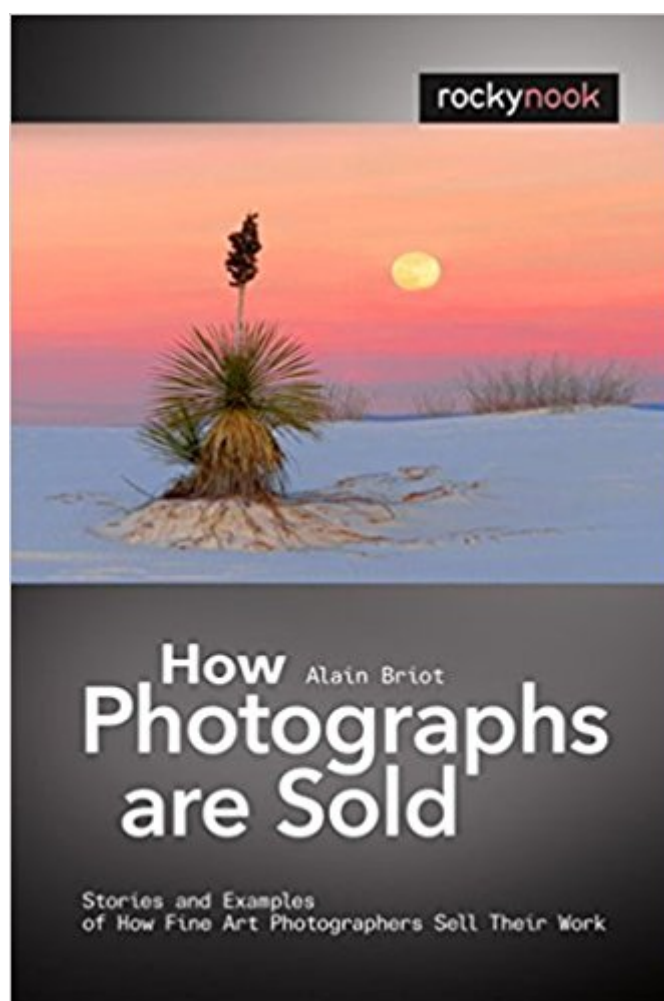


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How Photographs Are Sold: Stories And Examples Of How Fine Art Photographers Sell Their Work



Synopsis

In *How Photographs Are Sold*, author and fine art photographer Alain Briot has compiled stories and examples of how several successful photographers market and sell their work. The book features information from photographers who earn a living from their artwork, as well as from others who sell their artwork to further their passion rather than as their main source of income. It also includes examples from Alain's personal experience selling his fine art photographs. The featured photographers come from a variety of backgrounds and use a broad range of techniques for selling their artwork. They share information about their personal styles, what has worked for them and what hasn't, where they have sold their work, and more. Also included are images of each photographer's selling environment and examples of the marketing materials they use. Topics include: A description of the selling venues used by each artist: wholesale, retail, galleries, art shows, websites, etc. Various photographic genres: landscape, wildlife, flowers, portraiture, etc. A variety of business challenges and solutions A description of the business approach used by each artist A biography of each artist Skill enhancement exercises to help the reader develop their skills This book is designed to meet the needs of both amateur and professional fine art photographers. Whether you're just getting started in the fine art photography business or have been working at it for years, this book will prove to be a valuable resource. This book differs from Alain's previous marketing book, *Marketing Fine Art Photography*, in that this is not a manual but a collection of stories and examples. While Alain's first marketing book tells you how to sell your work, this second book shows you how to sell your work.

Book Information

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Customer Reviews

Alain Briot is one of today's leading contemporary landscape photographers. Originally from Paris, France, he attended the Academie Nationale des Beaux Arts where he studied drawing and oil painting from 1977 to 1980. Briot then began his study of photography at the American Center in Paris. After visiting the American Southwest, Briot became enthralled with the artistic potential this landscape afforded and in 1986 he relocated to the U.S. He began his study of photography at Northern Arizona University, earning his Bachelor's Degree in 1990 and his Master's Degree in Visual Communication in 1992. From 1995 to 2002, Briot lived at Canyon de Chelly, Arizona, in the heart of the Navajo Nation. Living there allowed him to become intimately familiar with Native American arts and culture, which is evident in the frames and matting designs he uses. Briot's goal is to create the most exciting and beautiful photographs possible. His equipment-be it cameras, software, etc.-is chosen for the ability to make this possible. Alain Briot is a columnist on the highly respected Luminous Landscape website, and is a popular teacher of photography workshops. He currently lives and works in Phoenix, Arizona with his wife Natalie. Learn more about Alain at www.beautiful-landscape.com.

This book is shorter than Alain's other books. It is also not as detailed as Marketing Fine Art Photography but it does not need to be. It complements it in my opinion. There is enough new information in this book to make it worth the cost many times over. There are a few marketing and sales tips that if implemented will produce better results. However, to me, the most useful information in this book comes from the featured artists themselves. I was pleasantly surprised of how candid and open their testimonials are. There is no sugar coating here. Making money as an artist is not easy. Making a living entirely from art is extremely hard and many things have to be done right for a long period of time for that to happen. Some do it out of the love of the craft and live on a very thin income. Others generate a supplement to their current income. It is all a matter of who you want to be and how you want your life to look like. It is doubtful any of the featured artists are as financially successful as Alain. One would be wise (from what I have gathered reading these stories, Alain's other books and listening to his podcasts) to build a fine art photography business based on multiple avenues to sell photographs so one does not have to always be present to sell his/her work. As sales are made and income comes in, use part of it to create passive income from a source entirely separate from photography, such as rental properties. The more passive income

comes in, the more time for art and other things. Personally I do not think it is noble nor virtuous to suffer financially when one does not have to and for most, income from art makes the bank account look like a patient having a constant heart attack. Buy this book and read between the lines, it will provide perspective and renewed focus. What's the point in having a business if it becomes just another job?

Great book. Better than Briot's main Photography marketing book if you ask me. The examples really get your mind working and the differences between all those interviewed really helps you brainstorm on what YOU can do to craft your own marketing plan that will bring in sales of your fine art photography.

A wonderful companion to Marketing Fine Art Photography.

Photography gets in the blood, but selling those works of art gets tricky. Mr. Briot offers great tips and practical approaches based on his experience. Don't get the book for a literary work, get it because it will help you consider opportunities you may not have thought about.

Alain Briot is truly a master landscape photographer, and his willingness to share his secrets of success is a welcome change from folks who are only technicians and not artists. I have all of his books and several of his Mastery DVD courses, and this book has been needed for years. I've not found another that comes close to the relevancy this demonstrates. Highly recommended!

The interviews are as advertised and gave me some ideas of my own for marketing my photography. But I don't feel like it went far enough in telling the reader how to implement those suggestions

Good examples from pro photographers

A good read to develop additional thoughts/views on the business processes and thought in photography

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