



Mastery of Self Promotion

Jack White

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Mastery of Self Promotion is the third leg of the career success stool needed to complete an artist's education on how to be successful with their art. In response to his first two art marketing books, Jack White received requests to focus on making it outside of the traditional art gallery scene. Mastery of Self Promotion answers questions on licensing, negotiating license contracts, what to expect from print companies, self publishing, where to sell and where not to sell your work. Covers copyright, bartering, insurance, teamwork, networking, record keeping and a myriad of other topics for serious artists, giving sound advice to those seeking to earn a living in the volatile world of art.

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