



The Fine Artist's Guide to Marketing and Self-Promotion: Innovative Techniques to Build Your Career as an Artist

Julius Vitali

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In this best-selling guide, now completely revised and expanded to cover digital resources, an internationally acclaimed artist reveals his guerilla tactics for using the media to build a successful art career.

Filled with innovative tips and advice for the fine artist on a budget, *The Fine Artist's Guide to Marketing and Self-Promotion* teaches you how to function as your own press agent. Learn how to create attention grabbing publicity videos, press releases, and e-mails; exhibit and publish your work in magazines and newspapers; assemble grant proposals; write effective résumés; use slides, CDs, Web sites, and other photographic and digital reproductions to get your work into the public eye, and how to qualify for arts-in-education residencies and artists' communities.

This updated book also features extensive listings of organizations, services, publications, and other vital resources, along with in-depth profiles of successful artists who have developed effective techniques for marketing and promoting their work. If you're ready to take charge of your art career, you can't afford to be without the information contained in this handy guide.

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