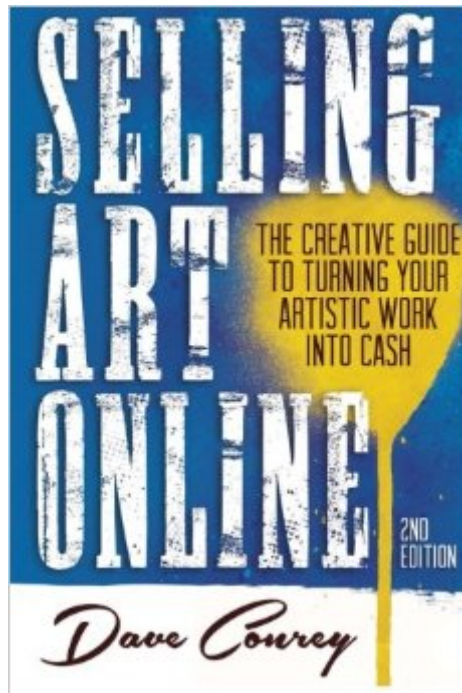


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# Selling Art Online: The Creative Guide To Turning Your Artistic Work Into Cash



## Synopsis

Your Art Deserves to Be Seen! If you're like most visual artists, at some point in your life, you were told you couldn't make a living from your work "very few people get rich as photographers, illustrators or designers" Get a real job instead. Many others of you were told there are only a handful of ways to become a successful artist; that galleries were hard to break into, and if you weren't in those trendy spaces, you weren't a real artist. All due respect to the family and friends who may have given you that advice, but it is complete B.S., and I wrote this book for you. Selling Art Online shows you several ways you can take your art, make money, be happy, and beat back all the doubt and criticism. This could be the most eye-opening book you read about being a creative entrepreneur. Whether you're an illustrator, artist, designer, photographer or any variety of visual creator, this book could change your point of view on how you sell your work. Is this a get rich quick book? No, not at all. Everything here is simple, but nothing is easy. You will work your butt off, especially at first, but as they say in gambling, "the juice is worth the squeeze." It will be hard, and you will love it. This book gives you freedom. Freedom from the confines of old structures, freedom from the gatekeepers who keep you held back, and freedom from the oppressive comments of others intended to keep you from getting disillusioned, but you're smarter, tougher, and more resourceful than they know. Although you may not find overnight success within these pages, it will liberate you and give you tools to do more with the work you have, providing you new opportunity for more revenue and exposure.

## Book Information

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## Customer Reviews

First of all, I like books that are well organized and get to the point, and Selling Art Online is one of

those books. Basically, depending on the type of art you create, there are different websites to sell your art from that have very different clientele. Obviously, the hard part is to find the right site to sell your art that will reach the right person who will like your art enough to buy it. The author helps you assess your website choices and motivates you to pick one and try it out. In fact, this book is like speed dating with 20 websites. Seriously, if this book doesn't give you the kick in the proverbial pants to post your art online, nothing will. The author genuinely wants you to get your art on the Internet and he feels it is his job to talk you into it by the end of the book. And again, to push you over the edge, he gives you 20 sites to choose from, which are grouped into five categories, and the pros and cons of each site--no excuses! If you're a control freak, there are sites for you. If you're more hands-off, then let these other sites do the work for you. By the way, he says if you don't think you're ready to put yourself out there or your art piece isn't perfect, you're wrong. Get your art on the Internet and don't be afraid to fail because nobody will care. Don't let fear paralyze you. And if you do fail, then maybe the site you picked wasn't the right fit and just try again with another site in the same or different category. As Tennyson once said, "'Tis better to have posted your art online and failed, then to have never posted at all." (That quote wasn't in the book.) The author also shares some of his tricks, like the "3T" method of posting, to promote your art-for-sale on social media websites. He even offers some ideas on how to create lots of interesting content for your online followers or blog readers.

I'm not a newbie to online art selling, I built the first iteration of my creative art business on the backs of Etsy and Big Cartel almost 5 years ago. Like Dave, I have a background in branding and graphic design and I'm well versed with internet marketing and the online business world. I have tremendous respect for Dave and what he is trying to do for his fellow creatives but I never thought I needed the book. I've read so many art selling books and since I'm so entrenched in it myself, what else can Dave tell me that I didn't already know? Surprise surprise!! Dave has taken everything he knows (and continues to find out through his Fresh Rag podcasts, interviews and creative connections) and put it into this small but incredibly powerful little book about navigating selling art online today. It's not something you can't find out yourself but nothing beats investing the blood, sweat and tears into it yourself as an artist, making all the mistakes and then articulating it in a way that's easy to digest so that others can learn from your experience. My favorite part of the book is how he groups the various sites/platforms into categories so that it's easier to compare features. This is not just a list of what the platforms do but also invaluable analysis and thoughts from someone who has investigated them for himself. Dave tries to update it too as times change but he

will tell you that it's hard to keep up so he has made himself reasonably accessible for questions so you can always email him or reach him via social media!Thank you!

I found that the book had many tips for selling online but was geared towards designers more so than artists. If I were a designer or if the book was titled Selling Design.. or Art and Design online, the title may have told me more accurately what the book was about.It did open my mind up as to different online selling options. The most useful thing for me as an artist a bit paranoid about "selling out" was that it is actually ok, smart and kind to people to create a variety of options for someone to collect my work, I.e. Original painting, short run books, posters, prints etc. as not everyone can afford an original. To create accessibility is good for everyone.I would like to see more nuts and bolts coaching on how to create artists profiles on social media, and also many more actual strategies for attracting clients from various sources all the way to making a purchase and repeat business.The book is a great idea and I recommend consulting fine artists regarding ideas for future editions. At the moment it seems more like a helpful blog than a how to book.

This book is very simple and down-to-earth. No fluff, just honesty. It helps stir your mind for ideas - where you can post your art (your own shop, etsy, zazzle, deviant art, etc.) as well as the ins and outs of it. It also lists ideas for social networking, how to connect it all (i.e. posting between your blog, instagram, facebook & twitter), and ideas for showcasing your art as you work on it through photos and especially videos. The best part is it encourages you to JUST DO IT.Being in a slump myself, I would highly encourage you to get this book if you feel anxious or discouraged about your art - whether you're a beginner at selling, or if you've been doing it for years. It can help you get started quickly and confidently, with simple ideas for getting a system in place for social networking!

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