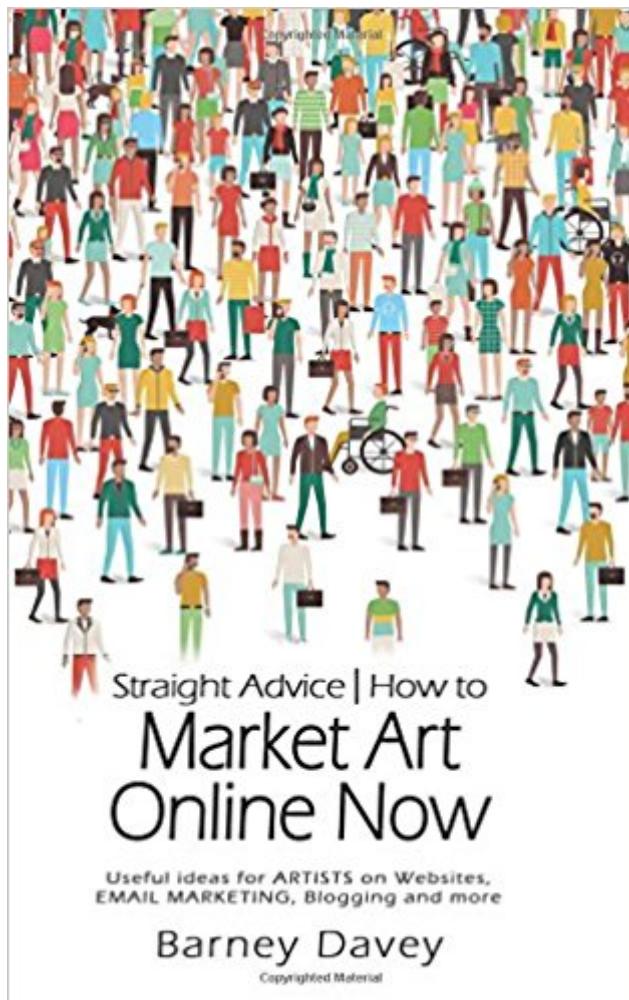


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Straight Advice: How To Market Art Online Now



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

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!

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 Iâ™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!!

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 a "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!

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.

As an artist, I have many books to help me with my business, but this one has more useful advice than all the others put together, by far! The focus is selling online, So if you want advise about art shows or galleries, look elsewhere. Also, this is for the fine artist, and not for the illustrator or graphic designer. Much of this advise is about how to find and discover your best potential customers, based on the characteristics of the art that you produce. This turns out to be just the starting point. This is a really great reference book to continue to refer to it as time goes on and your business develops. Some of the points will likely be useful right away, others in the near future, while other advise will be more useful later on. The book ties everything together, allowing you to take some of the mystery out of your overall plan for your art business. Besides, what a bargain price!

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