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how to sell art or anything else online without leaving your home the go to guide for any internet entrepreneur san francisco book review whether you re selling original artwork jewelry or a unique product

this is the book for you brainard carey offers advice with solid examples of how building an online business is something every creative person can pursue carey draws from his extensive experience and interviews with others to show artists and creative people how to sell their work independently and efficiently readers will learn how to establish an online store develop a presence promote their goods and reach customers chapter topics include designing a website or profile on an existing site effective marketing strategies creative ways to advertise your product building your social media following finding new customers real examples of artists and entrepreneurs who succeeded in selling their work online and much more with chapters divided between practical how tos and case studies sell online like a creative genius offers readers both instructive and demonstrative lessons in making their small online business a reality everyone can

do it with the right tools and carey offers an insider s guide to an otherwise daunting process the second edition of author marques vickers the ultimate guide to selling art online is a concise reference source for artists enabling creative entrepreneurs to maximize the expanding sales capabilities of the internet this edition details important exposure strategies existing and emerging sales opportunities and valuable promotional outlets over 500 useful reference websites are provided referencing art marketing website design sales and promotion outlets this ultimate art guide stresses the importance and urgency of cultivating a vibrant social media presence via active postings and participation with content social networking and weblog websites these activities supplement an artist website with videos feedback capabilities and resources to cultivate new and return buyers the book stresses the importance of personalization and an artist s articulation of

their creative vision practical advice and supplementary consulting sources are offered on every aspect of website design effective promoting through media exposure direct mail and the cultivation of a potential and existing client base to establish long term sustainability concrete and instructive sales advice is provided on the most direct online sources available today for artists including online art galleries ebay amazon and etsy marketplace stores auction houses design industry outlets and barter exchanges a chapter stresses alternative income sources including giclée reproductions and licensed art images contents a fresh dependency and integration of social media designing an artist s website drawing traffic to your social media pages and website cultivating media exposure and email marketing alternative income sources through self publishing and licensing who buys art online art gallery sales outlets selling via ebay etsy and amazon marketplaces

consigning and selling through auction houses barter exchanges and cashless transactions to succeed in art you must also succeed in business in this book i m going to show you how to sell art online i ll give you tips on how to scale your passion and make it a viable source of income quickly the best part is you can do this anywhere in the world all you need is a laptop now more than ever selling art online is a realistic way to make your entire income by doing what you love today you can sell your art online as a full time business or as a side hustle be your own boss love what you do and make money while you do it you re going to learn tips on how to turn your passion for art into a successful online business making money as a full time artist has never been more straightforward an artist doesn t need to starve for their passion outdoor shows brick and mortar locations the internet and the availability of more venues has made it easier for creative entrepreneurs to showcase and sell their work

selling artwork is however a competitive endeavor and that has forced artists to produce beautiful and quality work that is competitively priced to be successful with your ambition you need to crunch the numbers gradually build your business and create sales in low cost venues before you move on to bigger arenas selling artwork or anything for that matter is an important business skill not everybody possesses the gift or talent to venture into the life of selling however with this in mind we should at least be able to sell one thing and that s ourselves for an entrepreneur your ability to convince potential buyers that you are someone capable of doing business with is vital for success there s no secret between the connection of art and money a shocking idea is one that states that no artist is destined for starvation and poverty if you are a passionate and creative artist you can make some good money from your work feel great about it and generate a massive following of supporters

for your career and that's true you may ask yourself why so many artists falter in the quest to make a living from art the positive thing however is that many artists fail simply not because they don't have the creativity or talent to produce great work but rather because they haven't been adequately trained to represent themselves properly to build customer bases and actually sell their amazing work if you look at it this way the olden day way of generating fame and fortune as an artist was about receiving favors of gatekeepers starting with patronage systems in Europe all the way to museums and galleries of our modern days the olden way was simply about groveling for endorsements for outsiders who at the time collected massive percentages of what artists earned in exchange for representation this was of course very effective for the gatekeepers although the olden day method still works for a few number of artists the drawback is its zero sum game

which makes it hard to break in the good thing is that there are more clear alternatives essential reading for artists looking to sell more art market to their ideal clients increase their visibility online and build a sustainable business the artworld is changing changing for the better with the emergence of an increasing number of online selling platforms and social media networks artists have a lot more marketplace power than they did a decade ago this is a very exciting time for our community these social media opportunities level the playing field and provide a more democratic art world we have at our fingertips the tools and resources to be able to reach impact and influence the lives of people around the world with the touch of a button we have the power to reach our clients directly to understand them and to develop meaningful relationships with them we can now more easily do this without the need for a gallery agents or any other form of middleman however

these exciting new opportunities can be complex they may be difficult to navigate without the right tools or guidance in this book author rachel wilkins brings her 15 years of art world experience to this fluff free guide dubbed an arts crusader by the huffington post rachel s work has been featured in such publications as the wall st journal paper magazine and abc news rachel is the recipient of the new york business journal woman of influence award and a dedicated mentor for the new museums new inc program rachel pulls from her own experience as a struggling artist who went on to build a 6 figure art career of her own rachel also offers unique insight from the other side having worked with over 8 000 artists as a curator and exhibit director while running conception arts an organization that produces art events in 14 cities around the u s sell out the definitive guide to selling your art online without losing your damn mind outlines a

clear strategy to get you from a z without getting stuck in the minutia it is a how to with personality that provides a rare holistic look at the digital marketing space the why and the how of building an unforgettable artist brand marketing strategy that attracts your ideal clients and an art business that keeps your creative fires burning a sophisticated examination of today s contemporary art market from an art dealer s point of view this new book focuses on recent changes in the quickly evolving market with an emphasis on how the market responded to the global recession that began in 2008 gallery owner edward winkelman moves from an examination of the factors beyond the individual dealer s command to those that the dealer can control sections cover the rise of the art fair the rise of the mega gallery new online competition models of post brick and mortar art dealing art dealers as art fair organizers collaboration in a new era coverage is also given

to the specifics of contracts contemporary art dealers may need including an examination of a variety of contracts for representation consignment and new forms of contemporary art exhibiting a wide range of interviews with international experts including dealers collectors art fair directors journalists and online art entrepreneurs selling contemporary art is a must read for gallery owners dealers and artists affected by the rapid innovations in the art dealing industry allworth press an imprint of skyhorse publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more while we don't aspire to publish a new york times bestseller or a national bestseller we are deeply committed to quality books that

help creative professionals succeed and thrive we often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers an essential guide for 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 before you buy this book please note

this book is designed like a coloring book with almost 50 blank pages why each blank page is reserved for you it is an invitation for you to break the rules about not writing in books a place for you to consider each rule and to react to it comment color journal scribble or destroy the page say whatever you want there are no rules please scan your page and email your contribution to answers makingartmakingmoney.com your page may be included in the second version of this book representing a deeper long overdue collective exchange about the meaning of selling art and selling out it is an invitation for you to sell your art without selling out reveals 101 rules each bite sized nugget is part of a proven eight part methodology helping artists secure their creative freedom through business savvy 1 valuing 2 visioning 3 dealing 4 copyrighting 5 targeting 6 selling 7 profiting 8 accomplishing andrea challenged the scarcity and permission based art

establishment by going around its gatekeepers and starting her own profitable fine art enterprise in san francisco in 2005 she has received notable national recognition including features on hgtv and the good life project and in fortune magazine her talent is commended by american art icon wayne thiebaud and she has a growing list of collectors throughout north america and europe offers expert advice on selling handmade creations online covering such topics as building an online presence creating a business plan writing copy developing a marketing strategy and advertising through social media the business of selling art is a skill that needs to be learned this book provides an easy approach to selling that will save years of frustration with the right attitude and the information provided in this book your sales will soon you will learn closing secrets 14 power words telephone techniques listening techniques how to get referrals good setting and much more are you

ready to start sharing your artwork with the world this book start selling your art a guide to starting a professional art business will help you create a plan to sell your artwork topics covered include envisioning your dream art career marketing pricing your work tips for selling in person and online art fairs galleries commissions finding your perfect clients and more whether you have never sold an item or are an experienced professional artist this book will give you fresh ideas to propel your art career forward this book is written for visual artists including painters printmakers sculptors photographers craft makers jewelers and more the author vita pulls from over twenty years of experience as a professional artist to help you find your art audience vita is a contemporary impressionist painter gallery owner teacher author and host of the alchemy of art podcast find out more about her artwork on the website studioalchemy art provides insight into the art

business from the perspective of a gallery owner the first guide to selling art independently this comprehensive resource shows artists how to make a living from their art without relying on galleries through interviews with a range of successful artists readers will learn how to write about their own work how to arrange and curate exhibits how to work in nonprofit arts spaces how to determine when and if to advertised artwork for sale and how to exhibit in non art spaces artists will also find useful information for marketing their work including photographing and framing selling at art fairs getting into juried shows and selling over the internet selling art without galleries empowers artists everywhere to take control over their careers and find a market for their art easy to follow in depth advice on the marketing of art follow up to the business of being an artist 35 000 copies sold exclusive information on thinking outside the gallery from other artists

how to sell art online the complete guide will show you the proven step by step strategy to create a successful online art business regardless of whether you are starting from scratch looking to add an additional revenue stream to your current business or wanting to become an online artist titan the info in this book doesn t come from theory or throwing mama s spaghetti at the wall well maybe a little spaghetti instead of hype and false promises it comes from author gary bolyer s experience with his own online business starting from 0 and growing to over 2 000 000 in sales and teaching over 4 000 students to create successful online art businesses gary bolyer is the creator of two successful online art marketing courses smart art marketing pro and the 6 figure artist gary teaches awesome people how to create and successfully sell art online he is a professional landscape artist avid art blogger and artist advocate his original oil paintings belong in public and private collections

throughout the united states
canada australia and the united
kingdom gary lives in tampa
florida where he maintains a
working studio the second
edition of author marques
vickers the ultimate guide to
selling art online is a concise
reference source for artists
enabling creative
entrepreneurs to maximize the
expanding sales capabilities of
the internet this edition details
important exposure strategies
existing and emerging sales
opportunities and valuable
promotional outlets over 500
useful reference websites are
provided referencing art
marketing website design sales
and promotion outlets this
ultimate art guide stresses the
importance and urgency of
cultivating a vibrant social
media presence via active
postings and participation with
content social networking and
weblog websites these
activities supplement an artist
website with videos feedback
capabilities and resources to
cultivate new and return
buyers the book stresses the
importance of personalization

and an artist s articulation of
their creative vision practical
advice and supplementary
consulting sources are offered
on every aspect of website
design effective promoting
through media exposure direct
mail and the cultivation of a
potential and existing client
base to establish long term
sustainability concrete and
instructive sales advice is
provided on the most direct
online sources available today
for artists including online art
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art marketplace websites
painting drawings sculpture
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websites website design
software hit counters host
comparisons website hosting
translators and troubleshooting
great ideas that helped me
make more money by selling
portraits in the past years i
have made an extra 50 000 by
selling portraits the occasional
order the occasional event it all
added up and it didn t consume
my time in this short guide i
will reveal some of the secrets
about the methods i used to get
customers and have a nice side
income by doing what i love at
home on top of my regular job
in some of my other books i lay
out the techniques you can
apply to draw beautiful portrait
but selling it is a whole
different trick do you love to
draw and are you wondering
how to sell your works then
don t wait and buy this
relatively cheap book so you
can get some good ideas
keywords selling art sell art
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artwork selling artwork turn
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your drawings on the internet
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online marketing for artists
selling art online is now as
simple as following a few easy

steps if you want to sell more art next month than you sold all last year then this is probably the most important book you'll ever read selling your art work when no one knows you is extremely difficult ask any artist it doesn't matter who you are or how great your work is this is a problem it is a constant uphill battle to try to get the media anyone to take note of you it is the biggest problem artists face as I am sure you know here is a preview of what you'll learn understanding your market composing your artist statement refining your sales pitch knowing how to price your pieces defining your target market how to sell art online thinking like an entrepreneur much much more so if you are part of the creative s interested in monetizing their art this book is for you we'll cover the basic concepts of digital art what kind of digital businesses you can make from it and strategies you could follow to help your business 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 ultimate guide to selling art online shows any artist how to make a successful living from their work the author 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 corney 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 ultimate guide to selling art online shows countless ways artists can take control of their creative careers and sell their work without selling out you have dozens of masterpieces lying around the house because your passion for your art is second to none you're constantly inspired and in the presence of your work you feel like a millionaire so how come the fridge is almost always

empty and why are the bills piling up and how come you're still driving that old beat up clunker you've had since high school here's the cold hard truth you may be a talented artist but unless you expect to inherit a sizeable fortune anytime soon it's time to turn your self-branded masterpieces into cold hard cash the idea of having to think like a business person may make the artist in you shudder but why not turn your passion into a real career that can support you and your family if you're ready to start thinking like an entrepreneur and make a living while doing what you love then let's get started this book is going to show you step by step how we made 7 59 000 in 9 months on etsy starting with no money needed at all no etsy ads seo shopify or the other complicated platforms needed for this you'll do this easily by staying at home if you are a home mom or a dad that is looking to make some extra side money or a teenager how is looking to make money online i know it'd seem hard to

build an etsy business from scratch but if you follow the steps mentioned in this book you can do it very easily discover easy ways to locate approach and sell art to interior designers corporate art consultants and other residential and commercial design professionals cover based on her popular instagram hatecopy and her experience in a south asian immigrant family artist maria qamar has created a humorous illustrated survival guide to deal with overbearing aunts whether they re family members annoying neighbors or just some random ladies throwing black magic your way we ve all experienced interference from our aunts they are at family parties and friendly get togethers finding ways to make your life difficult trying to get you to marry their sons and telling you to lose weight while simultaneously feeding you a second dinner and it has stunted our social growth and embarrassed us in front of our friends and cool cousins for years this tongue in

cheek guide is full of advice designed to help you manage aunty meddling and encourages you to pursue your passions from someone who has been through it all qamar confesses to throwing sweatshirts over crop tops to get out of the house without being questioned hiding her boyfriend in a closet and enduring overbearing parents endless pressuring her to become a doctor lawyer or engineer holding onto your cultural identity is tough always interfering aunts make it even harder but ultimately aunts keep our lives interesting as an aunty survivor and a woman who has lived the cross cultural experience qamar defied the advice of her aunts almost every step of the way and she is here to remind you trust no aunty wouldn t it be great if art sold itself if you have tried to sell art you know it doesn t selling art takes effort and skill jason horejs has been in the gallery business for over 18 years and has owned xanadu gallery in scottsdale az since

2001 in how to sell art horejs shares the entire selling process he and his staff employ when making a sale from introductions to creating a compelling dialogue to closing a sale and beyond whether you are a gallerist trying to sell the work of others or an artist working to sell your own art horejs gives you concrete step by step instructions that will help you tap and develop your inner salesperson as with any other skill you can increase your sales success by taking a systematic and consistent approach how to sell art will help you take your art salesmanship to a higher level great ideas that helped me make more money by selling portraits in the past years i have made an extra 50 000 by selling portraits the occasional order the occasional event it all added up and it didn t consume my time in this short guide i will reveal some of the secrets about the methods i used to get customers and have a nice side income by doing what i love at home on top of my regular job in some of my other books i lay

out the techniques you can apply to draw beautiful portrait but selling it is a whole different trick do you love to draw and are you wondering how to sell your works then don t wait and buy this relatively cheap book so you can get some good ideas keywords selling art sell art how to sell art how to sell artwork selling artwork turn art into cash turn art into money make money with portraits make money with drawings make money with drawing earn money with portraits earn money with drawing earn cash with portraits make cash with portraits how to make a living with art making a living with art sell art online selling art online selling drawings how to sell your drawings ideas for freelancers ideas for freelance illustrators freelance illustrations illustration selling sell illustrations market illustrations how to market artwork how to market drawings how to market pencil sketches marketing portraits marketing art marketing

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reference guide you need
thousands of successful artists
have relied on us to help
develop their careers and
navigate the changing business
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includes the most up to date
individually verified market
contacts possible grow your art
business with these resources
up to date contact information
for more than 1 800 art market
resources including galleries
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katherine chang liu from
pricing work to using online
marketplaces to printing
quality reproductions this
guide provides all the advice
artists and craftspeople need to
sell their work in today s
competitive market how are
some people able to sell almost
anything while many others are
struggling to sell a single
product most people believe

selling is very tough sales is easy when you understand the fundamentals actually everybody in this world is a salesperson every single day we are selling to each other whether you are from a sales background or not this book will help you master the art of selling discover how to make money thrifting and selling art you re about to discover how i have profited tens of thousands of dollars buying and selling art part time with no formal training and no art buying background throughout this book i will share with you my art buying and selling stories good and bad you will be able to learn what to do and more importantly what not to do in this book i m going to provide you with the resources that you ll need to find incredible deals and sell them for the highest possible profit here is a preview of what you ll learn how the art business works they key players where to find art to resell how to authenticate your art how to determine the value of your art where to sell your art a list of

resources to help you along the way much muchmore before you buy this book please note this book is designed like a coloring book with almost 50 blank pages why each blank page is reserved for you it is an invitation for you to break the rules about not writing in books a place for you to consider each rule and to react to it comment color journal scribble or destroythe page say whatever you want there are no rules please scan your page and email your contribution to answers makingartmakingmoney com your page may be included in the second version of this book representing a deeper long overdue collective exchange aboutthe meaning of selling art and selling out it as invitation for you to sell your art without selling out reveals 101 rules each bite sized nugget is part of a proven eight partmethodology helping artists secure their creative freedomthrough business savvy 1 valuing2 visioning3 dealing4 copyrighting5 targeting6 selling7 profiting8

accomplishing an
rea challenged the scarcity and
permission based
art establishment by going
around its gatekeepers and
starting her own profitable fine
art enterprise in San Francisco
in 2005 she has received
notable national recognition
including features on HGTV and
The Good Life Project and in
Fortune Magazine her talent is
commended by American Art
Icon Wayne Thiebaud and she
has a growing list of collectors
throughout North America and
Europe not simply a how to
book selling art without
galleries is a hands on
guidebook to daily life in the
complex and sometimes murky
world of the art market
Sculpture Magazine the days in
which artists must get their
work into galleries in order to
gain success and recognition
are long over with that in mind
Daniel Grant gives readers
advice on the multitude of
options artists now have for
marketing their work as well as
how to sell work in a host of
nontraditional venues such as
online through open studio

events and in hospitals
restaurants and art fairs in this
updated and revised edition
Grant provides new chapters on
such topics as publicity and
social media public art loan
programs meeting prospective
buyers at museums handmade
and made in America artists
estates and private foundations
the benefits of donating
artwork in addition Grant
includes tips on disaster
preparedness workspaces
housing and residencies
emergency funds and legal
assistance for any artist
looking to explore success
outside of a gallery selling art
without galleries is a
comprehensive and invaluable
guide this guide to collecting
art takes beginners from their
first visit to an art gallery
through the high drama of an
auction advice on timing art
purchases following artists
collecting in different
categories dealing with tax and
superannuation matters and
buying Aboriginal art is offered
an Australia wide listing of
galleries fine art auction
houses conservators and

restorers and collecting associations is also included offers advice for artists on using social media tools to connect with gallerists curators and collectors produce videos to promote work create applications to increase visibility online and write an artist s statement you are creative you are an artist or a photographer you have a hobby or craft something you absolutely love to do and you are good at it but you may be asking yourself how do i market my work this book shows how to sell your artwork or crafts even if you have no experience with marketing and even if you hate to sell there will always be artists who want gallery representation a top gallery can earn you sales that would not otherwise come your way unfortunately there are also galleries that don t work very well at all you don t want to be there do you becoming one of a gallery s artists is not that easy particularly if they are well established these galleries already have a team of artists to whom they give

their loyalty to break into this scene is difficult but here are a few ideas find a mentor to help you someone who can give you a realistic and commercial advice might be best a successful artist or former gallery owner are best prospects for mentoring visit as many galleries as you can try to get a feel for what they exhibit and how they do things each will have its different style and objectives the area where the gallery is situated tells something about likely clientele for example they may be in a tourist precinct do you want people just to see your works do you believe then they will sell most artists think like this so maybe you want to make money commercial galleries sell works so they and their artists make money and that s the best reason for having your work there public galleries show works too but they do not sell them you do not want to be there as an aspect of a professional career but you may make a common mistake expect the works to sell themselves they don t and

can't but there are other alternatives do it all yourself or make contact with corporate consultants they sell a great deal of artwork as can architects and interior designers you could exhibit at art shows and there you might win an award as well use facebook and email and newsletters can be sent to prospects you could spend years in a co op but co op people can't sell their own work you might be able to participate in annual open studio tours annual art fairs and juried shows at an arts center might be a possibility maybe you could have a solo show at a local restaurant or resort perhaps your work fits in with antique displays do your local galleries actually sell stuff is it low priced local area focused work do the people at any antique place sell artwork for many do your stuff may not need to stand out and might be best if it doesn't maybe people in antique shops actually sell there you become an artist the buyer discovered on their visit to your area charge more much

more and paint smaller for then they are not souvenirs hanging artworks somewhere in front of people doesn't sell anything you and all the other artists need someone helping people buy people buy for their own reasons not reasons the seller thinks they should many places for exhibiting have this problem they assume stuff sells itself even worse they do not understand what to do to change this situation selling is finding out what people want to buy then providing something that meets those requirements even your presence may not be enough if you are not doing that that's because most artists just answer questions you should ask questions and listening carefully to answers instead anyone who does that can sell anything artists rarely buy artworks people who buy are not artists and don't understand the creation's mystery the work seems like magic so to sell you need to preserve this mystery do not answer questions well not about the works and how done

so should any gallery people where you have consigned works paint what you like as what you actually do is not related to sales although what it looks like is only a commercial gallery has a sales focus even then many do not know exactly what to do if you have works in places like that then remove them so what is the very best way to make money have a sell out exhibition have you seen any sell out exhibitions were they at a gallery do you remember them an inspiration to a generation of entrepreneurs subroto bagchi considers himself a career salesman of products services and ideas in his new book sell bagchi presents the concepts of selling and salesmanship from his unique perspective through stories and anecdotes drawn from his repertoire of experiences extensive reading and the careers of ace professionals he has encountered in his life bagchi touches on each stage of the traditional selling process and elaborates on the skills tools

and nuances that he believes can take the profession to the realm of art and sometimes even wizardry dip into this book to get insights into how knowing about the life cycle of the coho salmon will help you prospect better distinguishing real customers with purchasing power from time wasters who will merely give you the runaround how creating a playbook well in advance can guarantee you a sale the transformational effect of believing in the value of your product and how you can bring your customer around to share your vision why the power of persuasion ranks higher than the power to convince and why persistence tends to become meaningless after a point marked by bagchi s characteristic wisdom and practicality sell is a rich illuminating and contemporary treatise on salesmanship that dispels a narrow view of the act of selling and redefines it as a skill every professional needs to succeed in their career crossroads is the first anthology of complete works by

female street artist alicepasquini includes images by famous photographers such as martha cooper and ian cox in over 300 pages 200 images and a number of original extracts from her sketchbook crossroads tells the story and showcases the artwork of alicepasquini one of the top female street artists worldwide alicepasquini is a prolific illustrator creative designer and painter who has been gifting cities with her artwork for over a decade through her work women and children become an integral feature of any urban surrounding from large artwork like the wall of the

italian museum in melbourne to small cameos in london or marseille alicepasquini's creativity shines through in every city thanks to her unique style the images in crossroads have been taken from renowned photographers including martha cooper and ian cox the book is brought together by a foreword from the editor paulo von vacano texts by jessica stewart and journalists nicolas ballario rolling stone and stephen heyman new york times as well as article extracts by steven p harrington and jaime rojo co founders of brooklyn street art bsa serena dandini dj gruff and chef rubio