

FINE ART CAREER MARKETING GUIDE



INTRODUCING

ART MARKETING COURSES

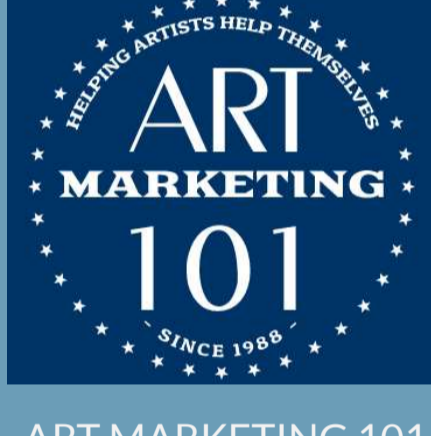
FOR ARTISTS & CREATIVES SEEKING TO SELL THEIR WORK

It's About Creating a Rewarding Art Career

To sell your work with exceptional results, use a step-by-step process. Begin with the basics. Then build on your momentum. You will experience higher profitability & enhanced performance as you progress through each level.



101- Build Sales - Core Marketing Base



PRIMARY TOPICS

- Make Art that Sells
- Make Your Easiest Sales First
- Identify & Connect with Ideal Buyers
- Launch a Website to Sell Your Art
- Sharpen Your Selling Art at Shows Skills
- Develop Direct Patronage Marketing Practices

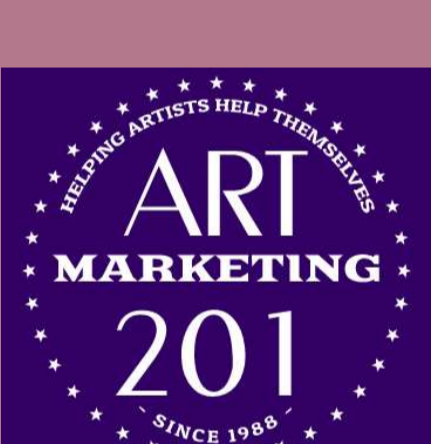
ART MARKETING 101



Make Sales & Establish Baseline Systems

Learn how to sell art without a website, email list, or social media. Establish core marketing practices that will create lifetime value for you. Initiate direct patronage practices as your primary sales channel.

201- Multiply Sales - Add Marketing Systems



PRIMARY TOPICS

- Email Marketing & List Building
- Marketing Automation
- Blogging for Artists
- Create a Content Marketing Plan
- Publicity, Press Releases & Public Relations
- Use Facebook, Instagram, Pinterest & LinkedIn

ART MARKETING 201



Tips, Tools & Techniques to Boost Sales

Discover practical ways to use social media and publicity to generate buzz and traffic. Incorporate marketing automation to increase sales, productivity, and outreach to your traffic. Create compelling content.

301- Expand Sales - Create a Master Plan



PRIMARY TOPICS

- How to Turn Buyers into Collectors
- Learn the Relaxed, Fun Way to Receive Referrals
- How to Get into Galleries
- How to Get into the Print Market
- How to Get into the Licensing Market
- Create a Coordinated Master Marketing Plan

ART MARKETING 301



Get Repeat, Referral & Third-Party Sales

Develop a master plan to align all your marketing activities. Encourage art collecting and repeat sales. Launch an active referral program. Earn steady secondary income from galleries, publishers and licensors.

Private Coaching - Custom Marketing Plans



SERVICES

- 1-on-1 Private Coaching Hourly/Retainer
- 90-Day Sprint to Accomplish Big Goals Fast
- Professional Art Career Development Planning
- Custom Done-with-You Marketing
- Sales Funnel & Marketing Automation

ART MARKETING 1-ON-1



Evolve Practices to Improve Results Fast

Coaching with me gives you a fresh perspective and accountability. Get expert help on any aspect of your marketing. Services range from all-inclusive to improve/fix immediate issues and done-with-you marketing plans. Let me help you get things done.

Barney Davey Bio

CONTACT



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