



Power Up with PR: A Publicity Guide for Artists

Jackie Abramian

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Artists selling their artwork need to consider themselves as businesses. Like any business, they must not overlook the power of public relations and how they can leverage free publicity in the local and national media to publicize their art.

In this book, artists will learn how to package a media kit, write a press release, pitch the media, build relations with art critics, place stories about their artwork, and, ultimately, how to increase their art sales. They will learn how to enhance their website for use as a valuable PR tool by building an Online Newsroom, creating e-newsletters, writing a blog, and more. Step-by-step directions will provide artists media strategies on how to promote their art sales for free, starting locally and ultimately reaching to national markets.

Increased media publicity has been proven to be the best “advertisement.” Now artists can learn the secrets of PR practitioners and power up your art business with PR strategies.

Jackie Abramian is the co-owner, with her husband, of Haley Farm Art Gallery in Kittery, Maine, which opened in January of 2005. Abramian conducts regular PR/marketing workshops in the gallery for artists and entrepreneurs. She is a full-time PR/marketing consultant and has created successful media strategies for national and global technology, environmental, and medical organizations, as well as for individual artists. She holds degrees in English and journalism, is the author of two previously published books, and lives in Kittery, Maine, with her husband and two children.

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James Johnson:

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