



ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6



Table of Contents

1 Introduction

- Introduction -> [pdf](#) + [audio](#)
- About teaching and marketing -> [pdf](#) + [audio](#)
- The Biggest Problem -> [pdf](#) + [audio](#)
- Seminar outline -> [pdf](#)

[About Alain Briot](#) -> link

[Colophon](#) -> link



2 How Fine Art Photographs are Sold

- How fine art photographs are sold -> [pdf](#) + [audio](#)
- Fine art and luxury -> [pdf](#) + [audio](#)
- Luxury brands & uniqueness -> [pdf](#) + [audio](#)

*A business has to be involving, it has to be fun,
and it has to exercise your creative instincts.*

Richard Branson



3 The Fine Art Photography Business

- What is fine art photography? -> [pdf](#) + [audio](#)
- The Fine Art Photography business -> [pdf](#) + [audio](#)

[Help](#) -> [pdf](#)

[Copyright notice](#) -> [pdf](#)



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[Visit Contents Page](#)





ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6



Table of Contents

4 Understanding the Selling Process

- Understanding the selling process -> [pdf](#) + [audio](#)
- Foundational business aspects -> [pdf](#) + [audio](#)
- The marketing skills pyramid -> [pdf](#) + [audio](#)
- The marketing triangles -> [pdf](#) + [audio](#)
- The selling venue pyramid -> [pdf](#) + [audio](#)
- The web presence pyramid -> [pdf](#) + [audio](#)
- The pricing achievement pyramid -> [pdf](#) + [audio](#)
- Venue-cost-pricing relationship -> [pdf](#) + [audio](#)



5 Why People buy Art ?

- Artwork perceived value pyramid -> [pdf](#) + [audio](#)
- Why do people buy art? -> [pdf](#) + [audio](#)

There are no speed limits on the road to success.
David W. Johnson



6 How to Start your Business

- Are you ready to sell ? -> [pdf](#) + [audio](#)
- Writing your business plan -> [pdf](#) + [audio](#)
- Is your business plan realistic ? -> [pdf](#) + [audio](#)
- Writing your mission statement -> [pdf](#) + [audio](#)



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ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6



Table of Contents

7 Where can you Sell your work ?

- Where to sell your work -> pdf + audio



8 How to find Gallery Representation

- Finding gallery representation -> pdf + audio
- Gallery sheet example 1 -> pdf
- Gallery sheet example 2 -> pdf

Don't wish it were easier; wish you were better.
Jim Rohn



9 How to sell on the Web

- Introduction -> pdf + audio
- Effective website design -> pdf + audio
- Website options -> pdf + audio
- Web marketing mistakes -> pdf + audio
- Web marketing Strategies -> pdf + audio
- Wheel diagram -> pdf



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Visit Contents Page





ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6



Table of Contents

10 How to Communicate with Customers

- Introduction -> [pdf](#) + [audio](#)
- The selling process in practice -> [pdf](#) + [audio](#)
- How to handle stalls & objections -> [pdf](#) + [audio](#)
- Correct & incorrect words -> [pdf](#) + [audio](#)
- The importance of body language -> [pdf](#) + [audio](#)
- How to write a thank you note -> [pdf](#) + [audio](#)
- How to answer your business phone -> [pdf](#) + [audio](#)
- Business call example -> [pdf](#) + [audio](#)
- How to earn your customers trust -> [pdf](#) + [audio](#)
- How to solve business problems -> [pdf](#) + [audio](#)



11 How to Improve your Sales

- Two types of sales -> [pdf](#) + [audio](#)
- Are you charging enough? -> [pdf](#) + [audio](#)
- Negotiation -> [pdf](#) + [audio](#)
- Alain's 25 marketing principles -> [pdf](#) + [audio](#)
- How to run a profitable business -> [pdf](#) + [audio](#)
- How to build your email list -> [pdf](#) + [audio](#)
- Email list sign up form -> [pdf](#)
- Staying in touch with customers -> [pdf](#) + [audio](#)
- Why Stories help sell your work -> [pdf](#) + [audio](#)



12 How to Manage your Career

- Making a commitment -> [pdf](#) + [audio](#)
- Managing your money efficiently -> [pdf](#) + [audio](#)
- Managing your time efficiently -> [pdf](#) + [audio](#)
- Prioritizing -> [pdf](#) + [audio](#)
- Reaching your goals -> [pdf](#) + [audio](#)
- Using your calendar effectively -> [pdf](#) + [audio](#)
- Building your business image -> [pdf](#) + [audio](#)
- Creating a logo - video #1 -> [movie](#) + [audio](#)
- Creating a logo - video #2 -> [movie](#)
- Dealing with competitors -> [pdf](#) + [audio](#)
- Becoming unique -> [pdf](#) + [audio](#)
- Self employed characteristics -> [pdf](#) + [audio](#)



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[Visit Contents Page](#)





ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6



Table of Contents

13 How to Create the Lifestyle you Desire

- Hobbies and Professions -> [pdf](#) + [audio](#)
- Artists & Retirement -> [pdf](#) + [audio](#)
- Giving to charities -> [pdf](#) + [audio](#)
- Success notes -> [pdf](#) + [audio](#)



14 Deciding how you are going to do this

- How many customers will it take? -> [pdf](#) + [audio](#)
- Marketing planner -> [pdf](#) + [audio](#)
- Marketing campaign examples -> [pdf](#) + [audio](#)
- Print editioning -> [pdf](#) + [audio](#)
- Starting sizes & pricing -> [pdf](#) + [audio](#)
- Standard & custom mat sizes -> [pdf](#) + [audio](#)
- Tips for doing Shows -> [pdf](#) + [audio](#)
- The 15 commandments of marketing -> [pdf](#) + [audio](#)
- Questions & exercises -> [pdf](#) + [audio](#)



15 Conclusion

- Gaining credibility -> [pdf](#) + [audio](#)
- Alain Briot business road to success -> [pdf](#) + [audio](#)



Full Screen on/off

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[Visit Contents Page](#)





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Artist Stories



ARTIST STORIES

*Success is the sum of small efforts,
repeated day in and day out.*
Robert Collier

A - STORY #1: PRICING -> [pdf](#) + [audio](#)

B - STORY #2: NEGOTIATING -> [pdf](#) + [audio](#)

C - STORY #3: PRAISE -> [pdf](#) + [audio](#)

D - STORY #4: INCOME -> [pdf](#) + [audio](#)

E - STORY #5: SUCCESS -> [pdf](#) + [audio](#)

F - STORY #6: MARKETING -> [pdf](#) + [audio](#)

G - STORY #7: PROMOTION -> [pdf](#) + [audio](#)

H - STORY #8: FLOWERS -> [pdf](#) + [audio](#)

I - STORY #9: CHANGE -> [pdf](#) + [audio](#)

J - STORY #10: SALES -> [pdf](#) + [audio](#)

K - STORY #11: SHOWS -> [pdf](#) + [audio](#)

L - STORY #12: GALLERIES -> [pdf](#) + [audio](#)

M - STORY #13: KICKSTARTER -> [pdf](#) + [audio](#)



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Visit Contents Page





ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6

Master Class Reference Files



1 - INTRODUCTION

2 - PLANNING

- 1 - Writing your business plan
- 2 - Building your career
- 3 - Alain's road to success
- 4 - Mission Statement

3 - PRICING

- 1 - Starting sizes and pricing
- 2 - Print editioning

4 - MARKETING CAMPAIGNS

- 1 - Marketing planner
- 2 - Marketing campaign examples
- 3 - Email list sign up form - MS Word
- 4 - Email list sign up form - PDF

5 - GALLERY DOCUMENTS

- 1 - Gallery sheet example 1 - pdf
- 2 - Gallery sheet example 1 - MS Word
- 3 - Gallery sheet example 2 - pdf
- 4 - Gallery sheet example 2 - MS Word

REFERENCE FILES

*Whenever you see a successful business, someone
once made a courageous decision.*

Peter F. Drucker

6 - THE SELLING PROCESS

- 1 - The Selling Process
- 2 - Marketing skills pyramid
- 3 - Marketing triangles
- 4 - Selling venues pyramid
- 5 - Web presence pyramid
- 6 - Pricing achievement pyramid
- 7 - Venue-cost-pricing analysis
- 8 - Artwork perceived value pyramid
- 9 - Negotiation

7 - MARKETING TIPS

- 1 - Alain's 25 winning salesmanship principles
- 2 - The 15 commandments of marketing
- 3 - Tips for successful shows
- 4 - What is an achievement?



8 - COMMUNICATION

- 1 - How to greet customers at shows
- 2 - How to handle stalls & objections
- 3 - Correct & incorrect words
- 4 - How to answer your business phone
- 5 - Business call example
- 6 - How to write a thank you note
- 7 - How to earn your customers trust
- 8 - How to solve business problems
- 9 - How to close the sale (on page 3)

9 - EXERCISES

- 1 - Exercises

10 - QUOTES

- 1 - Selected quotes

11 - MARKETING CONSULTING PROGRAM

- 1 - Description
- 2 - Registration form



Full Screen on/off

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Visit Contents Page





ALAIN BRIOT ADVANCED FINE ART PHOTOGRAPHY MARKETING MASTERY WORKSHOP ON DVD

MASTERY WORKSHOPS ON DVD SERIES #6

DVD Contents



CONTENTS PAGE

What would you attempt to do if you knew you could not fail?
Unknown

- 1 - Introduction
- 2 - Learning how photographs are sold
- 3 - Exploring the fine art photography business
- 4 - Understanding the selling process
- 5 - Discovering why people buy art
- 6 - Deciding how you are going to start your business
- 7 - Finding where to sell your work
- 8 - Finding gallery representation

- 9 - Learning how to sell on the web
- 10 - Communicating effectively with customers
- 11 - Learning how to improve your sales
- 12 - Learning how to manage your career
- 13 - Creating the lifestyle you desire
- 14 - Deciding how you are going to do this
- 15 - Conclusion

- † - Artist stories
- † - Reference files
- † - Table of contents
- † - Selling locations photographs
- † - Alain's biography
- † - Quote
- † - Colophon



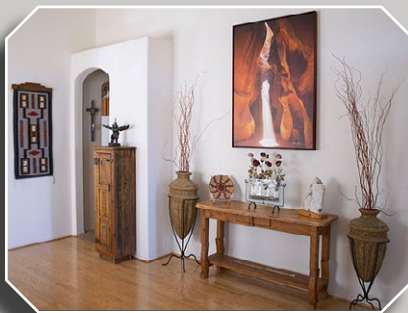
Full Screen on/off

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SELLING LOCATIONS PHOTOGRAPHS





ALAIN BRIOT

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Project Specifics: This tutorial DVD was created in Spring 2013 in Vistancia, Arizona.



Originally from Paris, France, I have lived in the United States since 1986. Making my home in Arizona, my favorite photographic locations include Navajoland, where I lived for 7 years, the Grand Canyon and the rugged canyonland wilderness of Southern Utah and Northern Arizona.

The choice of which camera I use is based on my vision for each image. In the past I have worked with 4x5 and 35 mm. Currently I work with 35 mm occasionally and with medium format digital primarily. Because the majority of my work is printed large, and because of the quality requirements of Fine Art, I favor large and medium format cameras.

My goal is to create the most exciting photographs possible, bar none. My equipment, be it cameras, software, printers, etc. is chosen for its ability to make this possible. My vision of the landscape is of a place of beauty, a place where we can experience a direct contact with nature, a place where we can find respite from the pressures and stresses of the 21st century, a place where we can find inspiration and freedom of expression.

The quality of my work is the result of two factors: hard work and natural abilities. I have been an artist all my life and I was never pushed to make art either by my parents or anyone else. I had, undoubtedly, a personal attraction for creative endeavors and for all things artistic. However, only through hard work did this natural ability result in the work I am creating today.

I started photography in 1980 and it took me years before I started creating satisfying images.

I had very high expectations for the first photographs I took, but the outcome of my early efforts was disappointing. I realized early on that persistence, regular practice and a focus on study were required to succeed.

Today I have made what was originally a hobby into a successful profession. I make a living from the [sale of my Fine Art Prints](#), I write [books](#), design [photography tutorials](#) and I teach [photography workshops](#). I also have a significant amount of free time during which I enjoy hobbies and art.

If you are not satisfied with your current results, do not despair. It took me years of constant study, practice and dedication to create images that satisfy me. Succeeding in the creation of Fine Art Photographs is not an easy endeavor. However, dedication and persistence go a long way towards achieving successful results, and so does regular study with dedicated teachers who are where you want to be.

If you want to learn more about the process of achieving success in photography, I recommend reading my essay titled *Rethinking Talent* in which I describe the disappointment I experienced when I saw the results of my early photographic efforts.

One of my goals in creating this DVD tutorial was to help you make the best use of your time by providing you with knowledge that took me years to acquire and refine. It is my sincere hope that this tutorial will make your journey faster, easier and, above all, fun and enjoyable.

No one knows what he can do until he tries.

Publius Syrus





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