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

Barney Davey

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Guerrilla Marketing for Artists: How to Build a Bulletproof Career to thrive in Any Economy.
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 where it will thrive in any economy.

Five Reasons to Buy This Book:
1. You know you could sell more art if enough people would only see it.
2. You've seen the future and you understand the time to take control of your career is now.
3. You realize the only way to achieve the success you desire is if you make your own luck.
4. You believe you could manage your own success if you could just get a handle on how to market your art affordably, efficiently and effectively.
5. You are tired of wasting your time chasing pipe dreams and your marketing money on smoke screens.

Five Things You Get from Reading This Book:
1. Learn how to set realistic goals.
2. Accurately assess your marketing skills and resources.
3. Discover which marketing tools are best for your art business.
4. Build a loyal collector base using local marketing and networking techniques.
5. Harness your marketing efforts to make every dollar and every action count.

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