



Business of Art: An Artist's Guide to Profitable Self-Employment

By Center for Cultural Innovation



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For the first time, a ground-breaking resource guide has been written for working artists across the United States providing expert advice and practical information on everything you need to know to be a successful, self-employed creative entrepreneur and to maximize your artistic career. Whether you are a performing, visual, media, film, literary, crafts or traditional artist working in the nonprofit arts or commercially, you'll want to read the Business of Art: An Artist's Guide to Profitable Self-Employment. In it, you will learn the basic principles behind: Career and Business Planning Marketing and Promotion Budgeting and Money Management Legal Issues for Artists Financing Creative Work

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