



How to Profit from the Art Print Market 2nd Edition: Creating Cash Flow from Original Art

By Barney Davey

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Visual artists will discover new art career opportunities here. The 2nd edition of *How to Profit from the Art Print Market* has been completely rewritten. It includes four additional chapters with new content and innovative ways to sell fine art reproductions and digital fine art giclee prints. Its content is geared to generate print sales for artists and fine art photographers.

Readers will find:

- Rock solid guidance designed to help visual artists and fine art photographers succeed in today's changing market conditions.
- Ways to effectively coordinate publicity, social media and email marketing to ratchet up sales, including how to sell art online.
- A huge list of nearly 500 business and marketing resources for visual artists.
- Practical solutions designed to help artists generate regular repeat sales of fine art reproductions in any economy.
- Straightforward suggestions on how to control the distribution of artist's work.

This new edition is full of invaluable insights, examples and resources to help throw light on the mysterious world of art print marketing. Barney Davey uses the experiences and perspective from decades of advising and observing leading art publishers and print artists to guide artists towards making informed decisions.

Seven Reasons Artists Should Buy This Book!

1. Diversify their income and price points with fine art print giclees.
2. Get new ideas to sell art online, through galleries, alternative spaces and other sources.
3. Coordinate their marketing using social media, ecommerce, websites, email and publicity to create their own loyal customer base.
4. Employ best practices when working with print and poster publishers.
5. Locate and work with giclee printers and giclee printing services.
6. Utilize the Resources section with nearly 500 listings of art marketing companies, products and services available to further your career.

7. Get the lowdown on penetrating the licensing, healthcare fine art and hospitality design markets, and much more.

Any visual artist with the desire to enjoy commercial success from the print market will find this informative inspiring book a useful tool in helping them achieve their goals.

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Editorial Review

Review

Examines how artists can diversify their portfolio with prints, increase income, gain prominence, and broaden their collector base. -- *Art World News, August 2005*

Provides guidance in choosing between self-publishing and working with publishers and outlines how to build a successful print-market career. -- *Art Business News, September 2005*

From the Author

My purpose in writing this book was to be able to reach more artists than I would be able to through consulting and workshops. When I began researching for my first workshops, I found a lack of information on the print market. After numerous suggestions from artists and friends, I decided to write the book. It is a culmination of the advice I doled out to artists during the fifteen years I worked for Decor magazine and Decor Expo tradeshows. The print market can be rewarding, and it can be cruelly punishing for those not prepared to take it on. My goal is to steer artists towards making the best decision for themselves based on their own skills, abilities and ambition.

From the Back Cover

Visual Artists! Discover How To:

Make More Money ♦ Broaden Your Audience ♦ Diversify Your Pricing

The 2nd Edition of *How to Profit from the Art Print Market* has been entirely rewritten and expanded to reflect current market conditions. Read it to learn how to earn the reward and recognition you deserve.

You will find it packed with the advice, resources, insights and resources you need to build your knowledge, boost your confidence and propel your career to new prosperity! The invaluable information provided here fills the void in educating artists about print market opportunities.

"I wish this book was available when I started in the print business. It would have saved me time and money." -- Ralph Burch, Top selling print and licensing artist

"The reproduction market gives an artist increased exposure and the potential for a natural stream of additional income. Every artist should consider the fine art print market and Barney's book is an indispensable guide to navigating the print world. Barney gives you an unvarnished look at what it takes to make it and how to avoid unrealistic expectations and expensive pitfalls. This book is a must-have for the serious, professional artist." -- Jason Horejs, owner Xanadu Gallery, Scottsdale, AZ. Author of "Starving" to Successful: The Fine Artist's Guide to Getting into Galleries

I've said it before: it's the single best 'business' book ever written for artists... What's humbling is by the time I discovered Barney's book I had sold over a million dollars in art and thought I knew all I needed about the marketplace. I quickly realized "How to Profit" was a treasure chest of knowledge I did not possess. I truly regret the book wasn't available 20 years ago. -- Michael Geraghty, Laurel, MD. Named the nation's best equine artist by The Daily Racing Form.

Learn How To:

- Create a second source of income from your originals with prints
- Produce a third source of income from your originals with licensing
- Grow your collector base and broaden your audience
- Diversify your pricing strategy
- Decide to either self-publish or find and work with a print publisher...and more

Get Practical Guidance Every Artist Can Use:

- Marketing and Selling Prints
- Advertising and Tradeshow Tips
- Websites and Email Marketing
- Art Licensing, Hospitality & Healthcare Fine Art Marketing
- Economics of Self-publishing
- Best Ways to Get Prints to Market
- Identify Trends & Find Inspiration
- Emulating Successful Print Artists
- Defending Your Copyrights
- Publicity

In a sales & marketing career spanning three decades, Barney Davey advised leading art publishers and artists on marketing, tradeshow and advertising strategies. He combines observations of their best practices with his knowledge and experiences and shares them with visual artists through consulting, workshops, public speaking and writing.

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Directory: GicleeBusiness.com

Users Review

From reader reviews:

Rodney Mitchell:

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Brandon Riddle:

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