

Artists: Sell more art!

I'd rather be in the studio!
The Artist's No-Excuse Guide to Self-Promotion

I'd Rather Be in the Studio! **The Artist's No-Excuse Guide to Self-Promotion**

"I'd rather be in the studio!" is just one of many excuses art-marketing consultant Alyson B. Stanfield hears from artists who aren't promoting their art effectively. Among her other favorites (imagine the grumbling that goes along with each excuse as it's spoken) . . .

There aren't enough hours in the day to do it all.
My art speaks for itself.
I have no idea where begin.
I don't want to bother people.
I just don't live in an art town.
I'm an introvert.
I'm not rich.

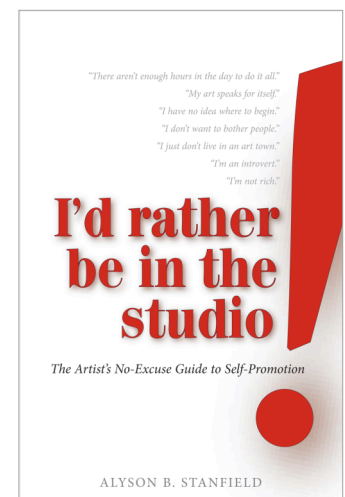
Rather than listen to any more whining and complaining, Alyson took these eight excuses and built a how-to book to counter each one. *I'd Rather Be in the Studio!* provides easy-to-follow self-promotion practices that help you find your way at any point in your career. Match Internet marketing strategies with sincere personal skills to take charge of your career.

Learn how to:

- Introduce yourself as an artist so people want to know more
- Nail your artist statement to discover the right words for all of your marketing messages
- Expand your mailing list and use it to cultivate collectors
- Create marketing materials that outshine the competition
- Become a media magnet so buyers come to you
- Take advantage of your Web site and blog to create more fans

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They really said this (without coercion or bribery)

To say your book has been of value to me would be a major understatement. It is a remarkable book in so many ways. I've never seen so much valuable information in one place, and presented in such an accessible and organized way. —Burnell Yow, artist

This is the best marketing book for artists that I have ever read. It is very involving to the effect that I almost feel like the author is specifically talking to me personally.—D.S. Holliman, artist

... I'd Rather Be In The Studio! is hands down THE BEST book I have ever read on art business and marketing and I have read them all! You nailed every single thing that I am up against and have given totally workable solutions. You write as though you have been in my studio peering over my shoulder and taking notes! I can't thank you enough! I am recommending it to all of my artist friends—
Deborah O'Sullivan, artist

I felt that when I was reading the book, it was like a mentor was whispering in my ear. I hope this book is required reading in art schools.—Kim Harrell, artist and gallery owner

ditch the excuses
embrace success

IdRatherBeintheStudio.com

About the Author

Alyson B. Stanfield is an art-marketing consultant, artist advocate, and workshop leader. As founder of ArtBizCoach.com, she has used the tools in *I'd Rather Be in the Studio!* to build her own business, which helps thousands of artists ditch their excuses and embrace success.

Alyson believes that the world needs healthy artists—physically and financially—because artists help us question what is in front of us. Artists also help us appreciate our surroundings, while teaching our children to be sensitive to others and to explore their emotions. By getting out of their studios, artists are sharing their art with the world and making it a better place.

I'd Rather Be in the Studio! was shaped by Alyson's ten years as an art museum curator and educator. She has loads of experience working with collectors as well as the general art-viewing public. That means that she knows how people interact with art, how they approach it, what they fear, and how we can educate them and alleviate their fears.

Alyson says that her most valuable hands-on life experience came from working in the U.S. Senate. What, you may ask, does that have to do with art?! Well, she believes she learned how to form and nurture relationships from the best politician around. And if you don't think politics play a role in the art world, think again. In *I'd Rather Be in the Studio!*, chapters on networking and following up are direct results of her Washington experience.

On the off chance that you've read this far, Alyson's undergraduate and graduate degrees are in art history, although she started her university career as a painting major. For some reason, she got a big kick out of sitting in dark rooms looking at slides.

