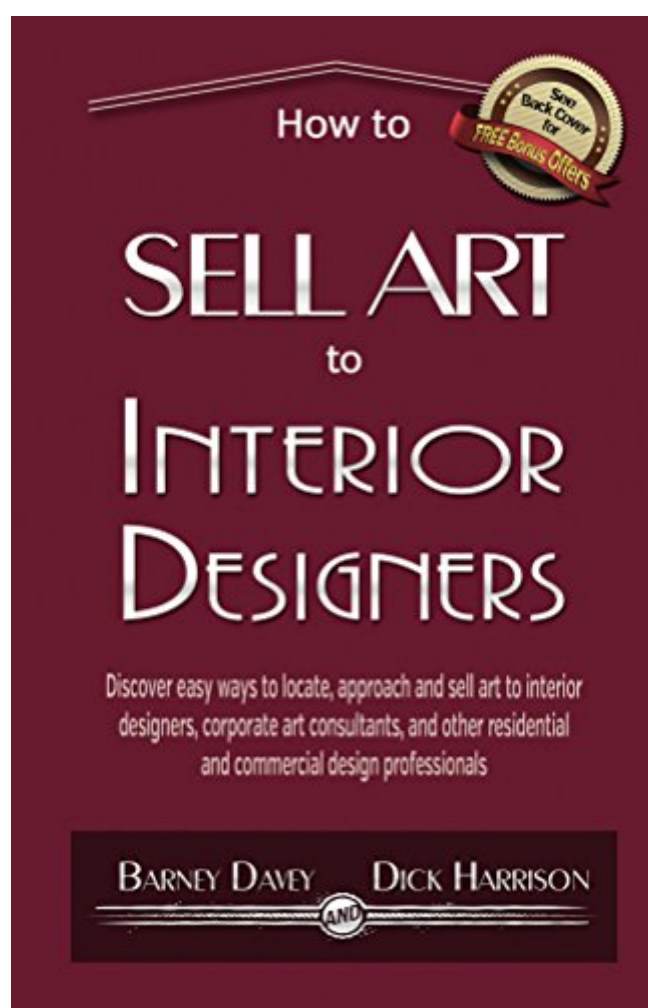


The book was found

How To Sell Art To Interior Designers: Learn New Ways To Get Your Work Into The Interior Design Market And Sell More Art



Synopsis

Discover new, easy ways to sell art to interior designers. For visual artists, learning how to get their work sold in the design market can either become the focus of how to make a great living as an artist, or they can use the design market as a way to create a secondary source of income. The authors, Dick Harrison and Barney Davey, have extensive backgrounds in selling art, working with designers, gallery experience and advising fine artists on how to make more money and be more profitable. For more than 20 years, Dick made a very comfortable living selling as an artist's rep selling art throughout his home state of Florida. Barney worked for Decor, a magazine for art and picture framing retailers, for nearly 20 years. During that time he was fortunate to work with many of the top selling artists and art print publishers worldwide. Both Dick and Barney are published authors, and art marketing bloggers who have helped thousands of artists learn how to operate their businesses efficiently and get their art sold effectively. This book is a culmination of nearly 50 years of art sales and marketing experience. It is jam-packed with useful information, ideas and advice that any artist can use to become more successful, particularly by selling their work to interior design professionals.

Book Information

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Customer Reviews

This book appeared "as if by magic" just at the time that my husband and I were starting a big push to market his art to interior decorators. I had read Davey's Guerrilla Marketing for Artists, which had benefited me immensely, and I was looking forward to this one, How To Sell Art to Interior Designers, by Davey and Dick Harrison. I was very impressed by several things. First, that some of the best advice and insights I had seen in the first book, were sources of inspiration for the second; I particularly appreciated the reprise of the section on networking. Second, that Davey and Harrison lay waste to some very firmly entrenched truisms, one in particular having to do with networking. It has become a mantra that networking makes the world (or at least sales) go round. "No," say the authors, in what I consider a ground-breaking insight, indiscriminate networking does nothing but waste time and energy. Networking has to have a goal, and that goal is usually a person: the person (say, a specific art collector), or what they call a connector, someone who can bring the artist a step closer to the first person. A third plus for this book is its layout. It is broken down into easily digestible "sound bites" of two or three pages, with a heading in bold marking its content. The length and breadth of each section lends it to being easily read and understood, and allows the reader to analyze and examine the ideas within in relation to himself or herself. This section then serves as a segue and virtual introduction to the next section, which thus counters the very real possibility of fragmentation in such a format.

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