



Sell Your Artwork & Crafts Online: An Insider's Guide To The Worldwide Arts Market

Heidi Rand

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This practical and inspiring book will guide you through all aspects of selling your artwork and crafts online. Loaded with insider tips and expert advice to help you - from basics to in-depth aspects - including whether to get your own website, where else your work will fit; and how to market and advertise your art, use social media, and measure your successes and weaknesses. Also packed with creative ideas to zero in on what's holding you back, and how to get yourself moving. Heidi Rand sells her work on her website, Etsy, and ArtFire. She earns royalties through Zazzle, Smugmug, Lulu, and Amazon. Armed with the insider tips on selling and marketing art in this book that Heidi learned over several years, you'll have a big advantage over other artists still struggling to wade through it all on their own. Based on her knowledge of a broad range of art and craft sale venues, Heidi's book goes beyond other guides that focus only on selling on a few sites, or selling only traditional forms of art.

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