



Marketing Alain Briot  
Fine Art  
Photography

rockynook

# Marketing Fine Art Photography

Alain Briot

## Table of contents

### Introduction

Chapter 1: Introduction

### Section A - Selling Fine Art Photography

Chapter 2: What is fine art photography?

Chapter 3: Retail, Wholesale & Consignment

Chapter 4: Quality & Quantity

### Section B - What to sell and where to sell it

Chapter 5: What to sell

Chapter 6: Where to sell Fine Art Photographs

Chapter 7: How to Price Fine Art Photography

Chapter 8: Best Sellers

### Section C - The fundamental aspects of Marketing, Business and Salesmanship

Chapter 9: The 26 Fundamental Aspects of Marketing

Chapter 10: The 28 Fundamental Aspects of Salesmanship

Chapter 11: The 7 Fundamental Aspects of a Honest and Profitable Business

### Section D - Selling your work at Shows

Chapter 12: How to sell at Art Shows

Chapter 13: Booth Setup Examples

Chapter 14: How to pack and Ship your Artwork

### Section E - Your personal skills

Chapter 15: Fine Art Photography Skills

Chapter 16: The 25 Most Common Marketing Errors

### Section F - Business & Marketing Tools

Chapter 17: Business Tools

Chapter 18: Marketing Tools

Chapter 19: Marketing Venues

Chapter 20: Vitae, Biography & Artist Statement

Chapter 21: Unique points and warranties

Chapter 22: Art questionnaire

Chapter 23-Resource Materials

### Conclusion

Chapter 24: Conclusion