



# **Art Marketing 101, Third Edition: A Handbook for the Fine Artist (Art Marketing 101: A Handbook for the Fine Artist)**

*Constance Smith*

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Artists need help with the business side of their career, and this 302-page, twenty-one-chapter volume answers all the questions they could have. Ultimately, it guides artists to create both a long- and short-term marketing plan so they can become independent businesspeople. It educates them to gain a competitive edge in the marketplace, honing their business skills and knowledge of their legal rights.

Artists will learn about: overcoming roadblocks, the secrets of successful artists, alternative avenues for selling art, building name recognition, sales and publicity tactics, pricing artwork, planning an exhibition, creating a beautiful portfolio, photographing artwork, the proper way to contact a gallery, succeeding without a rep, promotion, maximizing value, and much more.

**Constance Smith** began her career as an art rep in California. She has been assisting artists nationwide for over twenty years. She is co-author of *Art Office* and *Internet 101*.

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