

# Marketing Expert's New Book Helps Visual Artists Take Control of Their Careers With Art Marketing

SCOTTSDALE, AZ, June 24, 2013 /EINPresswire.com/ -- [Guerrilla Marketing for Artists](#): How to Bulletproof Your Art Career is a new book from [art marketing](#) expert, [Barney Davey](#). He provides visual artists with useful, effective techniques to exploit new opportunities in a changing art market by selling directly to collectors.

Upon reading this new book, artists first learn practical methods to set realistic goals, to assess their resources and thus determine the marketing tools best suited to their capabilities. As they progress through the book, they discover valuable tips on building a loyal direct buying collector base through local marketing and networking. Finally, readers learn synergistic methods of sending offline and online art marketing messages to their top prospects on targeted projects.

The author advocates that artists should seize control of their careers by learning how to sell art by way of creating direct sales distribution channels. Changes in consumer buying habits have rendered art buyers more open and eager to work directly with the artist. The Internet, social media and digital technology provide artists with the ability to create their own affordable and effective art marketing programs. And through these processes, artists immunize their careers against gallery closings, fading online sites and third-party distribution channel failures through the development of a loyal direct buying collector base.

A widely accepted rule-of-thumb estimates that a typical artist can make 1,000 originals during a lifetime. For example, 33 pieces annually, created over 30 years. The author contends that artists can develop a base of 100 or more collectors by using the tools and techniques he has provided. It is feasible over the course of a career that this collector base would purchase one-third of an artist's original works and positively influence the artist's career through powerful recommendations.



Guerrilla Marketing for Artists by Barney Davey - front cover

Although the book acknowledges that art marketing art is challenging for artists and recent economic factors have increased those challenges, more importantly it sheds light on new opportunities for those artists willing to pursue them. Bud Smallwood, whose fine art career spans 30 years, has a typical response to the book's content. He says, "Guerrilla Marketing for Artists is the best contemporary resource for artists to hone in on the 21st Century's new landscape of opportunity."

Just as guerrillas never fight wars, but instead concentrate on winning chosen skirmishes, Guerrilla Marketing for Artists teaches artists how to break down ambitious goals into easier, incremental steps. Artists using the book's advice can achieve major career goals by completing daily tasks determined by long-range project planning. Artists using this method, artists get more things done, which creates a sense of accomplishment and removes the stress from being overwhelmed. Small daily successes encourage and motivate artists to strive to do more.

The book is available through the author's website ([www.BarneyDavey.com](http://www.BarneyDavey.com)), through Amazon.com, including a Kindle version, and through other online book retailers. It retails for \$24.95.

For more information about Guerrilla Marketing for Artists, please visit [www.BarneyDavey.com](http://www.BarneyDavey.com), or contact Barney Davey at 602-499-7500.

About Barney Davey – Since 1988, through his books, blogs workshops and consulting, Barney Davey has helped thousands of visual artists improve their art careers. He is the author of four books on art marketing. In June of this year, all four of his books were simultaneously listed on Amazon.com's Kindle Best Seller Ranks.

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