

Business Books for Artists

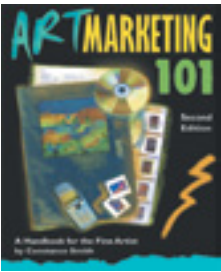


Advanced Strategies for Marketing Art, Innovative Ways to Boost Your Art Career

Being educated in all aspects of marketing is a necessity for any business these days. In this book artists are introduced to:

Reasons why galleries reject artists * Ways to prosper during a down economy * Expanding your clientele
How to locate corporate art consultants * Patron programs * The science of buying * Art in the healthcare sector
Developing an art workshop * Working with nonprofits * Speaking at a conference * The portrait market
Names and websites of over 100 corporate art consultants are listed. Prominent art world professionals share insights.

\$19.95 192 pages 978-0-940899-55-1

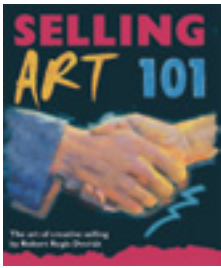


Art Marketing 101, A Handbook for the Fine Artist, Third Edition

This comprehensive 21-chapter volume covers everything an artist needs to know to market his work successfully. Artists will learn how to avoid pitfalls, as well as identify personal roadblocks that have hindered their success in the art world.

Preparing a portfolio * Pricing work * Alternative venues for selling artwork
Taking care of legal matters * Developing a marketing plan
Publicity * Succeeding without a rep * Accounting * Secrets of successful artists

\$19.95 978-0-940899-49-0



Selling Art 101, The Art of Creative Selling

This book teaches artists, art representatives and gallery sales personnel powerful and effective selling methods. It provides easy-to-approach techniques that will save years of frustration. The information in this book will take sales to new heights.

Closing secrets * Getting referrals * Telephone techniques * Prospecting clients
14 power words * Studio selling * How to use emotions * Finding and keeping clients * Listening techniques
Developing rapport with clients * Goal setting * Overcoming objections

\$19.95 192 pages 978-0-940899-86-5



Licensing Art 101: Publishing and Selling Artwork for Profit, 3rd Edition

Artists will learn how to deal effectively with the licensing marketplace and increase their income by licensing their artwork. There are over 300 names, addresses, telephone numbers and web sites of licensing professionals and agents in the appendix.

Negotiating fees * How to approach various markets * Targeting presentations
Exhibiting in trade shows * How to approach licensing agents * Contracts
Protecting your rights * Self publishing

\$19.95 192 pages 978-0-940899-84-1

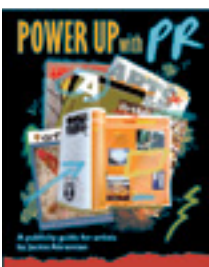


Art Office: 80+ Forms, Charts, Legal Documents, 2nd Edition

This book contains 80+ forms that help artists get organized: charts, sample letters, legal documents and business plans. Artists will be able to reduce routine paperwork and increase their time for creating art. Artists are encouraged to photocopy forms for easy use.

12-month planning calendar * Sales agreement * Rental-lease agreement * Form VA * Model release
Phone-zone sheet * Checklist for a juried show * Press release * Slide reference sheet
Bill of sale * Competition record * Customer-client record * Pricing work sheet

\$14.95 112 pages 978-0-940899-28-5



Power Up with PR, A Publicity Guide for Artists

This concise book helps demystify the world of public relations. You will learn how to capture the attention of editors. You will learn how to write an effective press release so you can receive free publicity. With over 200 national media contacts included, you can compile a target media list of your own. Learn how to:

Create great PR tools * Use your web site for PR
Create a media list * Use cross-marketing strategies * Pitch an article
Create an e-mail media campaign * Hook the media * Discover hidden PR opportunities

\$14.95 112 pages 978-0-940899-90-2