes to Make It in Creative Fields, by A. Michael Shumate cuts through the clutter and pretenses surrounding the arts. It has real-world counsel for anyone going into artistic careers: music, visual arts, drama, dance, film and writing.

Subjects include how to deal with criticism, what three factors most contribute to success in the arts, and dispelling myths about creativity. The book also answers several essential questions: Do you have enough talent? What do you need besides talent? How do you get through the tough times? How do you "get the breaks" in your field? What is real creativity and how do you cultivate it? How do you hang onto the important things in life? How do you keep from "selling your soul" to get to the top? What if you don't "make it"?

Success in the Arts addresses all this and much more in a straight-shooting and often humorous way. It can save an artist, musician, actor, etc., years of trial and error and help them avoid the most common pitfalls of creative careers.

Michael Shumate is a career graphic designer and illustrator (see his versatility at www.VisualEntity.com) and Professor of Graphic Design at St. Lawrence College. He's the son of an artist and a musician, husband to a music teacher, and father to more musicians, filmmakers, a writer, a fine woodworker and a photographer, the principles that Michael teaches in "Success in the Arts" apply equally to all of the arts.

Success in the Arts is available for \$10.95 us in most bookstores, online booksellers and through ElfstonePress.com.

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