



The Artist s Guide to Selling Work (Paperback)

By Annabelle Ruston

Bloomsbury Publishing PLC, United Kingdom, 2014. Paperback. Book Condition: New. 2nd Revised edition. 214 x 140 mm. Language: English . Brand New Book. This best-selling guide provides all the advice artists and craftspeople need to sell their work in today s competitive market. This fantastic new edition has been updated with essential advice on how to make full use of digital opportunities for selling your work, such as social networking and e-marketing. It contains information and suggestions about: Selecting and approaching galleries Pricing and payments Royalty rates and financial management Sample contracts and other legal considerations Creating a website and maximising hits Mastering social media to increase your visibility Managing sales via online stores such as Etsy, Folksy or ebay Printing your own reproductions and marketing them With a foreword by Mary Ann Rogers, one of Britain s most acclaimed watercolour painters and awarded Best Selling Published Artist by the Fine Art Trade Guild in 2009.



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