

Self-published Program

This program utilizes the Artist Consortium member's collective knowledge and wisdom with the outcome of a self-published book (blurb.com); ultimately selling the final publication through the web site. The book will serve as a revenue source for the web site as well as contributing artists. The first book proposed is a collection of artists who share their trade secrets, experiences, and professional insights into the business of art.

How it works:

The Artist Consortium web site invites artists to submit details about their business and artistic process in the form of stories by answering questions posed in an online survey. Artists are also asked to post images of their work and photos of themselves and their studios. Twenty or thirty of the best (judged by a panel) narratives will be selected and then combined into a book that is published on-line using such services as blurb.com.

Each book project will have an editor assigned and the Artist Consortium organization will provide the upfront capital to publish the book. The stakeholders in the project include the Artist Consortium organization, editor, and all contributing artists. The Artist Consortium will purchase a pre-determined quantity of books and all proceeds will go to covering expenses before disbursement goes to other stakeholders.

Books will be offered through the Artist Consortium and Amazon.com sites at retail pricing, given as incentive gifts to Artist Consortium members, and provided at wholesale pricing to participating artists. Additional copies can be purchased by Artist Consortium members at a discounted price. After expenses are paid, commissions are paid to stakeholders as long as the book is sold. Following is a sample book project scenario:

Artist Consortium purchases and sells 100 books:

Book retail price is	\$20
Gross sales	\$2,000
Book costs \$10 each to produce	
Net sales	\$1,000

Disbursement scenario for above book project:

4% commission	20 artist contributors	\$40
10% commission	1 editor	\$100
10% commission	Artist Consortium organization	\$100

Sample pricing:

Retail pricing	\$20
Wholesale pricing to AC members	\$15
Stakeholder pricing	\$12

The Artist Consortium site will keep track of book sales and generate a report that details stakeholders involved in each project and calculate the amount due. Artist's check will be disbursed quarterly.

The first two proposed books include: Insight into the business of art: Stories told by the artists, and A "How-to" book that describes some artist process or technique that enough interested artists want to participate and contribute. Other proposed books include a book of poetry, an adult coloring book, and collections of works around a common theme.