



Self-promotion for the Creative Person

By Lee Silber

Random House USA Inc, United States, 2001. Paperback. Book Condition: New. 198 x 130 mm. Language: English . Brand New Book. Are you a creative person who desperately wants to tell the world about your talents and your art but lacks the time, money, and know-how? Self-Promotion for the Creative Person is full of clever and creative ideas you can use to successfully get the word out about who you are and what you do quickly, easily, and cheaply. Everything you need to know about marketing yourself is included in this book. Self-Promotion for the Creative Person is packed with proven techniques that will work for you whether you are an author, actor, artist, or accordion player who wants fresh, off-beat, and cost-effective ways to build a business or develop a successful and fulfilling career. Full of winning strategies, innovative ideas, and proven sales and marketing techniques, Lee Silber will show you how to go from starving artist to superstar status with smart advice, including: * How to market without money * How to create marketing materials that will sell you even when you are not around * How to build a buzz using word of mouth * How to use...



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