



Art of Selling Prints: Between Production and Livelihood

Bill H. Ritchie

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He walked out of a tenured position as an art professor into the uncertain world of making a living on his art. His students had already made their names. One quipped: "You're going to learn what we did when we graduated!" That was in 1985. It took Bill six years, trying ways to earn money to get by: consulting, freelancing, temporary teaching at different colleges and, finally, selling his art. A chance encounter with a salesman led Bill to books about the sales profession and, three years later, writing his own book. This is what came from not only reading but also applying what he found in books like, "Mastering the Art of Selling," and others. Is selling an art? Bill was a snob about art and printmaking in particular - after teaching in the fine arts in the university for 19 years - so to say, "selling is an art," was repulsive; but he grew to respect the sales person's profession; they see their job as one of solving problems for people in all manners of things. Is it a problem people don't own your art? It might sound manipulative and wrong somehow. Reading this book will give you the whole story from Bill's viewpoint. He wrote as he walked through the experience - like walking your talk, but more accurately, "writing his walk" in the world of selling art. This is a new and revised edition of his 1993 book, "Art of Selling Art: Between Production and Livelihood," focused on printmaking - the art form Bill calls his "native art."

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