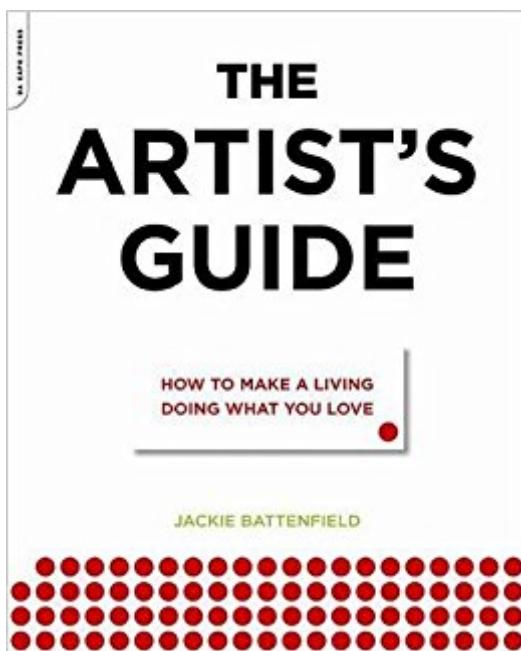


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# The Artist's Guide: How To Make A Living Doing What You Love



## Synopsis

Using a "tough love" approach to pursuing a career in the visual arts, Jackie Battenfield expands on her highly successful classes and workshops to provide a comprehensive guide for both emerging and mid-career artists. Providing real-life examples, illustrations, and step-by-step exercises, Battenfield offers readily applicable advice on all aspects of the job. Along with tips on planning and assessment, she presents strategies for self-management, including marketing, online promotion, building professional relationships, grant writing, and portfolio development. Each chapter ends with an insightful "Reality Check" interview, featuring advice and useful information from high-profile artists and professionals. The result is an inspiring, experiential guide brimming with field-tested techniques that readers can easily apply to their own career.

## Book Information

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## Customer Reviews

Booklist, 6/1/09 "A readable, realistic, and practical field guide to professional success in the visual arts. A wealth of reproduced art and profiles of artists complete this inspiring, useful, and, given the rise in do-it-yourself careers, timely resource." Joanne Mattera, ArtBlog: Marketing Mondays, 6/15/09 "This book explains the art world and offers clear and useful steps to setting goals and achieving them--information that until recently most artists never learned in art school. This is one well-timed and well-written book." NEWSgrist.com, 6/18/09 "It is an experiential guide brimming with field-tested techniques that readers can apply to their own practice. With equal parts of practicality, warmth, good humor, and insight, Battenfield demystifies the path artists travel towards a flourishing career." Peggy Payne, Peggy Payne's Boldness Blog,

6/16/09 âœ[Jackie Battenfield] knows what she's writing about.â •The Expat Blog, 6/18/09

âœOffers clear and useful steps to setting goals and achieving them.â •

Jackie Battenfield's work is represented in over a thousand collections worldwide. She teaches a course in professional development in the visual arts at Columbia University.

Battenfield writes honestly and from her own life experience. And her experience is well-worth sharing!!! I relate to this book so much b/c I am a wife and mother as well as a committed artist. Any woman who is these things or any man who is married to a woman who is these things will understand this statement: Responding to the call of these three things is very difficult to do well! Not only did I gain LOTS of practical insight from this book, I felt moral support come thru the pages to say, "It is possible to love your family and be an artist." This book should be required reading for all mother-artists.

I bought it for a class and it's very readable, a little personable, and helpful. I'm not planning on pursuing art as a career anymore but it's a very good reference for those who are and need some base knowledge (and more).

It ain't easy but the closes thing to heaven you will find.

Fast shipping, arrived in excellent condition. Bigger than I thought it would be. Looks like a great book

This is a great book. Full of tons of information for an up and coming artist.

The book is thorough, and the author's style is engaging and informative. My one possibly negative comment is that I would have liked to see more about how the author integrated her creative work with the business of being an art business woman, but that's a minor criticism; it may have been the author's intent to avoid the issue of creativity. I would definitely recommend it for young artists and graduating students of art.

The subtitle, "How to make a living doing what you love", is accurate. Jackie Battenfield has done that herself, and has been teaching many of us about the kinds of persistence, creativity, energy,

and focus that we need to develop cash flow around our art. Wish I could say that I've taken all of her advice -- but I've certainly taken it to heart! And as this book gets well used by my bedside, I'll expect that my web site ([..]) will be more inviting, my grant applications stronger, and my outreach to galleries and other sales channels more direct and more frequent. Enough said. If you love your art, and you want or need to make money from it, read this book! Buy one for yourself, your friends, your library, your community arts center.

Really well written book. My teacher uses it in his professional practice as reference, yet it still caters to those of us who are still working on becoming known artists working in the field.

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