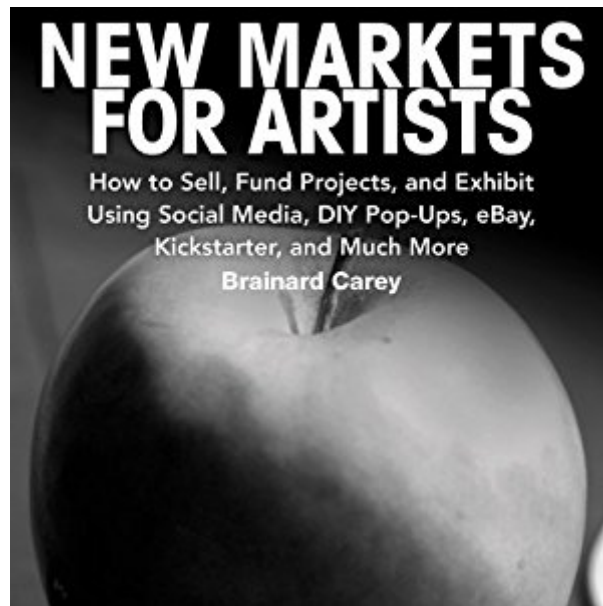


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# New Markets For Artists: How To Sell, Fund Projects, And Exhibit Using Social Media, DIY Pop-Ups, EBay, Kickstarter, And Much More



## Synopsis

In this practical and lively guide, Whitney Biennial - featured artist and career coach Brainard Carey will teach you about opportunities that you didn't even know existed! This book is like a language course that is meant to enhance your ability to communicate your art and creative ideas to the world. In the new millennium, artists must create new models for exhibitions and sales. They must also be aware of new modes of communication, from social networking to the latest mobile phone apps. How we share visual information is radically shifting, and artists can benefit from all of these new tools. In this hyper-competitive world, the latest software and hardware, as it applies to creativity and promotion, is part of a language you must be conversant in. This book works as a course (downloadable syllabus available) and as a companion volume to Carey's recent book, *Making It in the Art World*.

## Book Information

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## Customer Reviews

I know I'll catch a lot of flack for it, but I have to give this book one star. There is literally nothing in this book that you cannot find with a simple google search and to be honest your search will come up with more useful hints and tips. This book is for people who have literally no experience with social media in any way shape or form. The author holds your hand through the setting up of facebook and twitter accounts and then basically encourages you to follow rich people, curators, museums and galleries and to ask them for money. There is one story in particular that stood out to me. He tells of a friend that had a printing company and he asked his friend to print a bunch of fliers for him for free. His friend told him that wasn't feasible for him as he couldn't afford to do it. So he

wrote his friend off as a jerk. He later found someone that would print something for him for free because that person was clever enough to figure out how they could exploit the author's show or whatever (him and his wife cleaned feet and handed out bandages) for money. This guy was a good guy. Can you hear my eyes rolling? After that gem his book read less like he wanted to help and more like he was condescending to the reader. The majority of the stories are his personal stories rather than case studies of those who have used his methods (were there any methods in this book?) from his workshops. So the whole thing comes across as a vanity book more than anything else. The advice he gives is kind of sound. It's basically this: Know rich people. Exploit them. See a gallery you want to be in? Contact them. Want something for free? Contact people. Also get to know more rich people. If you don't know rich people stalk them on facebook. Oh and use kickstarter. I will say this, in case it was lost in the diatribe above, if you are absolutely clueless as to how to even set up a facebook account this book may be helpful to you.

Very beginner text for artists. I mean, who isn't already trying to use the internet to show their work? And the text is so big, I think the author was just trying to fill page space. Also, the chapters are disorganized and redundant. Unhelpful for even someone like me, a recent college grad with not even emerging status. I returned it immediately.

I'm not a big fan of writing boom reviews, but this book is worthless and it was a waste of my money and time. It talks about setting up Facebook account and creating passwords for online accounts. Come on! We're in 2013 and this is just a rip off for the book. I wish there was at least something I could take out of it. Better read articles online than buy this book. I mean it. There is more useful content for free than this book. Anyways, just beware that this can be complete waste of money and time.

I have been dumbfounded and disappointed by the lack of interest in my art(or myself/comments) through social media sites like Facebook, Twitter and Deviantart. I knew people who were making a profitable living through sites such as Ebay selling their art but did not know how to do this myself. This is all answered in this great resource, 'New Markets for Artists'. Firstly, I grew tiresome of Facebook (especially those silly games) and never realized it could be used as a tool to showcase my art and make connections with people to become interested. I thought maybe my art was just too horrible, thought of myself as a talentless artist or maybe some of my humour and subject matter was in poor taste or I offended someone. I have this same fear sometimes when I quickly

send a tweet of a joke on my mind via Twitter, and have no followers. This is not so much the case as Mr. Carey has eloquently pointed out here in his excellent book 'New Markets for Artists' and how to use social media to sell yourself. Connecting to people through social media is a process, and one that requires patience. I never was very good (and still am not) at selling myself and artwork. Using social media as Mr. Carey explains is easier and less daunting than I thought. It also gives fantastic advice on how to use your website with widgets linked to social media sites: Twitter, Facebook, etc. This book is a must have for artists who wish to make a living through social media and/or use social media for business/business contacts in attracting potential customers, organizations and sponsors.

I felt the how to just wasn't there. The author points to among other things, the use of twitter, ebay and Facebook but he stops short of beginning to discuss how one might take advantage of these sites. For instance, I know I can post my artwork on ebay but are there ways to do that more effectively. And how would one go about maximizing what ebay, twitter and facebook can offer. I do agree that the book may be more geared to those just beginning or for those who have been stuck in promoting their work in one or two ways but if you've been around a while and have a facebook account or an ebay account and have a little know how, there's not much more that the book offers. Yes, there is a section on the use of art fairs, studio tours, public art and advertising on the web but again, there's not much depth and the author doesn't get into the "how to" which I was hoping for. Sorry but for me it was a disappointment.

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