



A Blog Style Newsletter

There are new beginnings happening in everyone's lives, thanks to the pandemic. My art business is also on a new trajectory and revised plan- to reach a greater audience and sell art!

Firstly, I must recap on a few things that occurred during 2020:

The past year has been about exploring my options as an artist & photographer while honing my artistic skills as a painter. As well as performing test marketing and refining my website and social media platforms to gain business momentum.

During last spring, I had changed my biz name to Kendall Magic Realism Art. Though, I quickly learned via trial and error that the name was hard to read and often perceived as, Kendall Magic REAL SMART and turned out to be a big WHOOPS on my part! So, once again, I changed my website name to one that's easy to remember. It is now called "Art Bonita", and I must say that I am really pleased with the results!

Once the holidays rolled around and government seemed to ease-up on the lockdowns, I was fortunate to book some photo sessions as well as commissioned portrait drawings and paintings. Which two of the works are still in progress.

However, after a long up-hill battle with film photography getting pushed aside for digital... and the Etsy's filling up the niche gaps causing artists to charge unsustainably low prices, I have finally come to terms with the reality that doing portrait art & photography is not profitable. Besides, it appears the new portrait businesses has gone to smart phones and computer rendering. Such as selling "Photoshop plug-in packages and/or how to draw a realistic eye course". It seems many talented artists are doing this just to survive nowadays.

Needless to say, my monthly expenses are higher than net income. So, the stress of staying current with the costs of equipment, materials, repairs, photo storage, software, advertisement, labor, competition and inflation is too costly to my health and financial well being.

Therefore, at this juncture, I regret to tell you that my "portrait art & photography services" are no longer an option and I must say farewell, once and for all. I am truly sorry for the inconvenience this may cause for anyone interested in these services. I do hope you understand.

On a lighter note, I now have several new opportunities on the horizon! I have been invited to submit my contemporary works of art and paintings into galleries for representation and art sales. Talk

about beginning a new chapter! This opportunity may give me the boost that my art career needs... to help me achieve the success I have been striving towards; to actually make a substantial income doing what I love to do- creating art.

Therefore, it is my wish that you stick with me during these crazy times and see the compelling art that I am in the process of creating.

Thank you so much for your time and amazing support during my art journey!

Much Love and Gratitude,

Cassandra

16x20 Art Prints Available of "Roses In Vase", contemporary still life. \$110 w/ S&H in US (original 24x30 artwork sold)



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