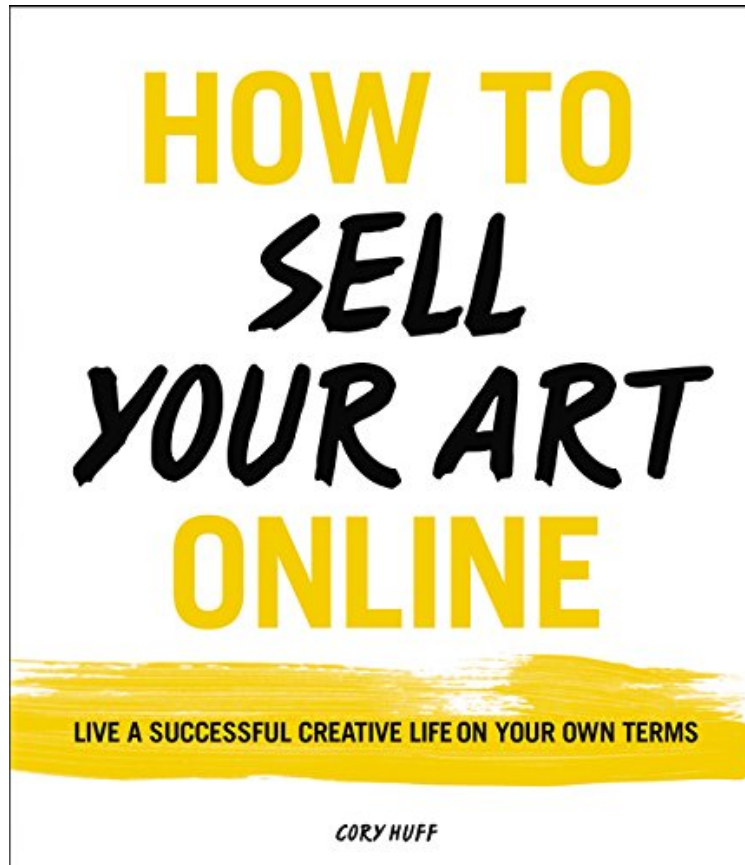


How to Sell Your Art Online: Live a Successful Creative Life on Your Own Terms

Cory Huff

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#23450 in Books Huff Cory 2016-06-28 2016-06-28Original language:EnglishPDF # 1 7.00 x .57 x 6.00l, .0
#File Name: 006241495X192 pagesHow to Sell Your Art Online Live a Successful Creative Life on Your
Own Terms | File size: 71.Mb

Cory Huff : How to Sell Your Art Online: Live a Successful Creative Life on Your Own Terms before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Sell Your Art Online: Live a Successful Creative Life on Your Own Terms:

37 of 38 people found the following review helpful. A basic outline of your Unique selling proposition.By Carol-Anne McFarlaneI 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 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. 0 of 0 people found the following review helpful. Review of How To Sell Your Art Online By Morgan An excellent book for anyone who is totally unfamiliar with how ciber-business works. 1 of 1 people found the following review helpful. Cory writes a wonderful blog, full of inspiration and practical information. By bluebutterflies Cory writes a wonderful blog, full of inspiration and practical information. In this book, I feel he has distilled the best of the information that he has collected to help artists make an abundant living from their work. I highly recommend this book!

An essential guide for every kind of 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 advertising 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 can'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 to turn that knowledge into stories they can tell online and in person 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 careers and sell their work without selling out.

...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. (ArtDaily)...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. (Library Journal) From the Back Cover 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 medium 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 work Use effective business strategies necessary to make artistic creations pay Find your niche Build an effective website Market yourself using e-mail, blogging, social media, and paid advertising and how to tie all these online activities into offline success Most 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 can'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 person and how to expand your reach through blogs and social media to build your art business. Take control of your creative career and sell your work without selling out. About the Author Cory Huff is the founder TheAbundantArtist.com, a website that teaches artists how to treat their art career like a business. He has worked in digital marketing strategy for various technology start-ups, and has consulted on technology and marketing strategy for some of the world's largest brands, including MTV, Universal Music, Dr. Pepper Snapple Group, Rodale, and others. He received his BFA from the University of Utah, and lives in Portland, Oregon, with his wife.