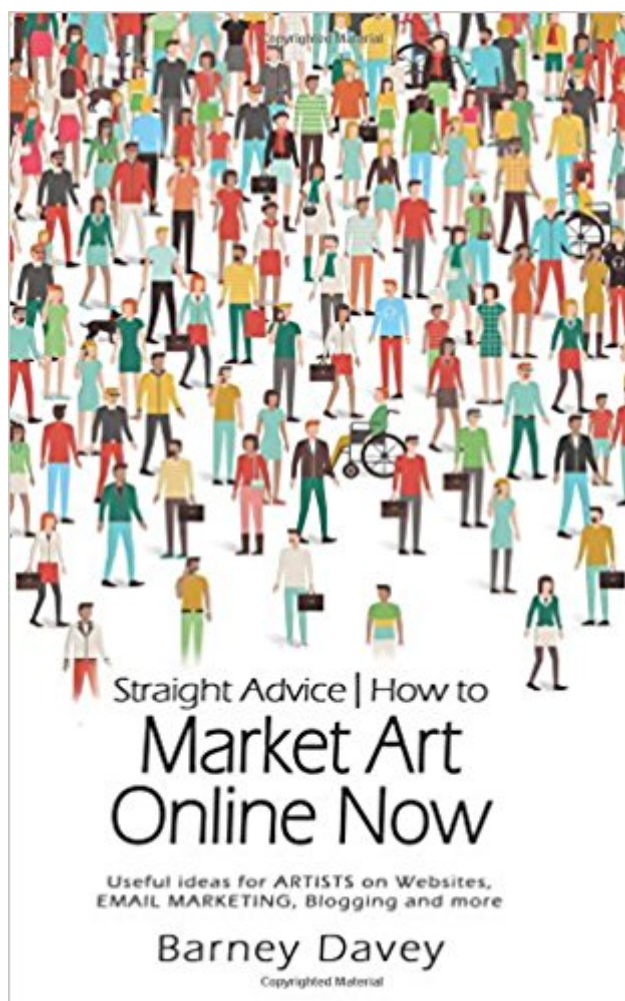


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# Straight Advice: How To Market Art Online Now



## Synopsis

If you would like practical advice and useful ideas for artists on websites, email marketing, blogging and more, you've found an excellent source. The whole world, it seems, is online. The internet has changed everything. To say the internet is a disruptive force is an understatement. While it's taken a toll on legacy industries such as physical galleries, it's opened up new opportunities for visual artists. Too many artists have been told at some point to get a job. And, that making and selling art was too hard, and only a lucky few got their tickets punched to success. If that were ever true, it's a lie now. Artists alive in this generation are the first ever to have tools that allow them to connect with buyers and sell to them directly. The internet has changed our buying habits. We can now get so close and learn so much about anything we want to buy, and then e-commerce, UPS, and FedEx make everything readily available. In many metro areas, consumers can order from and other retailers and get same-day deliveries. The marketing " and therefore the art world " is literally at our fingertips. Consumers are comfortable buying luxury items such as diamonds from Costco.com and pricey fine art from Saatchiart.com or dozens of other online galleries. You can market your art online, too. In fact, it's not just that you can, but that you should learn how to sell art online. It is your future. It is now. Chapters Include: Straight Advice: How to Market Art Online Marketing Art Online Understanding The Value of a Customer Persona Websites for Artists E-Commerce Domain Names Email Marketing for Artists Marketing Automation Blogging Social Media In this book, author Barney Davey, taps his 30 years of experience helping artists get their work to market. He uses a mix of brand new material along with freshly revised content from his books, blog posts and online training. He's combined the best of the best from every source available to him and created a valuable resource for artists. With five books and 600+ posts on art marketing, Davey has a treasure trove of advice for artists to pull from and create something new and beneficial for them. Telling Is Selling Those marketing tools mentioned above are ready for you to start using them. The internet is an equalizer. The systems and programs are the same as top artists use in their art businesses. They are available at low or no cost. It comes down to using them with proficiency and consistency. Essentially, they are forms of digital marketing and electronic communication. Your job as an artist is to connect with your best prospective buyers and then inform, enlighten and entertain them with your story. Stories sell art. You have a unique and compelling story to tell. It may be a few layers down right now, but it's there. Just like making art is a progressive task, meaning you get better at it over time and practice, so is telling your story. As you consistently use your website, blog, email marketing and social media with a purpose in mind, your ability to communicate with and tell your story to your followers improves.

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## Customer Reviews

Barney Davey has spent decades helping artists and photographers to find new buyers, sell more art and market their work efficiently. If you're an artist or photographer or work as an entrepreneur in a creative field, he's here to help you create a successful, sustainable and rewarding career. You'll find numerous ways to grow your career through his books, blog posts, workshops, online training, consulting and more. He began advising artists when he joined Decor magazine, and the Decor Expo trade shows as a marketing executive in 1988. Both were influential, prominent art business leaders. Decor was in the business of helping artists, galleries and picture framers for more than 135 years. At its peak, the Decor Expo Atlanta Show was ranked in the top 100 among more than 10,000 annual tradeshow produced in the U.S. During his career, he attended more than 200 art tradeshow where he got to know top artists and successful publishers. He used this unique opportunity to study their best marketing practices. Those events, plus his sales, marketing, and entrepreneurial experiences, form the crucible of the experience, knowledge, and wisdom he shares with artists today. Each of his previous five books on art marketing has been a "Business of Art" bestseller on .com. You can get a clear idea of the marketing insights and industry knowledge he shares by visiting Art Marketing News. You'll find more than 600 art business and marketing posts. Art Marketing News is ranked # 1 by Art Business News. A Path to a Rewarding Career Davey's work with artists, photographers and fine art print publishers on their plans to grow their businesses gave him experiences that lit a path to his future. With the collective knowledge, wisdom, and inspiration he gained, he has built a business based on purpose, passion, and prosperity.

Love it! Very helpful and clearly written.

Lots of common sense tips about marketing yourself online. Unfortunately, I was doing most of these already. I was hoping for some "magic" tip that I hadn't already thought of, but it wasn't here.

It not only shows where it is but how to get there step-by-step. Unlike so many other marketing manuals that provide a series of landmarks to look for on the way to a promised pay-off, this book shows where and how to plant each step to the goal. Along the way, Barney Davey also points out obstacles in the path - likely stumbling blocks and valuable links to worthwhile side trips. It is written from years of experience, beginning in a "golden age" in which the road to "full-time artist" was an entirely different path. The author not only experienced the changes that reshaped the entire art marketplace and his own career, he now guides his readers through a technology revolution he has used to become a top tier author and blogger. In his Art Marketing Mastery Workshop, he mentors artists from around the globe on how to find collectors who will buy the art they produce. This isn't a "flip-the-switch-to-instant-riches" trip. Most artists have tried one of those. The treasure map's path leads to establishing lasting relationships with collectors, building a career on trust that can last and sustain for a lifetime. You will need to read each paragraph with care and expend time and effort before the treasure that awaits is in your hands. But long the way you will find riches worth many, many times the modest price for this map. Invest a bit more in the Art Marketing Mastery Workshop for up-close-and-personal advice from the author himself. It may be the only success short cut an artist can take. The important step any creator of salable art can take is to buy the map and start the journey!

I have read all of Barney Davey's Art/Marketing Books and have benefited greatly from his knowledge. As with the others, I took out my yellow highlighter to highlight important information that I would refer to later. I would say to myself "This is interesting, Highlight it" "this is new, Highlight it" "this I'll have to remember for later ... Highlight it. Soon I realized that I was highlighting most of the page, on every page and concluded that this was no ordinary Art Marketing Book, this was an encyclopedia of successful information culled down into a 140-page book that is easy to read, understand and implement. How to Market Art Online Now is a goldmine of practical information you can use right now to jump start your online Art sales. Heck, the 6 pages of

resources at the end is worth the price of the book alone. I highly recommend this book. Bravo!  
Barney ... another great book!!

This book is so timely. For many of us who grew up with no electronic communication available, it is essential. Barney has been able to harness the complexities of the online marketplace and distill them down to the most practical, and user friendly aspects. "Straight Advice..." is the perfect name for Barney's book. If you have ever had a coaching session you know that is true. Barney know what it takes to get the job of online marketing done. This book should be read through, tabbed at the beginning of each chapter, then put right next to your computer as a daily reference. Pay special attention to the first topic of finding and creating your Avatar. This is one of the most helpful concepts Barney taught me and here it is in print! Without doing this, nothing else matters. Don't skip it! Great job, Barney! The artist community appreciates your dedication to our success!

As an avid follower of Barney Davey's work, I can tell you this is his best offering yet! This book is a fantastic reference, containing information essential to marketing artwork online. There are resources here you won't find anywhere else, as well as valuable insights from Mr. Davey's years of marketing in the art world. While he mentions at the beginning of the book he has included excerpts from his previous books, don't be deterred by that. This is not a rehashing of old material. There are enormous amounts of new material, links, and resources to give any artist the advantage in today's competitive art market. It's no longer necessary to search for hours in frustration to find the help you need. It's all right here. Online sales are still the new frontier in art marketing. With brick and mortar shops and galleries closing on a daily basis, artists need a multi-faceted approach to selling their art. Tech savvy or not, they need to quickly get up to speed on this ever changing and evolving way of marketing their art to the public. Mr. Davey offers a number of ways to circumvent feeling overwhelmed by the many hosting, e-mail marketing, and social media options, avoiding unnecessary paid services you can actually do yourself with some basic instructions and streamlining the volumes of information needed to create a highly workable, but more importantly, successful online marketing presence for artists.

The good news was that I did not have to pay for this book as I subscribe to Kindle unlimited. The bad news here is that most of this information is available for free or out of date, which I find disturbing for a book published in July of this year. The author gives a list of websites for artists to

sell online or to connect online. Many of these sites have been defunct for years so apparently not a lot of new research went into this. Save your money. If you want to garner buyers and collectors for your work go the social media route.

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Government Bailouts Will Make Things Worse

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