



# Marketing For Professional Artists: In The Second Decade Of The 21st Century

*Peter K Worsley*

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**Marketing For Professional Artists: In The Second Decade Of The 21st Century** Peter K Worsley  
Since its original publication a year ago, this book has helped hundreds of upcoming professional visual artists, successfully market their artworks and themselves, to interested collectors.

To start, you are advised on how branding yourself and your artwork, so that you dramatically stand out above in the sea of other struggling artists.

Next, Peter Worsley, using his lifetime of marketing experience, steers you through each of the many available channels for getting your message to a prospective collector. This includes sorting out the ever-changing tangle of social media.

Then, Peter prepares you to be ready when the prospective collector responds to your solicitations. He describes how: to write attractive content for all your messages; how to close the sale when the prospective collector falls in love with your artwork; plus the tricky issues of pricing and affordability.

You are coached on how to step up your game by maximizing the various tools you need to support your marketing efforts: how to choose your computer, essential software, and accessories; ways to obtain, handle, and preserve images of both your artwork and reference photos; how email is your prime messaging channel, and to ensure that your prospective collector will open and read your message; plus how your website is your most important marketing tool; the concept of "friction;" and maximizing the design of your landing page.

Finally, after each chapter are summaries and hints, on how to get you started.

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