



The Artist's Guide: How to Make a Living Doing What You Love

Jackie Battenfield

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Using a “tough love approach” to pursuing a career in the visual arts, Jackie Battenfield expands on her highly successful classes and workshops to provide a comprehensive guide for both emerging and mid-career artists.

Providing real-life examples, illustrations, and step-by-step exercises, Battenfield offers readily applicable advice on all aspects of the job. Along with tips on planning and assessment, she presents strategies for self-management, including marketing, online promotion, building professional relationships, grant writing, and portfolio development.

Each chapter ends with an insightful “Reality Check” interview, featuring advice and useful information from high-profile artists and professionals.

The result is an inspiring, experiential guide brimming with field-tested techniques that readers can easily apply to their own career.

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