

# A perfect palette: How DMC Original Art turned passion into purpose

DMC *Original Art*  
HOME DECOR

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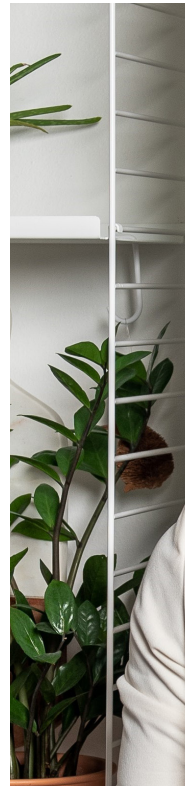
## Success may have surprising beginnings

When Danielle M. Chery shared her very first painting on social media, she could not have imagined that it would lead to her new purpose and livelihood. But that's exactly what happened.

We spoke with Chery to learn more about how one spark of creativity—helped turn her painting prowess into a growing business: DMC Original Art.



**My business started  
out as a hobby**



## Follow your inspiration

**"Business ownership is about being open to the evolution"**

Before her career took a creative turn, Chery worked for a non-profit aimed at revitalizing her community. There, she connected with artists from all walks of life. "I would work with artists to help revitalize spaces in the community," Chery recalls, "and these artists would design these elaborate, beautiful murals. All that energy inspired me."

Feeling the influence of the creatives around her, Chery picked up some supplies and created her very first work of art. And thankfully, she had the confidence to share it with the world—or at least, with her Instagram followers.

The resulting engagement and encouragement showed Chery that there really was a market for her art. Chery began selling her creations online through her DMC Original Art website, and in-person at pop-up markets and trade shows. To support her, she needed flexible, reliable payment tools.

## Find tools that help you sell and scale

Chery began looking for solutions that could help her streamline operations, build trust with buyers, and save time. She knew that for her business to grow, she would require a suite of solutions—both online and in-person. The solutions Chery needed are now found in [PayPal Open](#).

Since launching her online store in 2021, [PayPal Checkout](#) has been a core part of DMC Original Art's payment infrastructure. "For a new brand," Chery says, "if people see that I'm offering PayPal, it makes me more of a trusted source for their online transactions."

Chery also uses [PayPal QR Codes](#) to help her with in-person transactions. The PayPal QR code allows her to accept payments on the spot, providing customers with an option



**It feels like PayPal is sort of an employee as well, working with transactions on my behalf**



that's easy to use. "At in-person events, I like to give customers as many payment options as possible, so the QR code works," she says.

For larger, custom orders, [PayPal Invoicing](#) plays a key role. Wholesale buyers and collectors appreciate the ability to put down deposits and complete transactions in a professional, trackable way. "I can access my PayPal Business account from my phone or my computer," "It makes payments more accessible," Chery notes, referencing ways in which PayPal helps her keep her finances organized.

With PayPal handling transactions, she knows her customers have a payment experience that's secure and simple. And Chery can focus on what she does best: creating one-of-a-kind artwork.

## Take a chance on yourself

**"The thing we fear is often the thing we're supposed to go toward."**

The journey from passion to profitability is never easy, but Chery has some simple advice: "Go for it. If it's something that you feel passionate about, just start," says Chery.

The decision to switch from the clear and secure path of the non-profit role to the complex and challenging path of entrepreneurship took a leap of faith, but it was a leap Chery was happy to take.

“Nothing’s perfect, but, when you’re on the right path, things start to appear for you. You may not see it in the beginning, but you have to take that first step.” Chery encourages these “first steps” by mentoring young students. She hopes they will see the opportunities in entrepreneurship and the possibilities of turning their creativity into a career.

By sharing her own journey, Chery teaches students that art can be more than just a pastime—it can be a viable livelihood and a means of personal fulfillment.

## Commit to growth

As Chery looks to the future, she envisions DMC Original Art scaling beyond the solopreneur model. Her goal is to bring on team members for operational support, freeing her up to focus more on the creative side of the business.

Chery recognizes that growth, both in business and in life, comes with its challenges. But with PayPal handling payments, she can focus on what truly matters: creating original art that inspires.



**As I continue to grow, I’m looking to do more**

These solutions are available with [PayPal Open](#). One platform for all business:

**PayPal Checkout**

**PayPal QR Code**

**PayPal Invoicing**