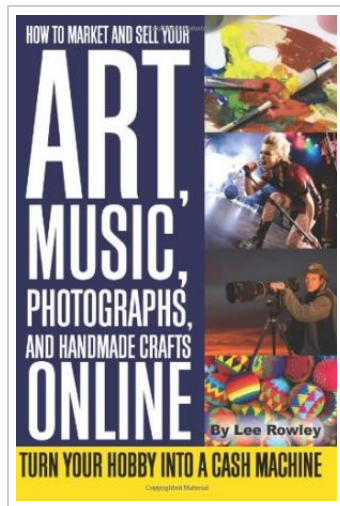




How to Market and Sell Your Art, Music, Photographs, and Handmade Crafts Online: Turn Your Hobby Into a Cash Machine

By Lee Rowley

Atlantic Publishing Company. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.8in. x 5.8in. x 1.3in. You are creative, you are an artist or a photographer, you have a hobby or craft, something you absolutely love to do, and you are good at it. But you may be asking yourself, How do I market my work? How do I turn this into a real money making business? The answer lies between the covers of this new book. You will learn the steps you need to take to successfully sell your artwork or crafts even if you have no experience with marketing and even if you hate to sell. As with many other business segments, the Internet and technology have opened up the world and made it your marketplace. You and I, working from the comfort of home, are now on an even playing field with the largest retailers. This groundbreaking and exhaustively researched new book will provide everything you need to know to get your marketing message into the hands of your customers. You will learn about online galleries, designing your Web site, cyber stores, arts and crafts search engines, publicity sources, online forums, auction sites, online marketing, e-mail marketing, and...



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