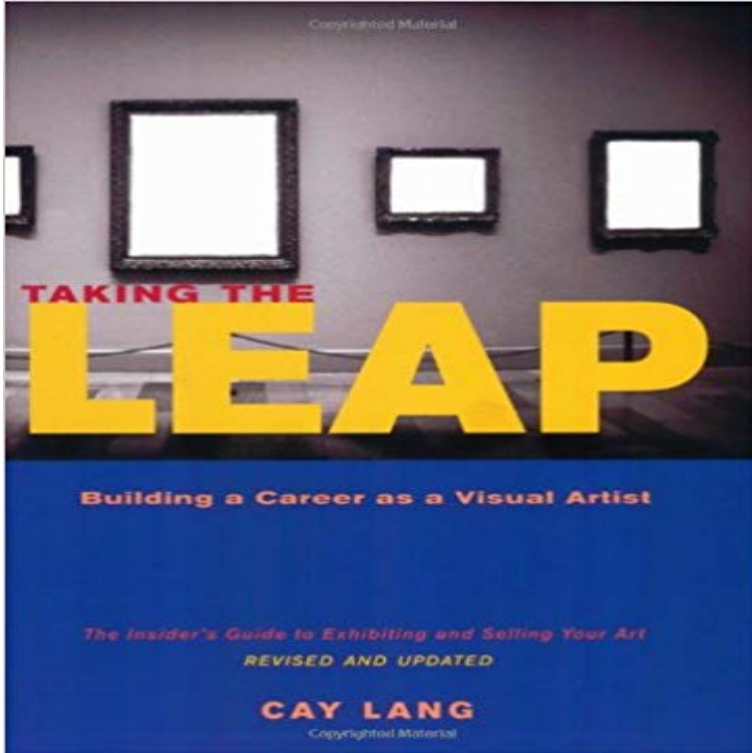


## Taking the Leap: Building a Career as a Visual Artist (The Insiders Guide to Exhibiting and Selling Your Art)



Cay Lang's *Taking the Leap* has helped thousands of artists jumpstart their careers and make real the dream of exhibiting and selling their work. An internationally exhibited photographer and teacher, Lang offers the wisdom of experience, combined with enthusiasm and gentle humor, to guide artists through the ins and outs of the art business. Practical and inspiring, this revised and updated edition offers two new chapters on using the Internet and the media to best effect plus provides step-by-step advice on preparing presentation materials; finding and dealing with galleries (as well as bypassing the traditional gallery system); handling rights, royalties, and taxes; an extensive resource list; and other invaluable information for both beginning artists and those ready to take the next step in their careers.

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