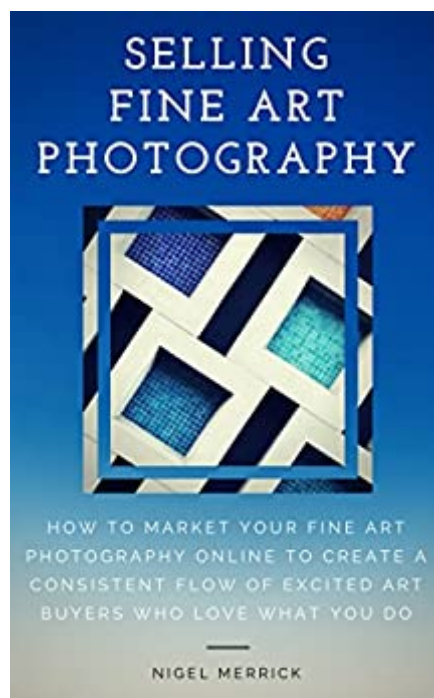




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Selling Fine Art Photography: How To Market Your Fine Art Photography Online To Create A Consistent Flow Of Excited Art Buyers Who Love What You Do



Synopsis

Are you a fine art photographer? If so, you've no doubt found that selling fine art photography online is much harder than you first imagined. While the Internet looks like the perfect place to sell photography, most photographers have a tough time making more than a few sales; certainly not enough to make a living from their camera. The truly frustrating part is, you know you're good at what you do, and you have a strong body of work, beautifully presented through an attractive website that makes it easy for people to view and buy prints of your photographs. As far as you know, you've done everything right. People tell you they love your work, but most of the time it stops there. Your website, and your amazing images, sit there with the tantalizing promise of making sales, but nothing happens. If that sounds like your situation, this book is for you. In "Selling Fine Art Photography" I show you exactly why sales are so bad for most fine art photographers, and what you need to do instead to market and sell more of your work and actually grow your business. This book was written for photographers of all levels who want to create a consistent flow of excited art buyers who love what they do. It's for people like you who want to grow and build an audience of loyal customers instead of wasting time wondering where the next sale is coming from. As a photography marketing coach, I've helped hundreds of professional photographers over the last 10 years. The tips and strategies in this book are distilled from thousands of hours of hands-on experience, brought together in one convenient place for the first time. If you're tired of watching the same old "normal" marketing and sales strategies fail day after day, you'll be thrilled to discover an entirely new, but simple, way to reach more of your ideal customers and turn them into buyers. As you go through the simple steps I share in this book, you'll discover:

- * Who you truly are as a photographic artist...
- * Who your customers are...
- * The real reasons people buy from you...
- * The most effective ways to market yourself...
- * How to make meaningful connections with interested prospects...
- * How to turn website visitors into valuable leads...
- * How to build relationships and trust with your ideal buyers...
- * And a whole lot more...

If you follow what you learn in this book, you'll focus less on struggling to "get your name out there", and more on creating your amazing fine art photographs for people to enjoy for a lifetime. Here's what one fine art photographer had to say about this book: "Selling Fine Art Photography is an invaluable resource for those, like me, who are passionate about the art but unsure of the principles and procedures of marketing and selling their work. This book condenses what was, for me, a tedious several months of research into a readable, practical and surprisingly counterintuitive plan to further one's career. Had I come across this information earlier I could have saved myself a lot of frustration, tedium and dead ends. This book contains a wealth of invaluable information on a usually opaque subject and renders everything in a

clear, concise fashion..." (Jim Lipschutz - Jupiter, Florida)

Book Information

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Customer Reviews

For years I've been struggling to put together my marketing system. This book could have saved me hundreds of dollars and hundreds of futile hours. I had been stumped on selling my fine art photography because it was so different to how I was accustomed to selling my other photographic services, like assignments and stock photos. This book is brilliant in every way. It is insightful, helpful, and has given me a whole new perspective. Merrick has covered every angle with plain language and has devised a step-by-step system with very easily implementable actions. In fact, what I've done is taken the chapter outline of this book and I am using it as the template for my new marketing plan.

Mr. Merrick's coaching approach to marketing fine art images is conversational and persuasive. Step by step, and with no gimmickry, he presents a convincing and cohesive argument for photographers to rethink how they likely go about trying to sell their art online, and why excellent images may not be enough. Without promising overnight success, the author shows what to do and

how, and why it works. An enjoyable and useful read, with no fluff. Well worth the modest price.
Good job!

I've been a photographer over 40 years and have been searching for a comprehensive and workable way to market my fine art. This book reads like Nigel is there by your side, coaching and encouraging you. His "you can do it" approach is both refreshing and motivating. If you plan to sell fine art photography, this book is for you.

Nigel Merrick has provided a true gift to fine art photographers of all types, not just landscape photographers. Fine art photographers, by definition, create images for themselves primarily, rather than for clients in the way that wedding, portrait and all commercial photographers do. Because of this, fine art photography marketing and sales are a much more elusive matter. Having studied art marketing for several years now, I can say that only one other author I know of caters to fine art photographers. Nigel presents everything in a small volume that is easily digested as well. Where Nigel's work stands heads over that other author is that Nigel provides his reader with the essential elements of marketing in this arena -- and then goes above and beyond by providing step by step, very detailed, directions on how to go about doing it in such a way that anyone who is willing to take on the work he suggests will surely succeed in sales over time. That last fact is an important one for me since I have no intention, for personal reasons, of ever being a business but simply being a hobbyist who enjoys the very modest income I derive from my passion for the medium. I look forward to implementing Nigel's suggestions despite the great amount of work that will mean. Thank you for this gift, Nigel!

I have read most books about marketing and selling fine art photographs. This new one is now on the top of my list because it is right to the point, it addresses the most recent strategies and techniques and is very pleasing to read. It is the right mix of marketing and technical info. I didn't have to spend weeks to read it and know what to do. I bet that most fine art landscape photographers will recognise themselves in the realistic story at the beginning of the book. An excellent book!

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