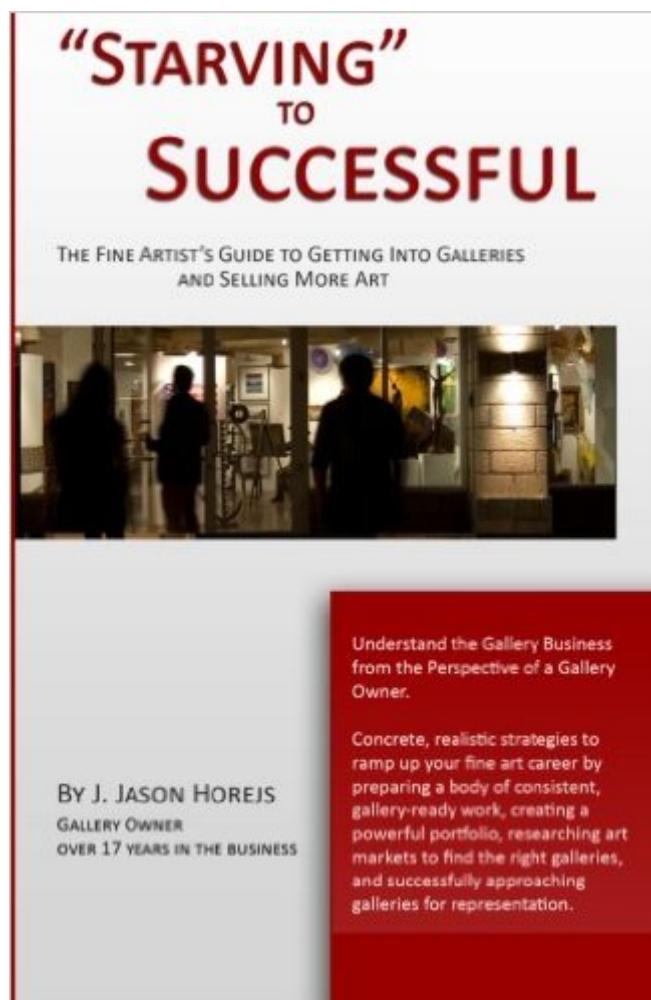


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# "Starving" To Successful: The Fine Artist's Guide To Getting Into Galleries And Selling More Art



## **Synopsis**

Have you ever wondered if you have what it takes to show your work in galleries? Have you felt frustrated because you are unsure how to best approach galleries for representation? Do you know what you need to do to prepare your work, your portfolio, and yourself to make an effective approach? *Starving to Successful | The Fine Artist's Guide to Getting into Galleries and Selling More Art* will answer these questions and many more as you prepare to increase your presence in the gallery market. Written by J. Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ, *Starving to Successful* will give you pragmatic advice and concrete, actionable steps you can begin implementing immediately to become more successful in marketing your work to galleries. Gain insight into what a gallery owner is thinking as he or she reviews your portfolio. Understand why the most common approaches artists make to galleries are largely ineffective. Learn what most artists fail to do in preparing their work for sale. *Starving to Successful* will change the way you look at the artist/gallery relationship, and will set your art career on a new path.

## **Book Information**

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## **Customer Reviews**

Having spent a life time working with small businesses in the New Orleans area, I have worked with a number of "starving" artist. I have also worked with a few very successful artists. The major difference between the successful and the starving is not just the quality of their work. It is the basic approach to their work. The commercially successful treat art as a business. One of the principles of any successful business is constant improvement of their product. "Starving" to Successful is a guide to treating art as a business. The book is written by Jason Horejs, a gallery owner in the Phoenix

area. The book gives a lot of good basic advice about becoming a commercially successful artist. Even though Jason does not specifically say it, it is implied throughout the book that if you want to be successful, you must treat your art as a business. People are not going to find you, beat down your door and buy your art. There are two separate but crucial parts to being commercially successful. You must produce good, high quality art. You will not be able to make a good living if all you produce is poor quality art or work that is difficult to distinguish from any other artist. But even with a high quality product, you still need to market your art. The marketing is where most artists miss the boat. They often feel that they do not need to engage in marketing or selling. Nothing sells without some very determined marketing effort. This is not a complex book. It is written in very conversational style, easy to understand. It is written as a starter or basic guide to marketing your art. Jason is a gallery owner and therefore it is written from the perspective of a gallery owner.

It is one of a kind book from a Gallery Owner's perspective. I enjoyed reading it and will like to reread it again from time to time especially when I am ready to use galleries to represent me. The reason I am giving three instead of five stars is because the writer/gallery owner Jason Horejs did not present the solution to a problem he stated when it comes to submitting the artwork for the artists. I am an Artist and it seems a bit odd to me that a gallery owner would not even bother to look at my work if I am to submit it to them to seek the gallery representation. Otherwise, this book is well written and easy to read. In this book which will soon be dated IMHO, he still maintains the gallery having the power to accept or reject the artists they deem worthy and more often than not the gallery owners don't even bother to go through the portfolios submitted by the artists who may very well can be a good fit for the gallery. That just sounds wrong as to me it is part of their job to be doing their diligent homework and research in seeking out qualified artists instead of cowering to face to face confrontation. However, I am not a gallery owner so I am not going to make that judgement call. What I am observing is that with the changing trend at this time, it will soon be the artists who will be doing the picking and choosing of the galleries they would like to represent them instead of the other way around. Everyday more and more B&M Galleries are shutting down than opening up. With the booming internet sales, artists are thriving and if they are talented enough and have learnt the proper marketing skills (through research and reading books) they have a pretty far reach (sometimes even global) when it comes to finding proper collectors for their art.

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