



Mount - Mat - Frame - SELL: Prepare And Market Your Photography For Exhibition And Sale

Eric Zachary Ryder

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Do you want to exhibit or sell your photography in galleries and gift shops, but don't know where to start...?

Present your photos in a way that is appealing to the buyer, yet cost effective for you.

This book is a practical guide for the advanced-amateur photographer seeking to professionally present themselves and their work, whether it be for exhibition in an art gallery, setting up an online photography gallery, or simply for the living room wall.

You will learn the best materials to buy and where to get them; a step-by-step pictorial on how to mount and frame a print like a professional; how to "set up shop" with an online portfolio, business card design, and other marketing material; how to approach a gallery or other venue with your work; and much more!

You've built up a nice little portfolio - what's next?

And much more...

Get Started! The author spent thousands of dollars getting started selling his work in a few venues. Unfortunately, most of that amount was wasted because at the time he didn't understand the business. He invested in the wrong frames, mats, glass, etc. Like Murphy's Law, everything that could go wrong, did - in spite of his research. To his frustration, he was unable to find the answers to some fairly basic questions, and made rookie mistakes: buying poor quality materials, and paying someone to do the work he could have done himself, (if he'd only known how). He wrote this book to chronicle his experience for others who'd like to get their images out into the marketplace, generating income. It will quickly and easily pay for itself - and if, for any reason, you are not satisfied, he'll refund your money, no questions asked.

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