



Marketing Alain Briot
Fine Art
Photography

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Alain Briot

Marketing Fine Art Photography

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PART 1
SELLING
FINE ART
PHOTOGRAPHY



Marketing Fine Art Photography

Alain Briot

Many photographers have considered selling their work to make a profit and help defray the high costs of equipment. However, they often don't have the business and marketing knowledge required to successfully sell fine art photographs.

In *Marketing Fine Art Photography*, Alain Briot teaches you how to take control of the selling process and increase your profits. He offers practical, up-to-date and field-tested marketing techniques from the viewpoint of a fine art landscape photographer who earns a living from the sale of his prints. His approach is based on offering quality not quantity, and offering something unique rather than something that is mass-produced.

After a series of trials and errors, Briot devised a marketing system that allowed him to get out of

debt, pay for a state-of-the-art studio, and purchase his first home, all from the sale of his photography. He has taught fine art photography marketing to numerous students in seminars, through one-on-one consulting, and through his Marketing Mastery tutorial DVD.

Topics include:

- Defining fine art photography
- Wholesale, retail, and consignment
- Knowing your customer
- Where to sell and how to price fine art
- Fundamentals of marketing and salesmanship
- Profitability and honesty in business
- Packing and shipping fine art
- Common marketing mistakes
- The unique selling proposition (USP)

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