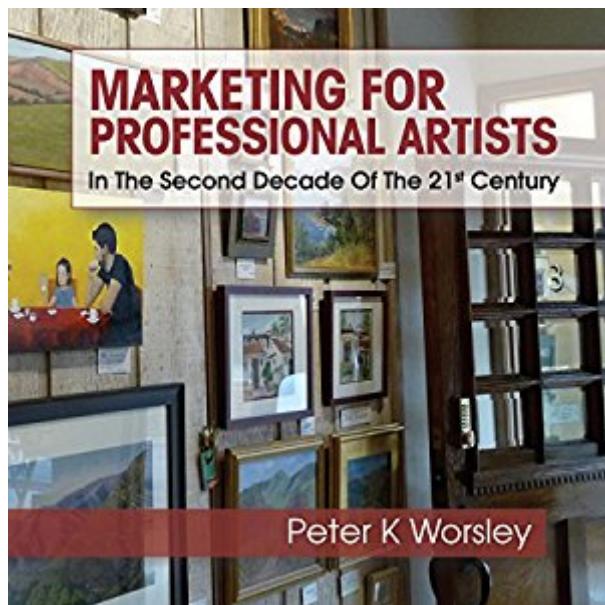


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# Marketing For Professional Artists: In The Second Decade Of The 21st Century



## Synopsis

This book is for you, an upcoming professional visual artist. Get your copy now and have a jump on your opportunities. Read this and let the author take you through the processes of your marketing opportunities. To start, you are advised on how to brand yourself and your artwork, so that you stand out in the sea of other struggling artists. Next, he steers you through each of the many available channels for getting your message to a prospective collector, including the ever-changing tangle of social media. Then, he prepares you to be ready when the prospect responds to your solicitations. He describes writing attractive content for your messages, how to close the sale when the prospect falls in love with your artwork, plus the tricky issues of pricing and affordability. You are coached on the various tools you need to support your marketing efforts: how to choose your computer, essential software and accessories; ways to obtain, handle, and preserve images of both your artwork and references; how email is your prime messaging channel, and to ensure that your prospect will open and read your message; plus how your website is your most important marketing tool, the concept of "friction," and maximizing the design of your landing page. After each chapter are summaries, and hints on how you may get started.

## Book Information

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## Customer Reviews

The author Peter Worsley actually asked me to review his book on marketing for artists. It's somewhat related to my blog, so I bought the Kindle edition to check it out. I now noticed that the Kindle book is sometimes available at the price of zero dollars. I paid ten when I bought it. Oh

well...The book covers branding, inbound and outbound marketing, writing content, closing the sale, your computer and working with images. The marketing techniques presented are the fundamentals that all artists should make themselves familiar with. You'll be introduced to the different marketing channels, online through the various websites and social media, or offline such as getting your work out through word of mouth, galleries and different people. There's information on dealing with galleries, pricing your work and getting paid. I feel that the book lacks depth. The experiences mentioned are all based on personal experience which can be limiting. For example, in many cases Worsley would refer the resources that he personally uses, such as websites or software, but I also know that there are a host of other very good alternative resources out there. At times, I think Worsley may not understand the power of the resources. For example, he uses Facebook only to communicate with his grandchildren. I know of many artists who have Facebook pages and are doing a good job promoting their artworks and responding to fans. There's a section on computer and working with images which I felt was rather unnecessary especially the parts where there's nothing to do with marketing. There's useful information there, but just not related to marketing. I believe the section is written for those who absolutely have no knowledge of computers. Overall, it's a decent book that introduces marketing to artists. It lacks depth, so I would recommend exploring more into the specific topics mentioned in the book. The book would have been more useful from interviews with artists who have success at marketing, both online and in the real world. 3.5 out of 5 stars.

I know of no other column aimed at artists working on marketing their work. Mr. Worsley's background gives him a unique ability to give advice. I have already changed my approach due to this column.

I read it in one day but have been too busy to apply the suggestions. I am almost through with another project and then will try all the points and see what happens. I like that it gives steps to successful marketing.

I found some valuable tips here from Mr. Worsley. But unfortunately I found the narration to be very mechanical. The narration doesn't pause much when switching topics. His reading is clear and intelligible, but lacks feeling. I have returned the audiobook. I will look for the print version instead. I'm a professional artist/painter. If you want a motivational book for professional artists, Steven Pressfield's book *The War of Art* is a good audiobook. Here:

[http://www.audible.com/pd/Self-Development/The-War-of-Art-Audiobook/B005CCLF32/ref=a\\_searh\\_c4\\_1\\_1\\_srTtl?qid=1436376564&sr=1-1](http://www.audible.com/pd/Self-Development/The-War-of-Art-Audiobook/B005CCLF32/ref=a_searh_c4_1_1_srTtl?qid=1436376564&sr=1-1)

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