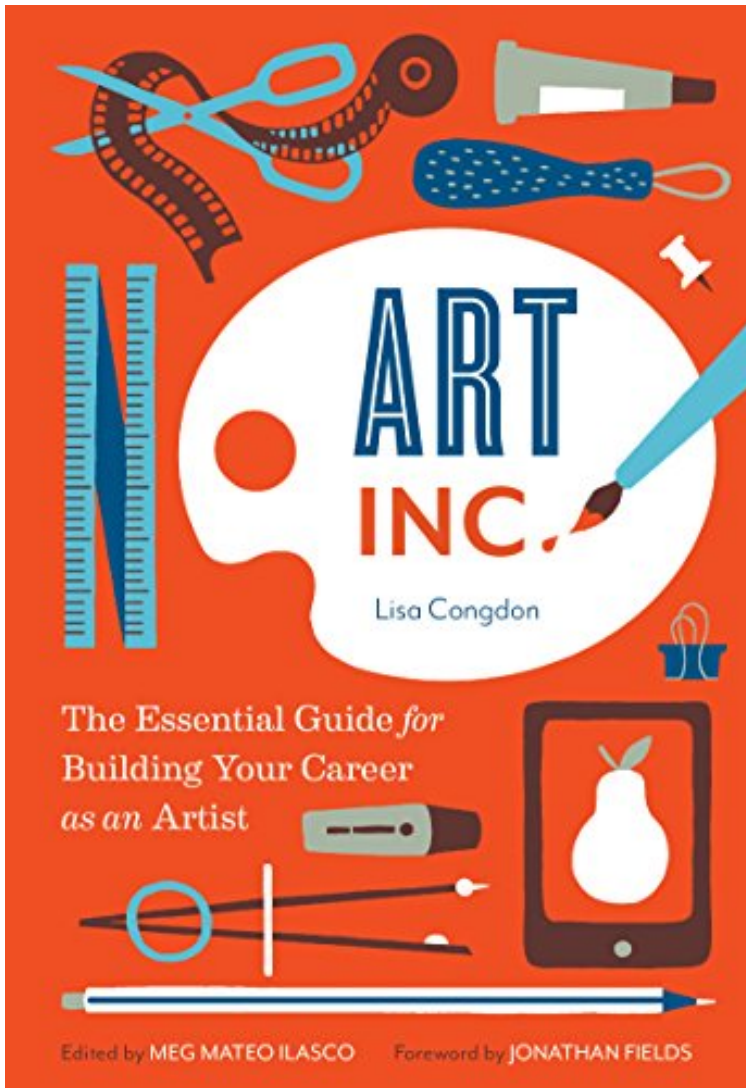


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Art, Inc.: The Essential Guide for Building Your Career as an Artist



Par Lisa Congdon
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Presentation de l'diteurYou don't have to starve to be an artist. Build a career doing what you love. In this practical guide, professional artist Lisa Congdon reveals the many ways you can earn a living by making artthrough illustration, licensing, fine art sales, print sales, teaching, and beyond. Including industry advice from such successful art-world pros as Nikki McClure, Mark Hearld, Paula Scher, and more, Art, Inc. will equip you with the toolsand the confidenceto turn your passion into a profitable business.LEARN HOW TO: Set actionable goals Diversify your income Manage your bookkeeping Copyright your work Promote with social media Build a standout website Exhibit with galleries Sell and price your work License your art Acquire an agent And much morePresentation de l'diteurYou don't have to starve to be an artist. Build a

career doing what you love. In this practical guide, professional artist Lisa Congdon reveals the many ways you can earn a living by making art through illustration, licensing, fine art sales, print sales, teaching, and beyond. Including industry advice from such successful art-world pros as Nikki McClure, Mark Hearld, Paula Scher, and more, *Art, Inc.* will equip you with the tools and the confidence to turn your passion into a profitable business.

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