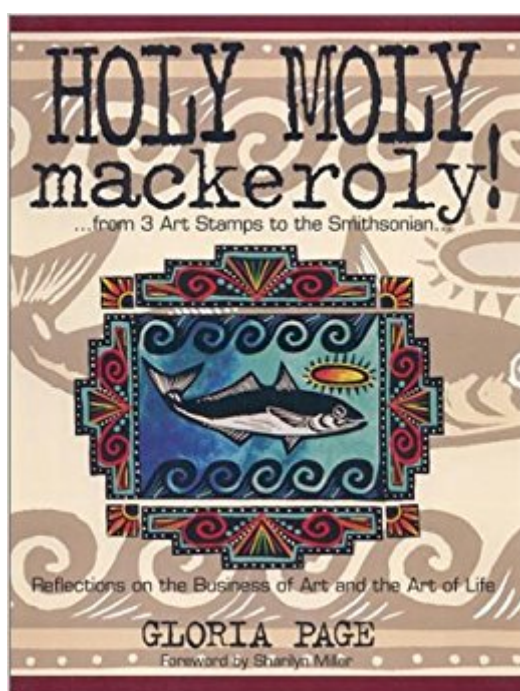


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# Holy Moly Mackeroly! Reflections On The Business Of Art And The Art Of Life



## Synopsis

Holy Moly Mackeroly is a big book with a clear and simple message: starting something new challenges you from the inside out and sharing stories with friends along the way helps in the process. If you want a book with lots of technical advice about starting up a home-based art business, there are plenty of excellent books in print &#x96; this isn&#x92;t the one! If you are looking for a book that takes a different approach with a very personal, direct, conversational tone, consider this one. And even if you do not want to start a business, this book has many insights into the creative process as a general theme.

## Book Information

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## Customer Reviews

"... You don't have to be interested in a craft business to appreciate the little life lessons learned..." -- Somerset Studio - Kathryn Bold, Nov/Dec 2002"...This isn't your typical 'How to Grow a Business Book' ...It is more like a personal journal..." -- Scrap & Stamp Arts - Suzanne Lamar, Nov. 2004"...offers a laudable combination of practical business advice and inspiration... Informative and entertaining, it fills an important niche..." -- RubberStampMadness - Art Snyder, Sept/Oct 2002, pg. 97"...walks readers through the real-life experiences of people who have made their dreams come true in the art business..." -- The Rubber Stamper, Limelight section, Sept/Oct 2002 Issue "...what it FEELS like to have a small business... the disappointments and the joys..." -- Vamp Stamp News - Nancie Waterman, August 2002, pg. 14

Holy Moly Mackeroly is a self-published memoir: a storytelling-style reflection about my process of

creating a home-based art business and life experiences that I feel are connected to that journey. It is all words with very few pictures, so if you want to see my artwork, thanks for your interest! You can learn about my carving and stamping techniques in my second book, published by North Light Books: *Art Stamping Workshop* is also available at [www.northlightbooks.com](http://www.northlightbooks.com). I believed in writing *Holy Moly Mackeroly* that there was a place for such a book. That belief was based on my experiences of giving talks over the years on how I started with three rubber stamps, made 18 bookmarks (which my Mom sold for me in Santa Fe), and over time created a greeting card and art business that expanded exponentially. I have had an active card account at the Smithsonian since 1994 and have gone on to become a published artist and writer in major art and craft publications. But more importantly to me, since this book was published in 2002, a community of artist-friends has emerged, beginning with the creation of an online group, started by a visionary reader. Our group is active in art and dedicated in friendships. We have gone way beyond the book as individuals and together in ways I never could have imagined possible when I began writing. I believe in the value of storytelling. I believed enough in the value of what others have taught and given to me over the years that I gambled in a huge way to create this book &#x96; as author, publisher, distributor, cover artist, the works. The experience of immersing yourself in the entire process is incredibly rewarding. I am grateful to people all over the world - they have read my book and shared their stories with me. If this is your kind of book, I hope you enjoy it! There is a Chinese Proverb that is my guiding principle: "A thousand mile journey begins with one step." Taking one step gets you to a whole new place. Are you ready?

As the sole proprietor of a "kitchen table" art business myself, I felt an immediate kinship with the author from the very first page. Here was someone who'd had the same doubts, fears, challenges, and passionate determination as me...except she was a little further ahead on her journey. Rather than allow the large pages full of text to daunt me, I determined to enjoy the ride at a leisurely pace, highlighter and pen in hand. My copy of this book got heavily marked up on the first read, because there is wisdom on practically every page. The author shares much about dealing with insecurities, overcoming challenges, thinking outside the box, and parlaying small successes into bigger and better ones. The information is generous and genuine...and though it's not delivered in the terse, bulleted style typical of how-to books, all it takes to get at the meat of this book is a willingness to pay attention and ponder. There are lots of business how-to books out there, but the vast majority don't touch on the realities or needs of one-person start-ups run from the home. Ms. Page's book provides an honest view of that world and what can work for those with talent and drive should they

venture into it. But more than that, this book provides an arm around the shoulder when you're fretting ("You CAN make a living from art!"), a kick in the rear when you falter ("You only go round once in life, so go for your dream!"), and a warm friendly voice in your ear when you have doubts ("If I can do it, so can you!"). Color pictures of Ms. Page's artwork would have been a welcome plus, but smart readers know that her web site is just a click away. There you can look at her gorgeous work to your heart's content. Far from just "falling in a bucket and coming out smelling like a rose," Ms. Page is a talented lady who has worked hard to develop a successful niche business in a very competitive industry. I applaud her for it and highly recommend this book to anyone who has the same aspirations.

This book and the nurturing, empowering spirit it brings came into my life in the fall of 2003 like a fortuitously timed visit with an old friend. In this soft back large format book that begs to be highlighted and have notes written in the margins (of course I have) artist, knowledge-seeker, mom, college lecturer and real-life woman Gloria Page shares tales of the everyday and the amazing with simplicity and grace. Bringing to her subject matter - the art of life and a life in art - a spirit of sharing, Gloria lets us walk with her through short takes on time, obstacles, changes and multiple aspects of not only art and life but also the art and science of combining the two in ways that could actually prove sanity preserving. The voice of honesty and experience that comes through on every page provides a candid and accurate reflection of what make making art or any sort of self-employment a daily journey that proves challenging, rewarding and well worth considering. Be prepared for Gloria's tiny snapshot stories to sneak into your random thoughts well after you officially turn the last page. In my case, I pulled the book out so often it has crept stealthily into my studio and now found a home just an arm's reach from the comfy chair I curl up in when I need a dose of art-fellowship or an infusion of inspiration.

I actually really liked this book. I really like the person that wrote it and I found her adventures in making money as an artist helpful, interesting and fun to read about. She's open-hearted and candid. I like that. What I didn't like is the layout and design of the book. This baby is hard to read in long stretches. It is truly wall-to-wall words, no images, no breaks, no white space ... whew! I would suggest hiring a good graphic designer to recreate the layout of this fine book and then republish it. It would be worth it.

This book offers a lot of ideas, even for people who are not planning to make art their sole source of

income.

This book is almost a journal of one woman's journey of taking her art from craft to business. It is packed with wisdom and told warmly from the heart. It is a book to be read and reread... just to make sure you didn't miss anything. This is NOT your traditional how-to book. I totally enjoyed getting to know the author through her writing and riding along with her on her journeys.

Memoirs can be inspiring. Memoirs can be guides. I looked forward to the arrival of this book. I gave it several opportunities to catch me...but it never did...not as a guide or as inspiration. I am happy she was so successful. Her step by step coverage, however wasn't pertinent to me. May be the kind of book YOU need to read, if you have very little support otherwise.

I often laughed out loud at the author's self-awareness of lessons learned the hard way! For insight into the inner workings of an artist who never expected to start off by selling her work in the Smithsonian, this is the book to read! What would have made it five stars would be more pictures and better editing!

I'm sure that Ms. Page is a very nice person but her writing reminds of people who don't know when to be quiet. She may have some very insightful and interesting things to say but you would never know because you've stopped listening (reading) a long time ago. Not worth the time and effort.

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