



Guerrilla Marketing for Artists: Build a Bulletproof Art Career to Thrive in Any Economy

By Davey, Barney

CreateSpace Independent Publishing Platform, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Guerrilla Marketing for Artists: How 100 Collectors Can Build a Bulletproof Art Career This book primarily is about these five things: 1. Defining what you want to achieve in your art career. 2. Learning techniques to build relationships where you can sell direct to collectors, both in person and online. 3. Determining which marketing tools are the best for your art career, and using them to gain maximum results. 4. Planning and executing effective, efficient marketing strategies to frequently stay in touch with your collectors, fans, friends and followers by using as many methods as you can manage. 5. Last, and certainly not least, making your career thrive and live up to your aspirations for it. Guerrillas never fight wars. Instead, they focus on winning one small tactical victory after another. As you put into practice what you learn in this book, your career will flourish and you will become stronger, more capable, agile and powerful in the process of stringing victories together. Your ultimate success is when the enthusiasm and support of your growing base of fans and friends elevates your art career to a point...



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