



Death To The Starving Artist: Art Marketing Strategies for a Killer Creative Career

Nikolas Allen

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Death To The Starving Artist - Art Marketing Strategies for a Killer Creative Career outlines a comprehensive marketing model for ambitious artists who are ready to reach a wider audience and turn their art hobby into an art career.

Each year, art schools across the country spit countless artists into society who have been trained well at their craft but lack the tactical, strategic knowledge necessary to turn their craft into a sustainable business. Too many artists accept the flawed maxim that art and commerce don't mix. They adopt the antiquated "starving artist" paradigm, which is a lie that only perpetuates self-limiting beliefs.

Contemporary pop artist and marketing expert **Nikolas Allen** aims to kill this outmoded paradigm once and for all. With *Death To The Starving Artist*, Allen guides readers through his proprietary model of using the Right Tools to reach the Right Audience with the Right Message.

Author Nikolas Allen is a life-long artist. He knows the unique challenges artists face, yet he refuses to coddle fragile egos. The book is jam packed with strategic, practical knowledge, tips, stories, examples and insights written in a fresh, bold voice full of humor, experience and tough love.

With *Death To The Starving Artist - Art Marketing Strategies for a Killer Creative Career*, Nikolas Allen aims to educate, encourage and inspire ambitious artists with ideas, insights, and resources that will empower them to succeed in their creative field.

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