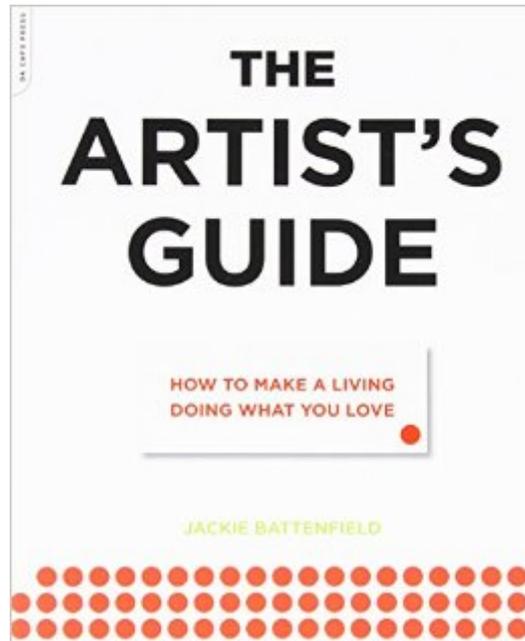


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# The Artist's Guide: How To Make A Living Doing What You Love



## Synopsis

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.

## Book Information

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## Customer Reviews

I opened this book in the studio for the first time when I was working on a budget for a project bid, and looking over a supplied example (chapter 7) immediately gave me new ideas of line items I had not considered. They were things I was doing but not charging for, and since I got the gig, it literally made me money. Now the impressive thing about this is I have been working for a while now as a full time artist, and the budget I was looking at in the book is actually from a friend here in New York, but there were still new things to learn. This is a small example of why this book is a cut above what else passes for professional career guidance for artists, because most can't help you beyond a year or two after school - they just don't go that deep. This book provides not only the kind of nitty-gritty details artists need in the moment, but an overarching support plan for how you can still be a working artist in ten years or twenty or thirty. Make no mistake you need help to get there, and this

book covers both the internal and external practice that can make that possible. The book approaches this not through thin bullet point advice, but honest and revealing discussion about the habits that need to be practiced over a lifetime. Having once taught Professional Practices to BFA students I read every book out there on this topic, and I wish this had been around then. There are other books that do some basic things well, or approach it from a theoretical direction, but a book that could speak to both recent graduates and working professionals has never existed until now. Beware of anything not actually written by an artist who has walked the walk and supported a family with their art work.

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