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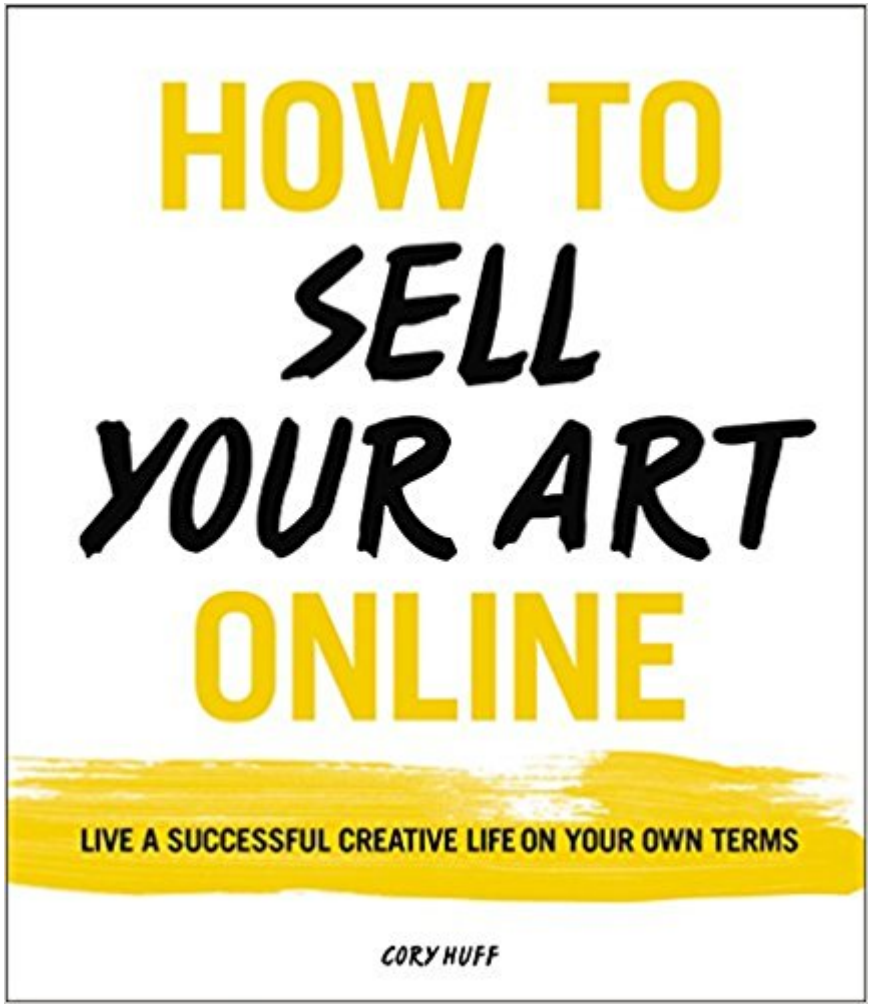
How To Sell Your Art Online: Live A Successful Creative Life On Your Own Terms



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Synopsis

An essential guide for every kind ofÃ Â artist that teaches them how to skip the gallery system, find their niche, and connect directly with collectors to profitably sell their art.For years, galleries have acted as gatekeeper separating artists and collectors. But with the explosion of the Internet, a new generation of savvy, independent artists is connecting with buyers and making a substantial living doing what they love.How to Sell Your Art Online shows any artist how to make a successful living from their work. Cory Huff dispels the myth of the starving artist and provides the effective business strategies necessary to make artistic creations pay. He helps individual artists find their niche; outlines the elements essential for an effective website; and provides invaluable advice on e-mail marketing, blogging, social media marketing, and paid advertisingÃ¢â ¬â •explaining how to tie all these online activities into offline success.Most importantly, he shares the secret to overcoming the biggest challenge artists face when self-marketing: learning how to tell their unique stories. Every artist has a reason for making art, but canÃ¢â ¬â„¢t always find the right way to express it. Huff provides exercises artists can use to clarify the intellectual and emotional process behind their art, and teaches them how turn that knowledge into stories they can tell online and in personÃ¢â ¬â •and expand their reach through blogs and social media to build their art business.Drawing from the stories of successful artists, thoroughly describing how art is sold today, and providing tips on how to build connections personally and electronically, How to Sell Your Art Online illustrates the countless ways artists can take control of their creative careersÃ¢â ¬â •and sell their work without selling out.

Book Information

Paperback: 192 pages

Publisher: Harper Design (June 28, 2016)

Language: English

ISBN-10: 006241495X

ISBN-13: 978-0062414953

Product Dimensions: 6 x 0.6 x 7 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 61 customer reviews

Best Sellers Rank: #35,266 in Books (See Top 100 in Books) #8 inÃ Â Books > Arts & Photography > Business of Art #26 inÃ Â Books > Reference > Encyclopedias & Subject Guides > Art

Customer Reviews

Ã¢â ¬Å“...Huff...teaches readers how they can do the same. He provides details on effective business strategies, including: how to find your niche; what makes an effective artist website; email marketing; blogging; social media marketing; and paid advertising--then explains how to tie all these online activities into offline efforts.Ã¢â ¬Â• (ArtDaily)Ã¢â ¬Å“...Huff also helps readers articulate the stories of their creations as a way of connecting with potential buyers. VERDICT Any artist who is ready to treat their art career seriously will want to check this guide out.Ã¢â ¬Â• (Library Journal)

An essential guide for every kind of artist that teaches you how to find your niche, connect directly with collectors, and sell what you make.With the explosion of the Internet, a new generation of savvy, independent artists is connecting with collectors and making a substantial living doing what they love in any mediumÃ¢â ¬â •fine art, photography, mixed media, crafts, design, and more. Now with the help of this book, you can too.How to Sell Your Art Online shows you how to:Make a successful living from your workUse effective business strategies necessary to make artistic creations payFind your nicheBuild an effective websiteMarket yourself using e-mail, blogging, social media, and paid advertisingÃ¢â ¬â •and how to tie all these online activities into offline successMost important, Huff shares the secret to overcoming the biggest challenge that artists face when self-marketing: learning how to tell your unique story. Every artist has a reason for making art but canÃ¢â ¬â„¢t always find the right way to express it. Huff provides exercises you can use to clarify the intellectual and emotional process behind your art, and teaches you how to turn that knowledge into stories you can tell online and in personÃ¢â ¬â •and how to expand your reach through blogs and social media to build your art business. Take control of your creative careerÃ¢â ¬â •and sell your work without selling out.

This is the most relevant and actionable guide to making a living as an artist today. Times have changed and Cory Huff understands that. Not only does he present great resources for learning to sell art online, he does it in a way that is completely approachable and makes a sound argument for why online sales should be a key component in any artist’s arsenal.

A comprehensive manual to get the struggling or apprehensive artists booted into action and prosperity! Way to go, Cory! Cory’s can-do attitude rubs off on the unsure creatives and arms them with the practical sides of getting ’er done! Our world is challenging creatives to become more visibly involved and Cory’s put his expertise out there to help make it happen! No more excuses!

I pre-ordered the book and read it in a few days. There are some really good points and I walked away with a clearer picture of what my next steps are. I got a few answers in this book that I have not been able to find in other books/art marketing gurus. He goes through some things about a website that is good for you to know, but that part wasn't useful to me as I already have an established site not far off from what he describes. If your goal is selling the work, read this book. It puts things together here for you in regards to the art business and making sales online. The fulfillment process is not outlined like how to calculate shipping if you are fulfilling the orders yourself (selling sculpture). I wish the Unique selling proposition portion of the book was outlined a little more.It was easy to read. Some times books like these are just a long sales letter for hiring the author as a consultant. I was concerned about this as a I pre-ordered the book. I am glad that he focused on delivering actionable content and keeping the consultation at a minimum.All in all I would recommend this book. If you are at a point in your career where you need the why behind content marketing, this book has it.

I bought the Kindle version of this book, and liked it so well I also bought the paperbook so I can easily refer back to it. Corey does a terrific job of covering the marketing aspects of selling art -- a subject I truly need help with! It is clearly written and interesting to read. I have been following his blog and website for years and know he's the real deal.

This book is amazing. The writing is very accessible and the information will help every budding artist, digital or traditional.

Cory writes a wonderful blog, full of inspiration and practical information. In this book, I feel he has distills the best of the information that he has collected to help artists make an abundant living from their work. I highly recommend this book!

Great read so far and valuable information! Very excited to read this.

it was very educational for someone without any great knowledge of selling on the web.

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