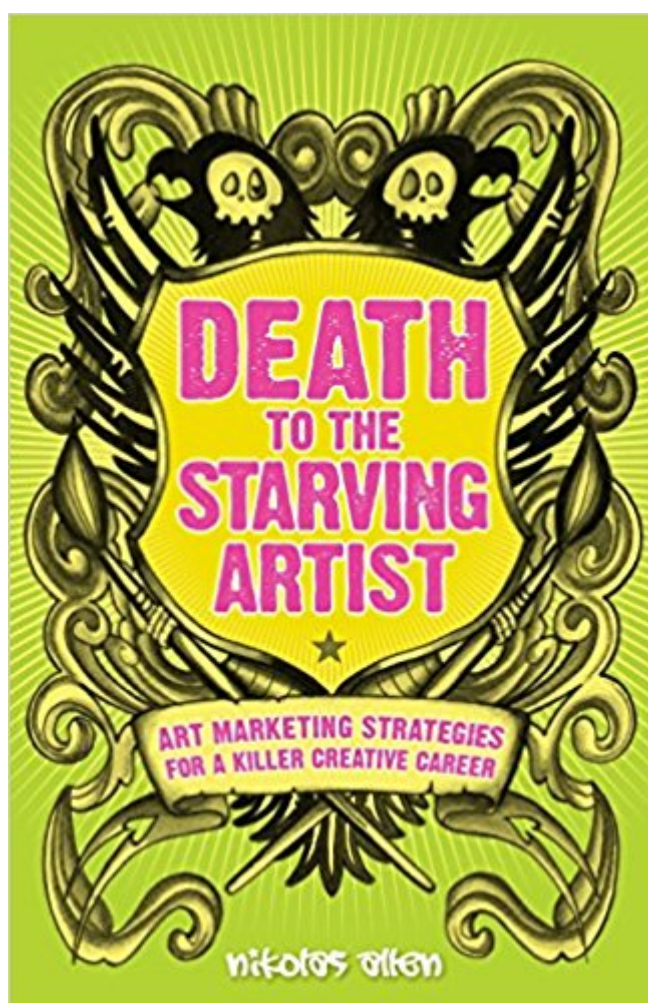


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Death To The Starving Artist: Art Marketing Strategies For A Killer Creative Career



Synopsis

Death To The Starving Artist - Art Marketing Strategies for a Killer Creative Career outlines a comprehensive marketing model for ambitious artists who are ready to reach a wider audience and turn their art hobby into an art career. Each year, art schools across the country spit countless artists into society who have been trained well at their craft but lack the tactical, strategic knowledge necessary to turn their craft into a sustainable business. Too many artists accept the flawed maxim that art and commerce don't mix. They adopt the antiquated "starving artist" paradigm, which is a lie that only perpetuates self-limiting beliefs. Contemporary pop artist and marketing expert Nikolas Allen aims to kill this outmoded paradigm once and for all. With Death To The Starving Artist, Allen guides readers through his proprietary model of using the Right Tools to reach the Right Audience with the Right Message. Author Nikolas Allen is a life-long artist. He knows the unique challenges artists face, yet he refuses to coddle fragile egos. The book is jam packed with strategic, practical knowledge, tips, stories, examples and insights written in a fresh, bold voice full of humor, experience and tough love. With Death To The Starving Artist - Art Marketing Strategies for a Killer Creative Career, Nikolas Allen aims to educate, encourage and inspire ambitious artists with ideas, insights, and resources that will empower them to succeed in their creative field.

Book Information

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Customer Reviews

If you are an ambitious artist who is ready to put as much time and effort into marketing your art as you do creating it, this book is for you. I understand that it's a struggle to view your creative output as a marketable product, but in order to be successful at the business of art, you must overcome this hurdle. When you are ready to turn your art hobby into an art business, get this book, roll up

your sleeves and prepare to take on the art world! To Your Success, Nikolas Allen

Nikolas Allen is a contemporary pop artist who creates bold, fun, irreverent works of art in various media. He played guitar in rock bands for a dozen years, ran a video production company, and enjoyed a 15-year career in advertising in Minneapolis, MN. In 2008, he moved to the West Coast where he spent 2.5 years as marketing director for a contemporary fine art gallery. He currently runs BAM! Small Biz Consulting, a branding and marketing agency helping creative entrepreneurs reach a wider audience. Nikolas has lived in Greece, Africa, Minnesota, Louisiana, Texas, and New Mexico. He currently resides at the foot of Mount Shasta, a magical, mystical volcano in the far reaches of northern California.

As an author of five published novels, I've learned the never-ending need for good marketing strategies. The day I picked up DTSA I stopped reading for a minute, bought another copy, and sent it to my publicist. Two weeks later, I am using Allen's advice to begin a book-to-film project. DTSA is as helpful to musicians and authors as it is to artists. DEATH TO THE STARVING ARTIST is immediately useful and witty and accessible and broad-based and applicable. DTSA is as valuable for its perspective as it is for the many tools it teaches. Allen explores an artist's frequently negative opinion about marketing and suggests an authentic non-cynical path to effectively promote creative ideas. It challenges each reader to examine whether s/he is ready to "go the distance" to be successful. By the end of the book I learned a fresh approach to getting my books in front of a wider audience • well worth DTSA's cost and my time spent reading. I'm eagerly awaiting Allen's second book.

I graduated from art school in the mid-90s. Educational institutions may be doing a better job now, but at that time, I was only required to take a brief senior seminar on artists & business. And, in reality, it focused more on portfolio building and not on the *real* business of being an artist. Nikolas Allen covers a ton of practical advice in his book and it's a wonderful companion to his blog, where he covers even more good stuff (like using Facebook ads). The info is timely, easy to read and conversational. Fantastic reading for anyone trying to make a go of full- or part-time work as an artist.

Great advice! Well written. I am implementing the knowledge in this book to my benefit. I highly recommend this book to the starving artists of the world.

Lots of good info and an easy read with practical suggestions for success. Even includes a comprehensive work plan. Highly recommend!

Covers a lot of material I never gave any thought to before. I feel I will get more out of than I have spent for it. Thanks, Nikolas, a job well-done.

I find myself referencing many points in the book when it comes to making decisions in all aspects of my creative career.

Nikolas Allen covers marketing your art work in such a way as to turn starving artists into successful artists! Thank you Nikolas!

Great info and resource book, a must for any artist

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