



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

*J. Jason Horejs*

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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.

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