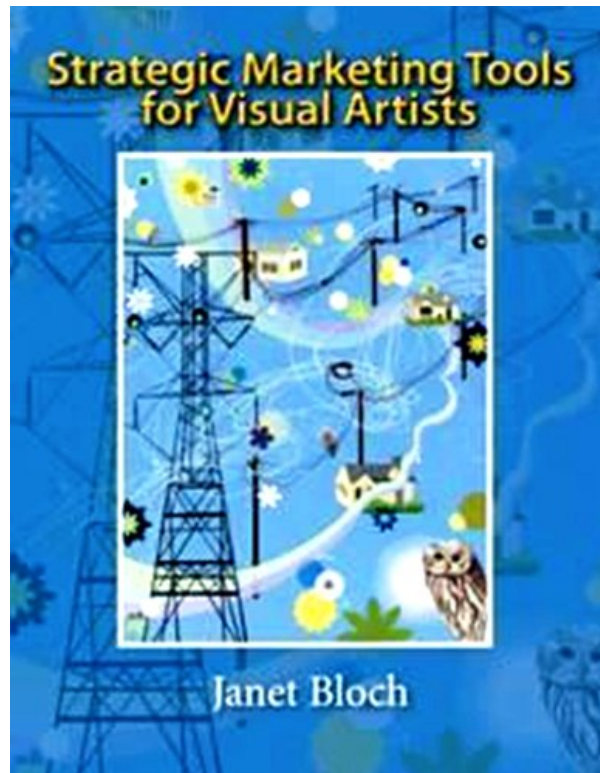
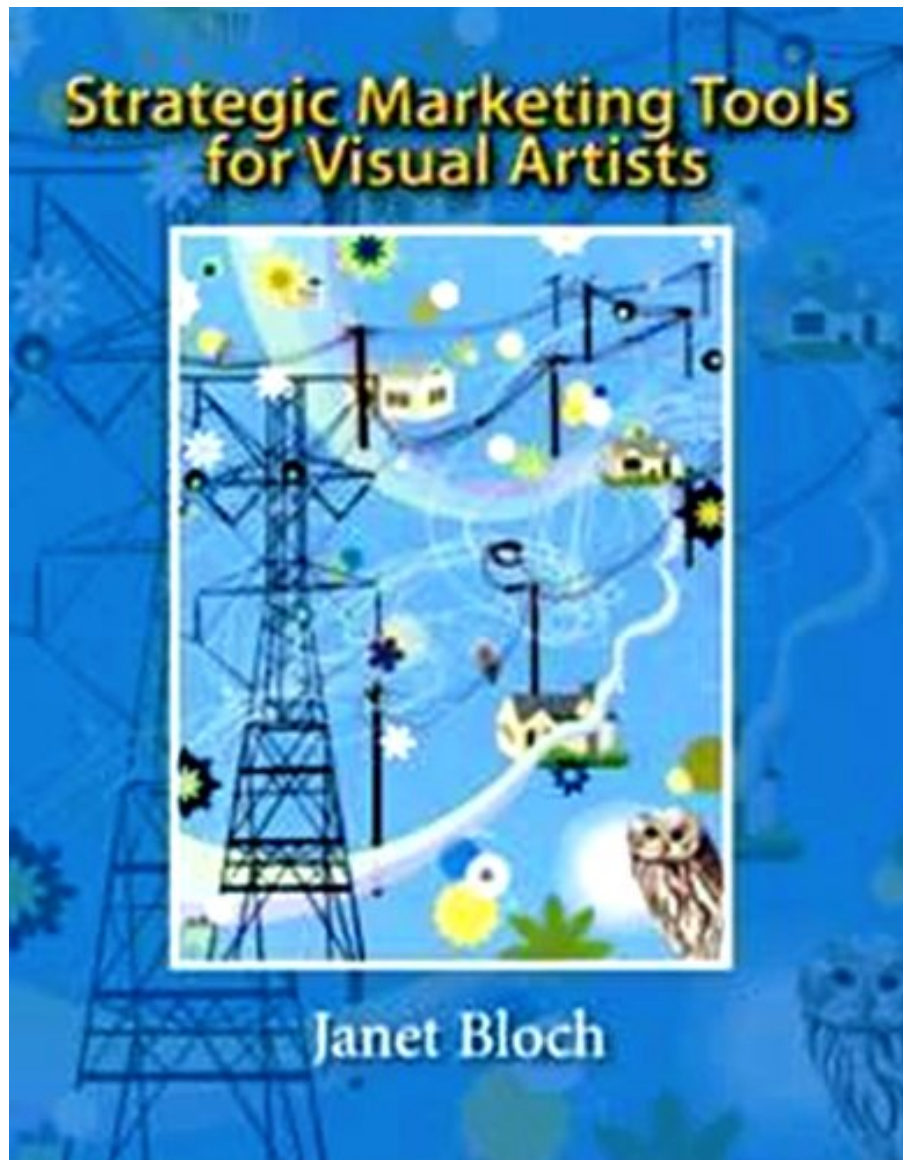


# STRATEGIC MARKETING TOOLS FOR VISUAL ARTISTS BY JANET BLOCH



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## **Review**

Janet has spoken at our conference for many years. Now, all of this vital information is gathered together into one workbook that any artist can utilize to help them reach their desired success. This is a 'must' for any emerging artist who wants to make a career in the arts. --Amy Rogers, Director, Self-Employment in the Arts Conference

Janet's guidance and advice was invaluable to my ability to execute the artist's marketing process. She knows what to do, how to do it and when to do it. Her broad experience and knowledgeable guidance offers a comprehensive and clear direction that I could find nowhere else. --Susie Smith Trees, sculptor

Janet Bloch's advice was invaluable to me in taking my career to a new level. I now have the knowledge and resources I need to confidently approach new exhibiting prospects in a professional manner. New doors are opening for me all over the place. --Shari Pettis, painter

## **About the Author**

Janet Bloch earned a Master of Fine Arts from the School of the Art Institute of Chicago in 1980. After her graduation she had no idea how to approach galleries or write grants. Then, as the director of Chicago's Woman Made Gallery she experienced the art world from the 'gallery side.' Her perceptions led to practices that advanced her own art career, such as solo shows and earned her such awards as an Illinois Arts Council Fellowship, a National Endowment of the Arts Regional/Midwest Fellowship and two Individual Artist's Grants from the Indiana Arts Commission. She currently serves as Education Director and the Lubeznik Center for the Arts in Michigan City, Indiana.

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During her work with Woman Made Gallery in Chicago, Janet Bloch decided to write this workbook to reach as many artists as possible because there is a serious lack of information for artists regarding strategies for embarking on a successful career. There is a great deal of mystery about the art world and its workings. As a result, artists often feel like outsiders. Combining this common perception with the competitive and secretive world of art can fuel the artist's sense of isolation and insecurity. Fortunately, as an artist, she shares a mindset with many of the artist's she's met. She also understands the 'other side' of the art world - the business side. In this book, she explains: what makes a great submission packet, what belongs in an artist's statement, what steps should be taken to build an impressive resume`. Strategic Marketing Tools for Visual Artists takes the mystery out of the professional expectations that exist in the art world. Artists who want to exhibit their work will be guided through a step by step process of creating superior materials to send to venues. This friendly manual is perfectly suited for artists' support groups, classrooms, or for individual use.

- Sales Rank: #1809827 in Books
- Published on: 2011-03-01
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x .40" w x 6.90" l, .60 pounds
- Binding: Paperback
- 121 pages

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