



# **Art Marketing 101: An Artist's Guide to Creating a Successful Business (Art Marketing 101: A Handbook for the Fine Artist)**

*Constance Smith*

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## **Art Marketing 101: An Artist's Guide to Creating a Successful Business (Art Marketing 101: A Handbook for the Fine Artist) Constance Smith**

In its fourth edition, this business guide for artists brings information for the modern-age entrepreneur that will educate and help them gain a competitive edge in the art marketplace. No matter how much you already think you know, you'll improve your business skills by following the suggested practices for survival in the professional world. Concise, step-by-step strategies are introduced: building name recognition, planning an exhibit, taking care of legal matters, reading a financial statement, pricing artwork, preparing a comprehensive marketing plan, the Internet, and much more; a complete course to help your business reach buyers and turn it into a powerhouse.

**Constance Smith** has been working with artists nationwide for over twenty-eight years. She is also author of *Advanced Strategies for Marketing Art* and co-author of *Art Office*.

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