



# How Photographs are Sold: Stories and Examples of How Fine Art Photographers Sell Their Work

By Alain Briot

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## How Photographs are Sold: Stories and Examples of How Fine Art Photographers Sell Their Work By Alain Briot

In *How Photographs Are Sold*, author and fine art photographer Alain Briot has compiled stories and examples of how several successful photographers market and sell their work. The book features information from photographers who earn a living from their artwork, as well as from others who sell their artwork to further their passion rather than as their main source of income. It also includes examples from Alain's personal experience selling his fine art photographs.

The featured photographers come from a variety of backgrounds and use a broad range of techniques for selling their artwork. They share information about their personal styles, what has worked for them and what hasn't, where they have sold their work, and more. Also included are images of each photographer's selling environment and examples of the marketing materials they use.

Topics include:

- A description of the selling venues used by each artist: wholesale, retail, galleries, art shows, websites, etc.
- Various photographic genres: landscape, wildlife, flowers, portraiture, etc.
- A variety of business challenges and solutions
- A description of the business approach used by each artist
- A biography of each artist
- Skill enhancement exercises to help the reader develop their skills

This book is designed to meet the needs of both amateur and professional fine art photographers. Whether you're just getting started in the fine art photography business or have been working at it for years, this book will prove to be a valuable resource.

This book differs from Alain's previous marketing book, *Marketing Fine Art Photography*, in that this is not a manual but a collection of stories and examples. While Alain's first marketing book *tells* you how to sell your work, this second

book *shows* you how to sell your work.

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### **Editorial Review**

#### **About the Author**

Alain Briot is one of today's leading contemporary landscape photographers. Originally from Paris, France, he attended the Academie Nationale des Beaux Arts where he studied drawing and oil painting from 1977 to 1980. Briot then began his study of photography at the American Center in Paris.

After visiting the American Southwest, Briot became enthralled with the artistic potential this landscape afforded and in 1986 he relocated to the U.S. He began his study of photography at Northern Arizona University, earning his Bachelor's Degree in 1990 and his Master's Degree in Visual Communication in 1992.

From 1995 to 2002, Briot lived at Canyon de Chelly, Arizona, in the heart of the Navajo Nation. Living there allowed him to become intimately familiar with Native American arts and culture, which is evident in the frames and matting designs he uses.

Briot's goal is to create the most exciting and beautiful photographs possible. His equipment-be it cameras, software, etc.-is chosen for the ability to make this possible.

Alain Briot is a columnist on the highly respected Luminous Landscape website, and is a popular teacher of photography workshops. He currently lives and works in Phoenix, Arizona with his wife Natalie. Learn more about Alain at [www.beautiful-landscape.com](http://www.beautiful-landscape.com).

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##### **Kenneth Harrell:**

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##### **Kenny Hardy:**

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