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Rather than listen to any more whining and complaining, Stanfield took the top eight excuses and built a how-to book to counter each one.

*I'd Rather Be in the Studio!* provides easy-to-follow self-promotion practices that help artists find their way at any point in their careers. Match Internet marketing strategies with sincere personal skills to take charge of your art career.

#### **About the Author**

Alyson B. Stanfield is an artist advocate, workshop leader, art-marketing consultant, and the founder of Art Biz Coach.

*I'd Rather Be in the Studio!* was shaped by Stanfield's ten years as an art museum curator and educator. She has loads of experience working with collectors as well as the general

art-viewing public. That means that she knows how people interact with art, how they approach it, what they fear, and how we can educate them and alleviate their fears.

She wrote this book for the many talented artists who remain professionally unfulfilled because their work remains in the studio.

#### **What Others Are Saying**

"I can see that artists who read your book will be poised to take over the world. . . . It is a GREAT book!!! You have done an excellent job!" —Mary Ann Archibald

"To say your book has been of value to me would be a major understatement. It is a remarkable book in so many ways. I've never seen so much valuable information in one place, and presented in such an accessible and organized way. And I must say that the design of the book, including the marvelous cover, is top-notch. I love your use of the exclamation point for obvious reasons. :-)" —Burnell Yow!

"This is the best marketing book for artists that I have ever read. It is very involving to the effect that I almost feel like the author is specifically talking to me personally." —D.S. Holliman, artist

"*I'd Rather Be In The Studio!* is hands down THE BEST book I have ever read on art business and marketing and I have read them all! You nailed every single thing that I am up against and have given totally workable solutions. You write as though you have been in my studio peering over my shoulder and taking notes! I can't thank you enough! I am recommending it to all of my artist friends" —Deborah O'Sullivan, artist

"I felt that when I was reading the book, it was like a mentor was whispering in my ear. I hope this book is required reading in art schools." —Kim Harrell, artist and gallery owner

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