



How to Survive and Prosper as an Artist, 5th ed.: Selling Yourself Without Selling Your Soul

Carroll Michels

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The classic handbook for launching and sustaining a career that "explodes the romantic notion of the starving artist", with new and expanded resources for succeeding in the burgeoning Internet art market (The New York Times)

Now in its fifth edition, with over 85,000 copies of previous editions sold, *How to Survive and Prosper as an Artist* is the preeminent guide to taking control of your career and making a good living in the art world. Drawing on over two decades of experience, Caroll Michels walks artists through the complicated process of balancing grants, gallery representation, private dealer sales, and a personal studio to ensure a public profile and a steady income. Included is 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 art disciplines.

The new edition is fully updated with strategies for using the Web—everything from generating income through freelance work, to creating an entrepreneurial web site for promoting work to agents and clients, to assessing online galleries. An expanded and updated appendix adds more than 200 new resources such as Web designers, insurance and legal services for artists, internships, art colonies, and corporate and public art programs.

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