

The book was found

How To Sell Art

From the Owner of Xanadu Gallery and Author of
Amazon.com Bestseller

"Starving" to Successful

HOW TO SELL ART

BY J. JASON HOREJS

A Systematic Approach
to Creating Relationships with Collectors and
Closing the Sale

guidance for artists, gallerists and art consultants



Synopsis

Wouldn't it be great if art sold itself? If you have tried to sell art, you know it doesn't. Selling art takes effort and skill. Jason Horejs has been in the gallery business for over 18 years and has owned Xanadu Gallery in Scottsdale, AZ since 2001. In *How to Sell Art*, Horejs shares the entire selling process he and his staff employ when making a sale. From introductions, to creating a compelling dialogue, to closing a sale and beyond. Whether you are a gallerist trying to sell the work of others, or an artist working to sell your own art, Horejs gives you concrete, step-by-step instructions that will help you tap and develop your inner salesperson. As with any other skill, you can increase your sales success by taking a systematic and consistent approach. *How to Sell Art* will help you take your art salesmanship to a higher level.

Book Information

File Size: 1328 KB

Print Length: 210 pages

Publisher: RedDot Press (November 1, 2011)

Publication Date: November 1, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B0066TLHGA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #377,642 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #44

in Kindle Store > Kindle eBooks > Arts & Photography > Art > Instruction & Reference > Business of Art #205 in Books > Arts & Photography > Business of Art #127027 in Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

Amazing book. I read it on the airplane to Arizona then reread it on the way home because I had one of my biggest shows of the year 2 days after getting home. I made notes then memorized as much as I could. As I dealt with each client, thoughts of the book came to my mind on what to say or do next. The customer's words came right out of the book and so did mine. I appreciated the insight

and the humor looking at ourselves in how we deal with clients. I always treated customers politely but have never had the thought about being service oriented during and after the sale. One of my clients bought 3 large expensive paintings and I can't wait to call her next year and tell her I need to come and clean them for her. The book proved it's techniques to me with my high sales and ease of handling a sale. I was by no means perfect but could not have had such high sales without the book's guidance. With the book's help, I sold more in one day than I have ever sold before and set a sales record!! Frances Velling

Hands down, this is the best book on the market for learning how to sell art very successfully and feel completely comfortable doing so. The author, a gallery owner himself, shows you what to say to a potential buyer, when to say it and how to say it. Many artists find talking about their work quite difficult, and coming up with words to move a would-be buyer toward the sale even more so. Jason Horejs solves those problems for even the most tongue tied artist or gallery sales person. The book offers a wealth of information on buyer psychology and art marketing and is truly the best resource I've ever come across for anyone attempting to sell their own or other's art.

Selling art is an art form in itself. Its completely different to selling any other thing and in this book Jason shares the processes he uses to make countless sales over and over again. His writing is natural and down-to-earth, its a fun read! I couldn't put it down. I read this book as a refresher course before my art exhibition on the weekend and as a result I enjoyed about a 90% sale conversion rate. Using Jason's selling process I also gained a brand new client list full of wonderful people who couldn't afford my art on the day but loved it and will look into purchasing in the future. I have had gallery representation for the past ten years and this exhibition was a charity fundraiser for our local school so I had to make sales on my own. It was a bit like a blast from the past in those early years when I was selling my own art. The whole process reminded me of why I prefer gallery representation instead of selling on my own. Our gallery directors/agents earn every single cent they make from our sales and this book reminded me of all the work that goes into making a sale. Thanks Jason for another great book! I highly recommend this to anyone who is going it alone in selling your own art.

A concisely written approach. It makes the whole process easy to digest and less mysterious. From someone who's been in the business for 25 years, it's obvious that Mr. Horejs knows what he's talking about. I've already recommended it to others.

I've been in luxury sales my entire life...and was a little worried this book might be too "elementary" for my needs. In fact, the book provided massive amounts of useful, specific, professional advice that I've already told the author I found to be indispensable. If you're in the art business, you'd better get this book - because if the guy across the street from you is using it, you don't stand a chance.

It is clear that the writer is an expert in his field. He offers step-by-step instructions on how to approach, engage, and help his customers acquire art. His love of art and respect for his customers is paramount. Many helpful insights and confidence builders. Have already recommended it to my gallery rep!

"How to Sell Art" is a great tool. Horejs took a not-so-exciting subject (selling), added anecdotes and humor to his knowledge, and divided the book into easy to read "shorts." Bravo! Artists who read this book (and his first book "Starving to Successful") will definitely have an edge over other artists.

This is a really good and fast read worth its weight in gold. Jason, the gallery owner really shares pertinent information with you the artist. Artists would do well to find this gem. Jason really shares from the heart in this book.

[Download to continue reading...](#)

Sell & Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide How to Sell Art to Interior Designers: Learn New Ways to Get Your Work into the Interior Design Market and Sell More Art Sewing to Sell - The Beginner's Guide to Starting a Craft Business: Bonus - 16 Starter Projects
â € How to Sell Locally & Online Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on (FBA, Product Research, How to Find the Best Products to Sell on Book 1) Art: Painting For Artists - Styles: Acrylic And Oil Painting (art history, art books, art theory, art techniques Book 2) How to Sell Your Art Online: Live a Successful Creative Life on Your Own Terms How to Sell Art 20 Steps to Art Licensing: How to Sell Your Designs to Card and Gift Companies The Art of Woo: Using Strategic Persuasion to Sell Your Ideas The Art Of Wholesaling Properties: How to Buy and Sell Real Estate without Cash or Credit The Complete Guide to Self-Publishing Comics: How to Create and Sell Comic Books, Manga, and Webcomics How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh,

Make People Cry, and (Every Once in a While) Change the WorldÂ Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind How to Draw and Sell....Comic Strips.... For Newspapers and Comic Books Make Comics Like the Pros: The Inside Scoop on How to Write, Draw, and Sell Your Comic Books and Graphic Novels Shortcuts to Hit Songwriting: 126 Proven Techniques for Writing Songs That Sell Jingles: How to Write, Produce and Sell Commercial Music Taking Stock: Make money in microstock creating photos that sell

[Dmca](#)