

Contents

Preface: Words Are Powerful.....	1
Introduction: Why Visual Artists Need to Write.....	3
PART ONE:	
DEVELOP YOUR ARTIST STATEMENT	
Definition of Artist Statement.....	14
Connect with Your Audience.....	16
Tone and Truth.....	21
Three Rules You Won't Follow.....	23
Exercise: The How and the What.....	30
Exercise: The Why.....	36
How to Reference Another Artist.....	40
Exercise: Develop Sentences.....	43
Three Ways to Structure Your Statement.....	47
Word Coffee.....	58
Exercise: Write a First Draft.....	65
Three Ways Your Friends Can Help.....	67
PART TWO:	
WRITE TO BUILD AND MARKET YOUR ART CAREER	
Exercise: The Handshake Speech.....	72
An Artist Art-Writes.....	75
Filling Out Forms and Writing Proposals.....	86
Bio, Cover Letter, and Resumé.....	90
How to Write a Press Release.....	97
Look Again.....	106
Acknowledgements.....	110