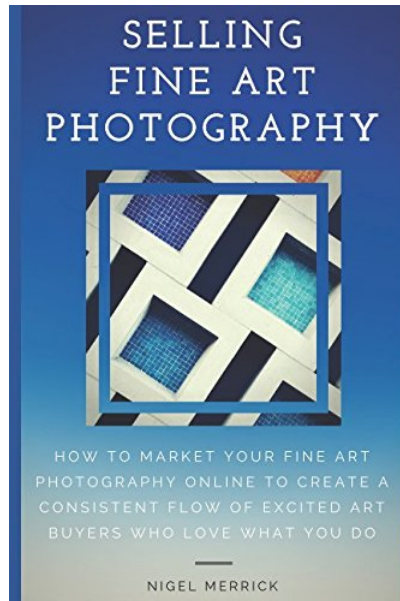


a2Z10 [GET] Selling Fine Art Photography: How To Market Your Fine Art Photography Online To Create A Consistent Flow Of Excited Art Buyers Who Love What You Do



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Are you a fine art photographer? If so, you've no doubt found that selling fine art photography online is much harder than you first imagined. While the Internet looks like the perfect place to sell photography, most photographers have a tough time making more than a few sales; certainly not enough to make a living from their camera. The truly frustrating part is, you know you're good at what you do, and you have a strong body of work, beautifully presented through an attractive website that makes it easy for people to view and buy prints of your photographs. As far as you know, you've done everything right. People tell you they love your work, but most of the time it stops there. Your website, and your amazing images, sit there with the tantalizing promise of making sales, but nothing happens. If that sounds like your situation, this book is for you. In "Selling Fine Art Photography" I show you exactly why sales are so bad for most fine art photographers, and what you need to do instead to market and sell more of your work and actually grow your business. This book was written for photographers of all levels who want to

create a consistent flow of excited art buyers who love what they do. It's for people like you who want to grow and build an audience of loyal customers instead of wasting time wondering where the next sale is coming from. As a photography marketing coach, I've helped hundreds of professional photographers over the last 10 years. The tips and strategies in this book are distilled from thousands of hours of hands-on experience, brought together in one convenient place for the first time. If you're tired of watching the same old "normal" marketing and sales strategies fail day after day, you'll be thrilled to discover an entirely new, but simple, way to reach more of your ideal customers and turn them into buyers. As you go through the simple steps I share in this book, you'll discover: * Who you truly are as a photographic artist... * Who your customers are... * The real reasons people buy from you... * The most effective ways to market yourself... * How to make meaningful connections with interested prospects... * How to turn website visitors into valuable leads... * How to build relationships and trust with your ideal buyers... * And a whole lot more... If you follow what you learn in this book, you'll focus less on struggling to "get your name out there", and more on creating your amazing fine art photographs for people to enjoy for a lifetime. Here's what one fine art photographer had to say about this book: "Selling Fine Art Photography is an invaluable resource for those, like me, who are passionate about the art but unsure of the principles and procedures of marketing and selling their work. This book condenses what was, for me, a tedious several months of research into a readable, practical and surprisingly counterintuitive plan to further one's career. Had I come across this information earlier I could have saved myself a lot of frustration, tedium and dead ends. This book contains a wealth of invaluable information on a usually opaque subject and renders everything in a clear, concise fashion..." (Jim Lipschutz - Jupiter, Florida)

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