

[PDF] Art Marketing 101: A Handbook For The Fine Artist

Constance Smith - pdf download free book

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Description:

Review Art Marketing 101: A Handbook For The Fine Artist is must reading for any one seeking to make a living through their artwork. Art Marketing 101 shares the secrets of successful artists, ways to keep customers coming back, alternative avenues for selling art, photographing artwork, creating an impressive image, building name recognition, sales and publicity tactics, pricing artwork, planning an exhibition, the legal aspects of selling artwork, portfolios every artist needs, contacting galleries, succeeding without an agent, publishing and licensing artwork, preparing a marketing plan, and debunking the myths surrounding the art business. -- *Midwest Book Review*

You can argue that a lot of visual artists and writers have let Giacomo Puccini's La Boheme diminish

their economic success. How? Since its first performance in 1896, the opera has celebrated the idea of the starving artist and the tragic struggles that must be endured for the sake of creating art. Not really. In *Art Marketing 101*, Constance Smith lights the way to financial success through organization and disciplined marketing. She exposes the myth of the starving artist for what it is: self-pitying romanticism. The author correctly maintains that each artist is the means to his or her own success. She takes the artist through visualization, organization, business basics and beyond to taxes, copyright and producing -to name just a few of her topics. There are also sources and references in each section. This is not a book to be read quickly and set aside. Instead, it should be read as a 'road map' to success. It should be followed, referred to, consulted and used. In short order, the tenants of Puccini's garret can move to a penthouse. Smith achieves her goal of providing a clear guide to working artists. This work is a great service to that community. -- *From*

From the Inside Flap Praise for *Art Marketing 101*

I bought your book *Art Marketing 101* three months ago and have worn the pages out already! Excellent book. Very glad I found it. *Stacy Lord, MA*

I have about a dozen books on the business of art, and yours is by far the most useful and most complete. Thank you for writing this fine book. I will recommend it whenever the opportunity presents itself. *Frank Hoffman MT*

I don't know how any artist can run a business without you. *New York, NY*

I've been studying the book *Art Marketing 101* and have begun to implement many of the ideas and suggestions. It's my studio Bible! *Karen Henzey, MD*

I just finished reading, highlighting and taking notes on your book *Art Marketing 101*. I must tell you how much I have enjoyed and digested the vast information that was collected to form this book. Out of the 25 years that I have been a watercolorist/instructor, this has been one of the best books I have read. I plan on recommending it to my students and to the members of my art league.

Kathy Rathburn, IN

I just finished reading *Art Marketing 101* and loved it. Now I'm going back to start initiating what I've learned. I wish I'd known these things years ago. *Jenison, MI*

Art Marketing 101 is in ALA's library and mine. It's a great book and I'm learning lots I thought I already knew! *New Orleans, LA*

The best marketing book I've ever seen and I've read many! Clear, concise and organized.

Bala Cynwyd, PA

I love your book *Art Marketing 101*. Thank you for writing it. I've written to my artist friends that they must buy it. *St Croix, USVI*

Thank you for such an excellent book. I enjoyed the concise, straightforward way it was written.

Naperville, IL

I have just finished reading through *Art Marketing 101*. Thank you so much!!!! I love this book and it will be my pleasure to recommend it. I am trying to learn all I can and find my niche. Your book was so helpful. I am now starting to read *Art Licensing 101*. *Nashville, TN*

How much time, money and heartache could have been saved had I had a copy of *Art Marketing 101* years ago. At last the fog has lifted! *Long Beach, CA*

I highly recommend this book for beginning, emerging and established artists as a reference source for many different topics, as well as for an emotional support. *Los Angeles, CA*

Absolutely everything artists need to know in order to sell their creative work in today's competitive marketplace. Full of excellent tips, practical information and reference material. A must for every artist who wants to make more money. *Art marketing consultant*

More Praise

Wow! Here's how good this book is - before I could write this review, I went online and ordered it. That's a first for me. Constance tell you everything about marketing your art in a clear, friendly and

well-written manner. She advises you to read the book from start to finish and make notes to yourself in the wide margins. Even if you've been selling your art successfully for many years, you will learn a great deal in these pages. As soon as my copy arrives, it and a pencil are going on my night table and I'm starting again at page one. *Alice Korach, The Bead Bugle*

I just finished reading *Art Marketing 101* and loved it. Now I'm going back to start initiating what I've learned. I wish I'd known these things years ago. *Susan Burton, MI*

Art Marketing 101 is in the ALA's library and mine. It's a great book and I'm already learning lots I thought I already knew! *Ann Dentler, LA*

I used your book to create a marketing plan to procure government funding, and it worked! I've received a grant that will enable me to survive for one year while I start to sell my paintings. Thank you! *Artist, Nova Scotia, Canada*

When an artist friend of mine told me about your 101 book, well, to be honest, I felt my bowels shift and thought, "Oh, God, not another one of THOSE books!" For some strange reason I went out and bought it. I guess I must really respect this artist friend of mine. Sure enough, I found it to be a heck of a read. For your exercise on page 27 (first edition), the wildest dream that I could think up, after long and serious reflection was "Become so successful that I never have to deal with anything mentioned in this book again!" In the meantime, you're really helping to make this business far LESS painful than I ever could have imagined possible. *Paul Swift, XXX*

Thank you for such a great book. I have learned so much and continue to learn everyday. Implementing many things noted in your book. I look forward to selling my very first piece and eagerly anticipate that it happens soon. With that said, thank you, thank you, thank you for publishing your books, they provide so much direction. I am thankful to find them so early on in my new journey. *Shari Havelka, artist*

I wanted to let you know that I read *Art Marketing 101* like it was a religion! I have also shared with others who have then purchased the book. I use basically everything it says to do. I read through it every day from beginning to end (the highlighted areas). I have the goal sheet on my refrigerator and live by it. *Kip McCullough.* --This text refers to an out of print or unavailable edition of this title.

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