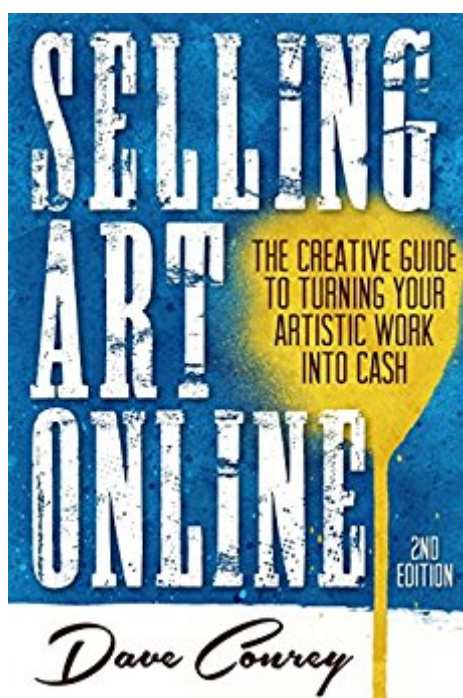


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# Selling Art Online: The Creative Guide To Turning Your Artistic Work Into Cash - Second Edition



## Synopsis

Your Art Deserves to Be Seen! If you're like most visual artists, at some point in your life, you were told you couldn't make a living from your work "very few people get rich as photographers, illustrators or designers" "Get a real job instead. Many others of you were told there are only a handful of ways to become a successful artist; that galleries were hard to break into, and if you weren't in those trendy spaces, you weren't a real artist. All due respect to the family and friends who may have given you that advice, but it is complete B.S., and I wrote this book for you. Selling Art Online shows you several ways you can take your art, make money, be happy, and beat back all the doubt and criticism. This could be the most eye-opening book you read about being a creative entrepreneur. Whether you're an illustrator, artist, designer, photographer or any variety of visual creator, this book could change your point of view on how you sell your work. Is this a get rich quick book? No, not at all. Everything here is simple, but nothing is easy. You will work your butt off, especially at first, but as they say in gambling, "the juice is worth the squeeze." • It will be hard, and you will love it. This book gives you freedom. Freedom from the confines of old structures, freedom from the gatekeepers who keep you held back, and freedom from the oppressive comments of others intended to keep you from getting disillusioned, but you're smarter, tougher, and more resourceful than they know. Although you may not find overnight success within these pages, it will liberate you and give you tools to do more with the work you have, providing you new opportunity for more revenue and exposure.

## Book Information

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## Customer Reviews

I'm not a newbie to online art selling, I built the first iteration of my creative art business on the backs of Etsy and Big Cartel almost 5 years ago. Like Dave, I have a background in branding and graphic design and I'm well versed with internet marketing and the online business world. I have tremendous respect for Dave and what he is trying to do for his fellow creatives but I never thought I needed the book. I've read so many art selling books and since I'm so entrenched in it myself, what else can Dave tell me that I didn't already know? Surprise surprise!! Dave has taken everything he knows (and continues to find out through his Fresh Rag podcasts, interviews and creative connections) and put it into this small but incredibly powerful little book about navigating selling art online today. It's not something you can't find out yourself but nothing beats investing the blood, sweat and tears into it yourself as an artist, making all the mistakes and then articulating it in a way that's easy to digest so that others can learn from your experience. My favorite part of the book is how he groups the various sites/platforms into categories so that it's easier to compare features. This is not just a list of what the platforms do but also invaluable analysis and thoughts from someone who has investigated them for himself. Dave tries to update it too as times change but he will tell you that it's hard to keep up so he has made himself reasonably accessible for questions so you can always email him or reach him via social media! Thank you!

I found that the book had many tips for selling online but was geared towards designers more so than artists. If I were a designer or if the book was titled Selling Design.. or Art and Design online, the title may have told me more accurately what the book was about. It did open my mind up as to different online selling options. The most useful thing for me as an artist a bit paranoid about "selling out" was that it is actually ok, smart and kind to people to create a variety of options for someone to collect my work, i.e. Original painting, short run books, posters, prints etc. as not everyone can afford an original. To create accessibility is good for everyone. I would like to see more nuts and bolts coaching on how to create artists profiles on social media, and also many more actual

strategies for attracting clients from various sources all the way to making a purchase and repeat business. The book is a great idea and I recommend consulting fine artists regarding ideas for future editions. At the moment it seems more like a helpful blog than a how to book.

This book is very simple and down-to-earth. No fluff, just honesty. It helps stir your mind for ideas - where you can post your art (your own shop, etsy, zazzle, deviant art, etc.) as well as the ins and outs of it. It also lists ideas for social networking, how to connect it all (i.e. posting between your blog, instagram, facebook & twitter), and ideas for showcasing your art as you work on it through photos and especially videos. The best part is it encourages you to JUST DO IT. Being in a slump myself, I would highly encourage you to get this book if you feel anxious or discouraged about your art - whether you're a beginner at selling, or if you've been doing it for years. It can help you get started quickly and confidently, with simple ideas for getting a system in place for social networking!

Even though this book is only 80 pages, these 80 pages could change your life. The only reason I didn't give the book five stars is because there are some typos and grammatical errors. (Nothing that a good editor or proofreader couldn't fix.) But on the positive side, 'Selling Art Online' is chock full of information about places and ways to sell your art online, the histories of those venues, and the differences between them. The author readily acknowledges that there is no 'one size fits all' solution and that the online landscape is always evolving. However, he pushes the artist to TAKE ACTION -- citing a quote from Steve Jobs: "Real artists ship" -- and encourages the reader to use this book to begin building your knowledge base while continuing to search out and evaluate new opportunities for sharing your art. I consumed this book in one sitting, on a Saturday evening (no social life?!?!), but the info at the end of the book about building your e-mail list and platform, sales funnels, and how to create new content from your art, and ways to sell that content, are worth many, many times the cost of this book.

As an artist, soon to be graduating student, and family man my pursuit of how to make the creative lifestyle a prospective reality in truth has felt nothing short of impossible. After countless hours researching to find a community that just plain gets the spirit of the creative entrepreneur, I stumbled across Dave Conrey and the Fresh Rag show. All I can say is, hell yes! After intent listening to each podcast, I soon joined the newsletter and purchased Dave's book. It was informative, straight forward and just plain awesome to have an intuitive guide from someone with a seasoned perspective. I just have to say its worth the buy and if you haven't yet, check out his podcast. I

commute over an hour a day to and from work and the show allows me to get the insight I crave on a real level. Just have to say thanks for the great work.

This book is **WAY** overpriced for content. It has only 61 pages of written content and an additional page listing websites. The book is a descriptive listing of websites to sell your art work, that's it! No informational help for the novice artist just starting out to sell art online. Should only be an e-book, at best.

This book is alright. Conrey has a few good ideas but the best value is in his laying out the groundwork of what it takes to do this. Artists who have never sold at festivals or other high volume venues will have a better idea of what it takes to be prepared to sell online. He also showcases info on some selling sites I had never heard of and compares the assets of all.

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