

Fans are particularly willing to pay when they feel personally connected to the artist. Cory works hard to create that personal connection. One way he does this is by personally answering every single email he gets. "If you look at the history of artists, most die in penury," he said. "That reality means that for artists, we have to find ways to support ourselves when public tastes shift, when copyright stops producing. Future-proofing your artistic career in many ways means figuring out how to stay connected to those people who have been touched by your work."

Cory's realism about the difficulty of making a living in the arts does not reflect pessimism about the Internet age. Instead, he says the fact that it is hard to make a living as an artist is nothing new. What is new, he writes in his book, "is how many ways there are to make things, and to get them into other people's hands and minds."

It has never been easier to think like a dandelion.