

The Van Gogh Syndrome can Kill Your Business

Vincent Van Gogh was an artistic genius. His work is an inspiration to artists and coveted by art fanciers. He was a superb artist. He challenged the norms and created powerful art. Van Gogh was unique. He was a master of his craft. He was a prolific artist. Today many of his paintings sell for millions of dollars. But he was a business failure.

If you fancy yourself an expert, a genius, or a Van Gogh of your field – wake up before you're dead. Don't base your business model on Van Gogh. Don't get lost in your art. Van Gogh believed that his magnificent art would sell itself. He didn't like to sell. He didn't believe in marketing. Look at what happened to him. He died poor.

Today Van Gogh's art sells for millions of dollars. However he never saw a penny of that money. Poor man, he died a pauper. His tale is one sad example of a financial disaster. And it's one from which you can learn. A business that neglects selling and marketing will soon be out of business.

If you consider yourself a professional, technical expert or artist, learn from the mistakes of Van Gogh – quickly – if you want to grow your business. When I research and work with these folks I often find that their business is suffering because they are reluctant and uniformed in marketing their business. They mistakenly believe that being good at their craft is enough. Poor fools.

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During his lifetime Van Gogh was not appreciated for his work. Apparently he sold only one painting while he was alive – and the purchase was secretly made by his brother. His brother bought the painting to encourage Vincent. As the story is told, it had the opposite result. When Vincent Van Gogh discovered his brother's well-intentioned deception – Vincent was angry and became more depressed. He probably blamed everyone else and failed to realize that like it or not he needed to improve his marketing and selling.

Instead of being encouraged by his brother's support, Vincent Van Gogh was more depressed at the lack of public appreciation for his art. Sometimes those who care about you will encourage you because they believe that is what you need. Maybe what you really need is to be told the truth – that you need to improve your marketing.

If you are in business for public appreciation – than get out of the business fast. Because public appreciation comes and goes. And media appreciation is most fickle. One day you

are the rose – the next day you are the thorn or plant food.

Vincent Van Gogh never realized that he was first a business owner - that his number one job was to sell his art. His number two job was to market his value. His number three job was to paint. Be clear on your job priorities in your business.

Now he is dead and his paintings sell for millions of dollars. Don't let your business fall victim to the Van Gogh Syndrome. Don't cut off your ear or wait for your death to be your greatest marketing event. Make more money while you are alive by learning how to market and sell better. Don't count on the art to sell itself.

IP ©George Torok is the co-author of the national bestseller, Secrets of Power Marketing. The book is published in seven countries. Get your free copy of “50 Power Marketing Tips” at www.PowerMarketing.ca Find more marketing tips and insights at the marketing blog www.GeorgeTorok.com Arrange for George Torok to work with you and your team. Call 905-335-1997 or visit www.torok.com

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