



# "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art

By J. Jason Horejs

Download now

Read Online 

## "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs

Have you ever wondered if you have what it takes to show your work in galleries? Have you felt frustrated because you are unsure how to best approach galleries for representation? Do you know what you need to do to prepare your work, your portfolio, and yourself to make an effective approach? Starving to Successful | The Fine Artist's Guide to Getting into Galleries and Selling More Art will answer these questions and many more as you prepare to increase your presence in the gallery market. Written by J. Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ, Starving to Successful will give you pragmatic advice and concrete, actionable steps you can begin implementing immediately to become more successful in marketing your work to galleries. Gain insight into what a gallery owner is thinking as he or she reviews your portfolio. Understand why the most common approaches artists make to galleries are largely ineffective. Learn what most artists fail to do in preparing their work for sale. Starving to Successful will change the way you look at the artist/gallery relationship, and will set your art career on a new path.

 [Download "Starving" to Successful: The Fine Artist's G ...pdf](#)

 [Read Online "Starving" to Successful: The Fine Artist's ...pdf](#)

# **"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art**

*By J. Jason Horejs*

## **"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs**

Have you ever wondered if you have what it takes to show your work in galleries? Have you felt frustrated because you are unsure how to best approach galleries for representation? Do you know what you need to do to prepare your work, your portfolio, and yourself to make an effective approach? Starving to Successful | The Fine Artist's Guide to Getting into Galleries and Selling More Art will answer these questions and many more as you prepare to increase your presence in the gallery market. Written by J. Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ, Starving to Successful will give you pragmatic advice and concrete, actionable steps you can begin implementing immediately to become more successful in marketing your work to galleries. Gain insight into what a gallery owner is thinking as he or she reviews your portfolio. Understand why the most common approaches artists make to galleries are largely ineffective. Learn what most artists fail to do in preparing their work for sale. Starving to Successful will change the way you look at the artist/gallery relationship, and will set your art career on a new path.

## **"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs Bibliography**

- Sales Rank: #243503 in Books
- Published on: 2009-08-15
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .46" w x 5.50" l, .53 pounds
- Binding: Paperback
- 204 pages

 [Download "Starving" to Successful: The Fine Artist's G ...pdf](#)

 [Read Online "Starving" to Successful: The Fine Artist's ...pdf](#)

## **Download and Read Free Online "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs**

---

### **Editorial Review**

#### **About the Author**

Art flows through Xanadu Gallery owner J. Jason Horejs veins. Second generation in the art business, (Horejs father is a nationally recognized oil painter John Horejs) Horejs life has always been filled with art. Though not interested in pursuing a life as an artist, Horejs fell in love with the business side of art at an early age. At age 12, the future gallery owner was employed by his father building custom canvas stretchers. In 1991, at the age of 17, Horejs began working for Legacy Gallery in Scottsdale, AZ, where he learned the gallery business from the ground up. Horejs handled logistics, shipping and installation, eventually working into a sales position at the western art gallery. Horejs worked in the gallery's Scottsdale and Jackson Hole, WY, locations. In 2001, Jason and his wife, Carrie, opened Xanadu Gallery in Scottsdale. In spite of opening on September 11th into a completely changed art world, Horejs built the gallery into a successful venture, showing dozens of artists and selling to collectors from around the world, including major municipal and private collections. In 2008, Horejs developed a series of art marketing workshops designed to help artists better understand the gallery business and better prepare themselves to approach galleries. This series of workshops has helped hundreds of artists get organized to show and sell their work through galleries. "I discovered," says Horejs, "there was very little information out there for the aspiring professional artist regarding the business side of art, especially in terms of the crucial relationship between the artists and the fine art gallery. Even artists who have graduated with master's degrees leave school having never heard a word about how to approach galleries." Horejs observes that artists approaching his gallery are making many of the same mistakes, not because their work isn't gallery-ready, but simply because they don't have a clear idea of how to proceed. Horejs designed his workshops working closely with his parents and other artists who have learned the ropes of working with galleries by trial and error. The clear-headed advice the gallery owner gives is designed to give the artists concrete steps they can take to prepare their work, research galleries and approach galleries for representation.

### **Users Review**

#### **From reader reviews:**

#### **Marni Elliott:**

The publication with title "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art possesses a lot of information that you can understand it. You can get a lot of gain after read this book. This specific book exist new knowledge the information that exist in this book represented the condition of the world now. That is important to you to be aware of how the improvement of the world. This particular book will bring you in new era of the global growth. You can read the e-book on your own smart phone, so you can read this anywhere you want.

#### **Julio Keith:**

People live in this new day of lifestyle always attempt to and must have the time or they will get wide range of stress from both day to day life and work. So, when we ask do people have time, we will say absolutely indeed. People is human not only a robot. Then we request again, what kind of activity do you have when the spare time coming to a person of course your answer can unlimited right. Then ever try this one, reading

guides. It can be your alternative throughout spending your spare time, the particular book you have read will be "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art.

**John Champlin:**

In this period globalization it is important to someone to obtain information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of recommendations to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher in which print many kinds of book. The book that recommended to your account is "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art this e-book consist a lot of the information of the condition of this world now. This kind of book was represented how does the world has grown up. The language styles that writer require to explain it is easy to understand. The writer made some research when he makes this book. Here is why this book ideal all of you.

**Adrian Johnson:**

A lot of reserve has printed but it takes a different approach. You can get it by net on social media. You can choose the most effective book for you, science, comedian, novel, or whatever simply by searching from it. It is named of book "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art. You can contribute your knowledge by it. Without departing the printed book, it could add your knowledge and make you actually happier to read. It is most significant that, you must aware about book. It can bring you from one destination to other place.

**Download and Read Online "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs #1NXUYRVZH0W**

# **Read "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs for online ebook**

"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs books to read online.

## **Online "Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs ebook PDF download**

**"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs Doc**

**"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs MobiPocket**

**"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art By J. Jason Horejs EPub**