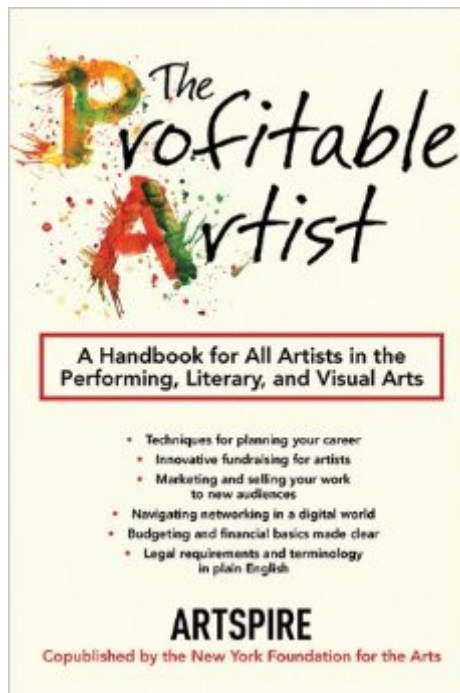


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# The Profitable Artist: A Handbook For All Artists In The Performing, Literary, And Visual Arts



## Synopsis

While all art is unique, the challenges artists face are shared regardless of background, experience, and artistic medium. With decades of experience training and helping artists, the expert staff of the New York Foundation for the Arts have compiled a "best practices" approach to planning and organizing an art career. In this book, NYFA has identified common problems, examined specialized areas of business, finance, marketing, and law, and distilled these topics in such a way that readers can digest them and apply them to their own experience and practice. Included are interviews, anecdotes, and in-depth case studies. The skills and guidelines in *The Profitable Artist* will also translate effectively to teaching and mentoring opportunities that artists may encounter as their career progresses. This invaluable guide appeals to all artists in all disciplines of the literary, media, performing, and visual arts, from recent art school graduates to established artists undertaking new arts businesses to artists seeking more from their careers at any stage of their career.

## Book Information

Paperback: 240 pages

Publisher: Allworth Press; 1 edition (November 15, 2011)

Language: English

ISBN-10: 1581158726

ISBN-13: 978-1581158724

Product Dimensions: 6 x 6 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #259,968 in Books (See Top 100 in Books) #91 in [Books > Business & Money](#) > Industries > Performing Arts #104 in [Books > Arts & Photography](#) > Business of Art #216 in [Books > Reference](#) > Encyclopedias & Subject Guides > Art

## Customer Reviews

Hello. My name is Heather Larkin. I'm an independent animator and illustrator working in Washington DC. I'm trying to figure out how to make more of a living doing the kind of work that I love. I bought this book a few weeks ago. I really enjoyed it. The authors really seemed to respect the drive and understand struggle of being an artist. There are a lot of concrete and useful ideas in the book for creating contracts, making invoices, pricing, finding funding, writing grants, etc. The book doesn't present a one-track "this is how to be an artist" or anything like that. I found that what I've already been doing on my own is pretty standard, and that feels validating. The authors make

an important connection between the creative challenges of being an artist and the creative challenges of managing a business. That idea, coupled with the other practical suggestions in the book, has been a great motivation to me. I highly recommend this book to any artist (of any discipline!) who wants to do more of what they love. -Heather

One tiny little detail: Why is it printed on such thick stock? It's mostly text, but all the pages are glossy. It makes it feel really heavy, hard to hold in one hand.

I borrowed this book from the library thinking it was packed full of information on how to earn money in your career. Only one section seemed to be dedicated to that. Most of the book tells you about taxes, grants, finance your money (which is all great information and recommend it)... but when that's not what you're looking for, then it's not quite helpful. (And besides, anyone should know that by keeping good records of your money, it becomes easier to see if you're making a profit or not... and if not... if you have good records, then you should be able to figure out what's not profitable). I was hoping more information like where to go and what to do for networking (resources... books, websites to help you, etc...) ... how to build up your network... keeping in touch with people (without bothering them)... maybe some examples and/or interviews with other artists would've been nice (how they became successful and what they did...). If the title suited the book better, I would've given a higher rating.

Such an amazing resource for artists! Every artist who is serious about selling their work should get this book! The resource section is phenomenal and the New York Federation for the Arts (NYFA) is invaluable! The only drawback is I wish there was a more in depth section on crowd-funding.

Not a bad book and has a great price!

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