



# The Artist's Guide to Selling Work: New Edition

*Annabelle Ruston*

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# The Artist's Guide to Selling Work: New Edition

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**The Artist's Guide to Selling Work: New Edition** Annabelle Ruston

This best-selling guide provides all the advice artists and craftspeople need to sell their work in today's competitive market. This fantastic new edition has been updated with essential advice on how to make full use of digital opportunities for selling your work, such as social networking and e-marketing.

It contains information and suggestions about:

Selecting and approaching galleries

Pricing and payments

Royalty rates and financial management

Sample contracts and other legal considerations

Creating a website and maximising hits

Mastering social media to increase your visibility

Managing sales via online stores such as Etsy, Folksy or ebay

Printing your own reproductions and marketing them

With a foreword by Mary Ann Rogers, one of Britain's most acclaimed watercolour painters and awarded 'Best Selling Published Artist' by the Fine Art Trade Guild in 2009.

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