6-25

1 Introduction

26-41

2 Research Findings
—A Data-Driven
Approach

42-59

3 Navigating the
Art Market
—Data, Players,
Power Structures

60-73

4 Artists
—Understanding
Your Competition

74-101

5 Galleries
—Finding
Representation

102-127

6 Collectors

—Convince Them to Buy Your Work

128-141

7 Journalists —Persuade Them to Write about You

142-155

8 Your Brand —Storytelling and Pricing

156-177

9 Selling Art Online —Website, Instagram, Newsletter

178-213

10 Documents —Contracts, Invoices, and Checklists

214-215

Appendix