



# Hello, I'm **Darren Appiagyei**

**Wood carver**  
**Founder of Inthegrain**

## **MY JOB DESCRIPTION**

Inthegrain is underpinned by a deep love for and fascination with wood in its rawest form. Established in 2017, Inthegrain embraces the opportunity for each piece's finished result to be informed and dictated by its natural imperfections; be their cracks, knots or lack of symmetry.

## **10 TIPS ON HOW TO FOLLOW IN MY FOOTSTEPS**

### **Believe in your story:**

Everyone has a unique story, and your story will take you places, you just need to know how to communicate your story effectively.

### **Take risks/ be inquisitive:**

If you don't take risks, you won't develop it's as simple as that. If you continue to do the same things you will get the same results.

### **Learn how to run a business:**

Do Art business courses, develop a business mind, find out what business model works for you.

### **Find a balance between being creative and running a business:**

As creatives we focus so much on being creative and we don't spend enough time marketing our work, doing admin work and getting our work to the right audience.

### **Get a mentor:**

It's important for you to have a mentor, who you can be accountable to and will make you see things from a different perspective. If getting a mentor is not possible it's important you do your research and you know your contemporaries and know who came before you.

### **Document everything:**

In order to see your progress you must document everything, the failures and the successes.

### **Don't be scared to get yourself out there:**

Sometimes it can seem daunting , but it's important for progress to see how people interact with your work. Ultimately the key to overcoming the fear is knowing why you are putting yourself out there.

### **Knock on every door until a door opens:**

Things aren't going to fall into your lap, so seek exhibitions and funding. Believe you will get those opportunities. Don't rest!

### **Set yourself goals:**

Use SMART (Specific, measurable, achievable, realistic and timely).

### **Network! Network! Network!**

Your Network is your networth, you never know who you are talking to and who they know.

**/LEAN**