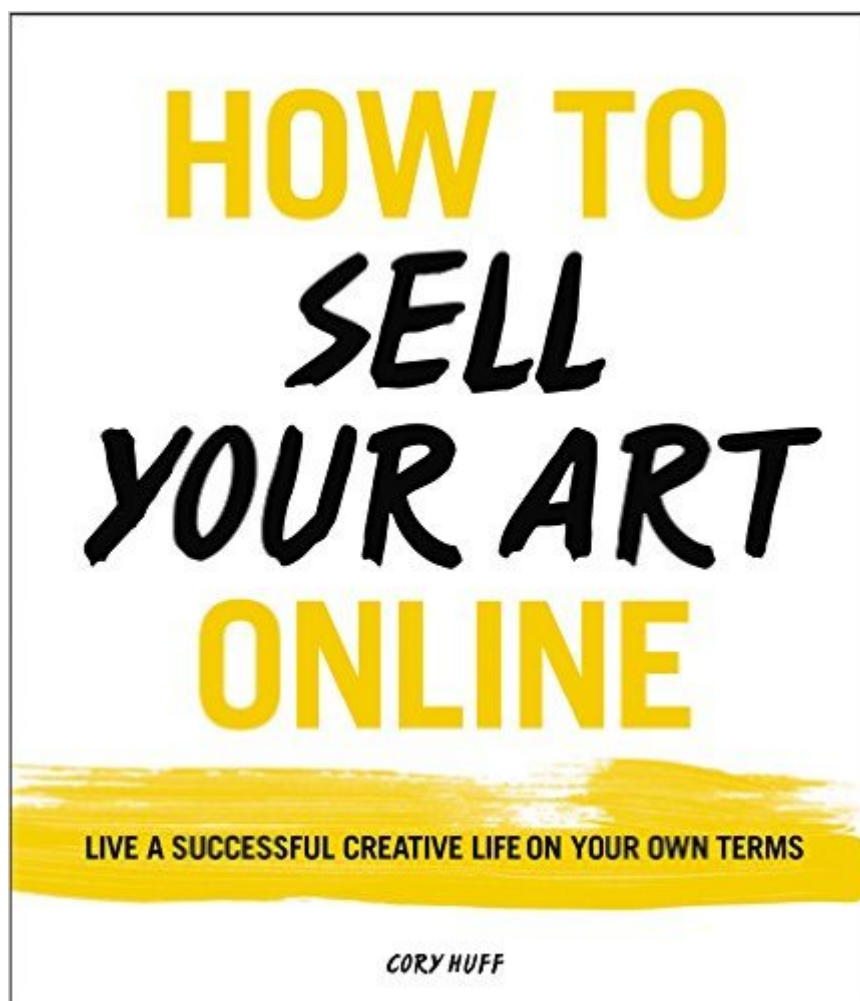


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# How To Sell Your Art Online: Live A Successful Creative Life On Your Own Terms



## Synopsis

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.

## Book Information

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## Customer Reviews

This is a solid, well-written book that delivers on its promise. Cory rightly tackles the starving artists

myth and mindset upfront - it does no good to give people the keys to a cage if they think they need to stay in the cage in the first place. The book blends statistics, interviews, stories, and strategies, so it's not just the author's ideas and what's worked for him and his students, but what's worked for scores of artists. The book excels in its coverage of digital marketing via websites, email lists, and social media. It's comprehensive enough so that you can see how it fits in your art career at the same time that it provides tips and techniques on how to use each of the channels. You \*might\* be able to find all of the information on how to use the different tools on your own, but most of the websites and articles don't understand the art industry and art businesses. The context and how-to that Cory provides will save you hours of research and months of trial and error. Gift this book to every artist you know and care about. We need their art in the world and the book will show them how to make a living doing the art that they most yearn to create.

This isn't a book to read a bit before slipping off to slumberland, this book is for marking up and folding down pages. It's something you read with a journal next to you so you can answer for yourself the questions he poses. It's the sort of book where you keep a bookmark on a "to-do list" page for days or weeks while you implement each action step in order. This is a book that covers exactly how to actually sell your art online. The first 60 or so pages dives into answering the question "what is the current climate of art selling?" - covering why people buy art, the different business models of selling art, how the internet is impacting art selling. There's a broad overview of the sort of activities you need to do personally ... and then you come to chapter 5 (page 65) and from there to the end of the book (another 100+ pages) is step-by-step actions to take in building your art selling business. I think any question you could possibly ask about selling art online is answered. Questions like: How do I connect with collectors? What title do I give images on my website? What sort of shopping cart should I imbed? What platform do I build my website on? How do I use an email list effectively? What's the best use of Facebook? Do I need a LinkedIn profile? and on and on and on. He's answered the questions and provided "how to" instructions and "why to" reasoning. And throughout the whole book are stories of artists who have online followings, make meaningful art, send effective emails ... in essence artists who already sell art online.

This is awesome! Cory Huff has done an incredible job. He includes stories to get his point across. In addition solid helpful information for any creative artist. It is perfect for me who has been successful in galleries but life changing events keep me from creating the artwork I prospered from. This book is giving me courage to talk about my artwork and follow my heart. Thank you Cory for

helping to educate the public and artists that we can prosper being who we truly are. The creative process and the value of that creativity is reinforced with this book. Cory has hit it on the nail! So very grateful for your book Cory.

I 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.

I've really been enjoying this book! I already have a great list of things I need to do. I will admit that this book seems to be aimed more towards the artist who is already an experienced artist. I'm more of a budding artist so some of these strategies won't work until I have a larger body of work. I'd love to see more tips on how to set myself up right from the beginning...

I am not going to go over what is covered in the book because that has already been done by a previous reviewer. What I will say is that this book provides great examples of artists who are successful selling their art online, which is so inspiring. It also provides easy to digest information about how one may go about doing the same thing. It is easy, and entertaining to read as well. Worth every penny spent.

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