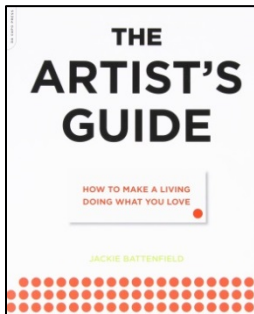


PROFESSIONAL DEVELOPMENT BOOKS FOR ARTISTS

most available through Amazon via hyperlink

[The Artist's Guide: How to Make a Living Doing What You Love](#)

by Jackie Battenfield – June 9, 2009

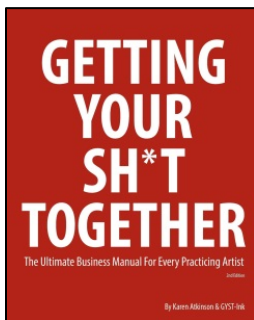


Using a “tough love approach” to pursuing a career in the visual arts, Jackie Battenfield expands on her highly successful classes and workshops to provide a comprehensive guide for both emerging and mid-career artists.

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.

[Getting Your Sh*t Together: The Ultimate Business Manual for Every Practicing Artist](#)

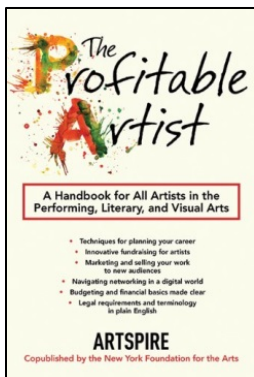
by Karen Atkinson – January 30, 2014



Far too often artists find themselves having to compromise their art and their life because they were not taught accurate up-to-date methods for dealing with business situations. Because of this lack of preparedness artists miss out on valuable opportunities, financial rewards, and access to receptive audiences. This book aims to help all artists everywhere avoid these pitfalls and get on the track to success on their own terms. Whether you are a gallery-bound artist, a public artist, an emerging artist, a hobbyist, a crafts-person, a student, or a seasoned artist in need of a tune up, this manual is meant for you. This comprehensive book is informed by decades of experience and years of research into how to perform as a professional artist in the 21st century art world (or worlds). This book is filled with easy-to-follow instructions that will help you do everything -- archive your work, start a mailing list, write a grant, and everything else you can think of. This straightforward book even addresses topics you may not think you need to know about now, but you sure will later! Consider this a handbook for all your artistic endeavors. This book is written and designed to empower you to take your future into your own hands.

[The Profitable Artist: A Handbook for All Artists in the Performing, Literary, and Visual Arts](#)

by Artspire – November 15, 2011

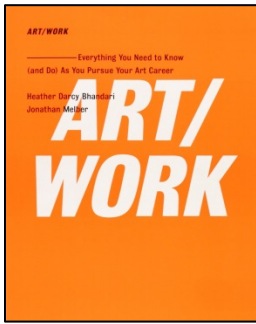


While all art is unique, the challenges artists face are shared regardless of background, experience, and artistic medium. With decades of experience training and helping artists, the expert staff of the New York Foundation for the Arts have compiled a “best practices” approach to planning and organizing an art career. In this book, NYFA has identified common problems, examined specialized areas of business, finance, marketing, and law, and distilled these topics in such a way that readers can digest them and apply them to their own experience and practice.

Included are interviews, anecdotes, and in-depth case studies. The skills and guidelines in *The Profitable Artist* will also translate effectively to teaching and mentoring opportunities that artists may encounter as their career progresses. This invaluable guide appeals to all artists in all disciplines of the literary, media, performing, and visual arts, from recent art school graduates to established artists undertaking new arts businesses to artists seeking more from their careers at any stage of their career.

[ART/WORK: Everything You Need to Know \(and Do\) As You Pursue Your Art Career](#)

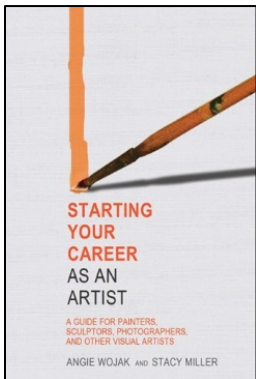
by Heather Darcy Bhandari and Jonathan Melber – March 24, 2009



Whether you're an art school grad looking for a gallery, a mid-career artist managing a busy studio, or someone just thinking about becoming a professional artist, this indispensable resource will help you build your career and protect yourself along the way. Unlike other creative professionals, visual artists don't have agents or managers. You have to do it all yourself, at least until you find gallery representation -- and even then, there are important business and legal issues you need to understand to stay in control of your career and ensure you're being treated fairly. Heather Darcy Bhandari, a gallery director, and Jonathan Melber, an arts lawyer, walk you through these issues so that you can essentially act as your own manager and agent. They show you, for example, how to tackle business basics such as tracking inventory and preparing invoices; how to take legal precautions like registering a copyright and drafting consignment forms; how to use promotional tools like websites and business cards; and how to approach career decisions such as choosing the right venue to show your work.

[Starting Your Career as an Artist: A Guide for Painters, Sculptors, Photographers, and Other Visual Artists](#)

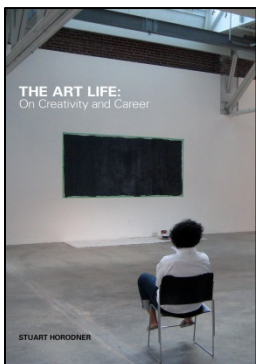
by Angie Wojak and Stacy Miller – July 27, 2011



Starting Your Career as an Artist is a comprehensive manual full of sound advice for artists seeking to advance their professional careers. Veteran art career professionals Angie Wojak and Stacy Miller show aspiring artists how to evaluate their goals, create a plan of action, and use their talents to build a productive life in the art world. Chapters cover topics essential to the emerging artist, such as building community through networking, collaborating, and finding mentors; setting up a studio; health and safety for artists; artist's resumes and CVs; developing marketing plans; finding alternative exhibition venues; and refining career aspirations. In addition, the book includes inspiring and insightful interviews with professional artists and well-known players in the art scene.

[The Art Life: On Creativity and Career](#)

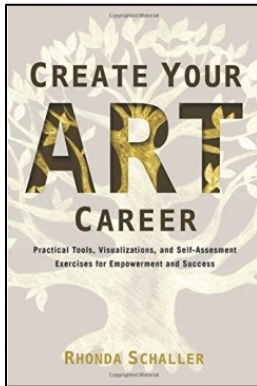
Edited by Stuart Horodner and Stacie Lindner – March 31, 2012



The Art Life: On Creativity and Career is a collection of solicited and selected texts that address the philosophical and practical issues that affect art-making and the marketplace. It brings together visual artists, curators, dealers, writers, musicians, architects, actors, and educators, who speak to their internal motivations, influences and processes, and to their external engagements with community, audience, career and success. The analytic and inspirational entries address the fact that a life in the arts can be simultaneously rewarding, frustrating, doubt-filled, joyful and uncertain. And yet, thousands of artists persist every day, motivated by a private insistency and the promise of satisfaction and recognition. Each is attempting to combine their creative life with a thriving career, and this publication provides various "words of wisdom" which can serve to inspire, challenge and reassure them. As painter Franz Kline said, "The real thing about creating is to have the capacity to be embarrassed." The composite nature of *The Art Life* is meant to posit that each creative individual must find the necessary information and materials to best establish their unique voice.

[Create Your Art Career: Practical Tools, Visualizations, and Self-Assessment Exercises for Empowerment and Success](#)

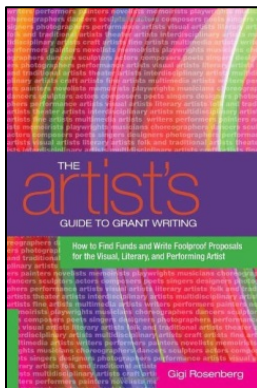
by Rhonda Schaller – February 22, 2013



Have you dreamed of creating a better future for yourself as an artist? Well now you can. Artist, educator, and career coach Rhonda Schaller provides insights and practical tools for readers to cultivate an inspired, sustainable art career. Both the established artist and the emerging creative will learn how to visualize a better future, empower their creativity, and build a career plan for artistic success. This fun-to-read self-help guide will change the way you think and validate the way you feel. Schaller gives artists many ways to solve career problems and plan the next steps, providing more than 50 unique career planning exercises and tools including creative visualization, self-assessment, and mind-map exploration. Based on her popular Creative Mind, Business Mind: Use of Creative Visualization in Career Planning course at the School of Visual Arts, chapters include Your Personal Vision, What Would You Do If You Couldn't Fail, Visualizing Great Business Relationships, Artist as Entrepreneur: Attracting Funding, and Take Charge of Your Life. Required reading for every working artist who wants to have a creative career, this book will facilitate brainstorming and self-understanding for every career stage, and show artists how to apply their values and desires to become more successful.

[The Artist's Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the Visual, Literary, and Performing Artist](#)

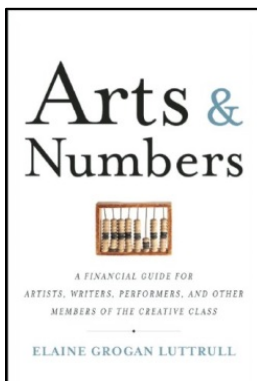
by Gigi Rosenberg – December 14, 2010



The Artist's Guide to Grant Writing is designed to transform readers from starving artists fumbling to get by into working artists who confidently tap into all the resources at their disposal. Written in an engaging and down-to-earth tone, this comprehensive guide includes time-tested strategies, anecdotes from successful grant writers, and tips from grant officers and fundraising specialists. The book is targeted at both professional and aspiring writers, performers, and visual artists who need concrete information about how to write winning grant applications and fundraise creatively so that they can finance their artistic dreams.

[Arts & Numbers: A Financial Guide for Artists, Writers, Performers, and Other Members of the Creative Class](#)

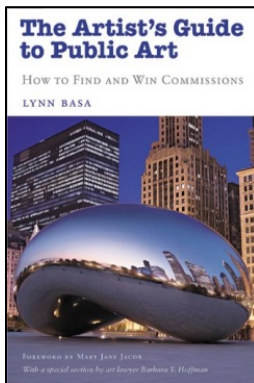
by Elaine Grogan Luttrull – May 14, 2013



Author, artist, and CPA Elaine Grogan Luttrull has written *Arts & Numbers* to help creative professionals find the same confidence in their financial dealings as in their chosen mode of expression. It is an engaging, accessible guide that covers a variety of must-know topics, such as budgeting, cash management, visual charting, taxes, employment, and business etiquette. In a simple, straightforward style, Luttrull draws examples from smooth-flowing narratives depicting common issues within the arts worlds, as well as from her own personal anecdotes. Unlike stuffy textbooks and patronizing business books, *Arts & Numbers* is a lively and artfully done ally in helping creative professionals plan their present financial situations and secure their futures.

[The Artist's Guide to Public Art: How to Find and Win Commissions](#)

by Lynn Basa – May 27, 2008



Learn how to find, apply for, compete for, and win a public art commission. First-hand interviews with experienced public artists and arts administrators provide in-the-trenches advice and insight, and a chapter on public art law, written by Barbara Hoffman, the country's leading public art law attorney, answers questions about this complex area. Packed with details on working with contracts, conflict, controversy, communities, committees, and more, *The Artist's Guide to Public Art* shows artists the way to cut through the red tape and win commissions that are rewarding both financially and artistically.

[Living and Sustaining a Creative Life: Essays by 40 Working Artists](#)

by Sharon Louden (Editor) – October 15, 2013



In this day and age, when art has become more of a commodity and art school graduates are convinced that they can only make a living from their work by attaining gallery representation, it is more important than ever to show the reality of how a professional, contemporary artist sustains a creative practice over time. The forty essays collected in *Living and Sustaining a Creative Life* are written in the artists' own voices and take the form of narratives, statements, and interviews. Each story is different and unique, but the common thread is an ongoing commitment to creativity, inside and outside the studio. Both day-to-day and big picture details are revealed, showing how it is possible to sustain a creative practice that contributes to the ongoing dialogue in contemporary art. These stories will inform and inspire any student, young artist, and art enthusiast and will help redefine what "success" means to a professional artist.

[Making Your Life As An Artist: A Guide To Building A Balanced, Sustainable Artistic Life](#)

By Andrew Simonet – June 2014



In *Making Your Life as an Artist*, Andrew Simonet—choreographer, writer and, for 20 years, Co-Director of Headlong Dance Theater—offers answers to why anyone would choose the life of an artist, and how to manage that life. He shares what artists already know: building a life as an artist is a creative act, and using your artistic skills outside the studio can make it sustainable. Simonet's book does not offer "how-to" steps to succeed in the art world. You won't gain gallery representation or get your play produced by reading it. Instead it shares carefully considered—and mordantly humorous—survival skills and techniques for sustaining a creative life. Simonet identifies artists' skills at adapting to and navigating the 'new economy' by piecing together multiple jobs and blending wage work with entrepreneurship. Our part time, self-generated, freelance, startup economy, says Simonet, is exactly the world artists have lived in for decades. *Making* shares artists' insights for thriving under these conditions.