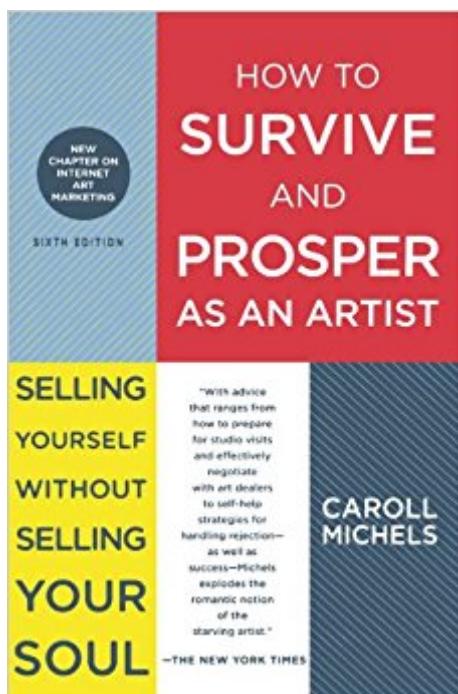


The book was found

How To Survive And Prosper As An Artist: Selling Yourself Without Selling Your Soul



Synopsis

The classic handbook for launching and sustaining a career that "explodes the romantic notion of the starving artist," (The New York Times) with a brand-new chapter on Internet art marketing. Now in its sixth edition, *How to Survive and Prosper as an Artist* is the definitive guide to taking control of your career and making a good living in the art world. Drawing on nearly three decades of experience, Caroll Michels offers a wealth of insider's information on getting into a gallery, being your own PR agent, and negotiating prices, as well as innovative marketing, exhibition, and sales opportunities for various artistic disciplines. She has also added a new section on digital printmaking and marketing in this emerging field. Most notably, this sixth edition contains an entirely new chapter: "Art Marketing on the Internet." Michels offers criteria for selecting an ideal Web designer for your online portfolio and for organizing your Web presence, and shares proven methods for attracting curators, dealers, and private clients to your site. She also addresses vital legal concerns in the age of e-commerce, including copyrighting and registering your art, and finally, the appendix of resources, consistently updated online at Michels's site the Artist Help Network, is fully revised.

Book Information

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Customer Reviews

Praise for the fourth edition: "Provides the best overview of political and other aspects of the art world that I have ever come across. . . It is a bible that every artist should have." --Shannon Wilkinson, president, Cultural Communications, New York "This book should be required reading for every exhibiting artist." --Ellen Rixford, Graphic News "This self-help career book is the pick of the litter." --Donna Marquer, Artists' News "Michels is filled with energy and ideas. . . Her experience is the

reader's bonus." --American Artist --This text refers to an out of print or unavailable edition of this title.

Caroll Michels is a successful sculptor whose artwork has been exhibited in museums worldwide, and she has worked as a career coach on behalf of thousands of artists since 1978. She lives in Sarasota, Florida.

Helpful text, but the Resources section at the back is pretty out of date, and needs cleaning up. A number of the links are dead or lead to pages that just are not useful -- including the author's own web site which is listed over and over again in the appendix. I sympathize with how hard it is to keep a web site up to date, and would not mind if the author let her site go. And I recognize that in a hard copy book, on line links will go out of date. However, it seems to me that the Kindle edition could be changed relatively easily to delete the useless "resources" -- It doesn't look professional to have so many bad links.

This is one of my reference books... i.e. it never makes it to the book shelf. When I have a rough day as a self-employed artist, or just need a fresh perspective on my life, I pick up this book, read a few pages and I'm off again, freshly inspired and ready for action. Does it all apply? Of course not, but there's an excellent breadth of information and I always gain benefit from the time spent reading it. I wonder if I'll ever manage to finish the book? The fact that I haven't, and yet can look back and see how very far I've come in my career as an artist speaks to this and the other reference books I've found written to take the mystique out of being an artist and actually making a living through creative expression.

Lots of info, but not sure how much a truly relevant in today's world. Still worth a read!

The author has a very unique vantage point, having been a practicing artist and now a coach and consultant for artists. Her wisdom is important and a welcome counterweight to the Sisyphean role artists have with galleries and dealers. Her approach is to empower artists with information and responsibility for one's own career growth. Make no mistake, art making is hard. And for working artists, art marketing is even harder. But it's completely necessary, not just economically. You can't experience artistic growth without an audience and this book helps you discover how to find an audience and reach out to them.

This book is filled with unnecessary anecdotes. The most practical part of the book is the 100 page Appendix. When you visit Michel's personal business site ([...]), you will conveniently find other ways to part with your money. She sells contact mailing lists, and promotes her own consulting services. I do not personally know anyone who has consulted with her. For \$125. per hour, you could try. I would hope she could offer at least several artists who are highly successful in actually selling their work, especially **after** consulting with her. I am college professor in painting. Here is what I would like to see on Ms. Michel's future seventh edition. I hope you are reading this, Ms. Michels. You owe it to your readers to improve this book. 1. Less fluff. Less chattering. Much of what Michels preaches is simply common sense, and somewhat insulting. Most of her storytelling about all of her past clients could be compressed into a short little book. Better yet, a 20 page pamphlet. 2. A different layout to the book. If you are going to offer a 100 page chunk, and call it an Appendix, then please, for heaven's sake, provide the PAGE references, throughout your book. You continually encourage the reader to search the index for a subject title, yet you provide no actual page numbers. This is beyond frustrating, it's poorly designed, and it's lazy on your part, Ms. Michels. Most importantly, it is counterproductive. 3. Here's a thought. Make the Appendix stand as the CORE of the book. With a thick, sturdy, ring coil so the book could lay FLAT. Charge \$10. for it. Hey, you could even throw in an optional CD of the Appendix, and charge an extra \$5. 4. If you are going to continue to mention your work as an "artist", Ms. Michels, then please provide some links, web site, etc. I can not locate your ARTwork on the web, and if you do have it posted somewhere, please respond here to my post, and point the way to it. You need to back up your credibility with a web site of your ART. 5. I realize you speak at colleges and organized groups, around the country. This is probably a better fit for what you do. It's interactive. You are put on the spot to answer spontaneous questions. As to your writing skills, I am afraid that you need a good editor. Fellow readers and artists: after all of this, you may wonder what I would more highly recommend, re: a business approach to art: "The Artist's Guide: How to Make a Living Doing What You Love" by Jackie Battenfield. Practical advice from an expert. I have never met Ms. Battenfield, but I hope to one day. Her points are solid, and are not filled with fluff. Like Ms. Michels, Ms. Battenfield is not naive, and she is saavy. Having said that, Battenfield strikes me as less bitter and cynical, when compared to Ms. Michels. Here's the link to the Battenfield book. [...] Summary: Save your money, but more importantly save your precious reading time. Go directly to Michel's artist help site, [...] Take initiative, and make active use of her online resources. Believe in yourself, and in your work. Work like there was no tomorrow. Do not take rejection to heart. Persistence counts.

The author calls upon a wealth of her own practical experience and working with hundreds of artists in every field over several decades. The appendices with hundreds of references and helps are worth the price of the book alone. Grab this book and keep it handy - it will be a tremendous help to every artist trying to make a living with their passion in their expression of art - this book has been updated in several editions, so be sure to purchase the latest edition as pictured.

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