

are print on demand stores profitable

Are Print on Demand Stores Profitable: A Comprehensive Analysis

are print on demand stores profitable? This is the burning question for aspiring entrepreneurs looking to enter the e-commerce space with a lower barrier to entry. The print-on-demand (POD) model offers a compelling alternative to traditional inventory-heavy businesses, but its profitability hinges on a nuanced understanding of its operational, marketing, and financial dynamics. This article delves deep into the factors that determine the success of POD stores, exploring revenue streams, cost structures, popular niches, effective marketing strategies, and the critical elements needed to build a sustainable and lucrative business. We will dissect the realities of POD profitability, moving beyond simplistic assumptions to provide a data-driven and actionable perspective for anyone considering this exciting e-commerce model.

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Understanding the Print on Demand Business Model

The print-on-demand (POD) business model is a unique approach to e-commerce where products are only printed or manufactured after an order has been placed. This eliminates the need for upfront inventory investment, significantly reducing the financial risk for entrepreneurs. When a customer places an order through a POD store, the order is automatically sent to a POD fulfillment partner. This partner then prints the design onto the chosen product (such as t-shirts, mugs, posters, or phone cases) and ships it directly to the customer. The store owner never physically handles the product, acting more as a brand curator and marketer.

This model democratizes e-commerce by making it accessible to individuals with limited capital. The primary responsibility of the POD store owner lies in creating compelling designs, building an attractive online storefront, and driving traffic and sales. The POD provider handles the production, packaging, and shipping, allowing the entrepreneur to focus on growth and brand building. The simplicity of this setup, combined with the flexibility to offer a wide range of products, makes it an attractive option for many new online businesses. However, understanding the profit margins within this system is crucial for long-term success.

Key Revenue Streams in Print on Demand

The primary revenue stream for any print-on-demand store is the markup applied to the base cost of

the product and fulfillment. When a customer purchases an item, they pay the retail price set by the store owner. This retail price must cover the POD provider's base cost for the product itself, the printing service, and the shipping fees, with the remainder being the gross profit for the store owner. For example, if a t-shirt costs \$10 for the POD provider to produce and ship, and the store owner sells it for \$25, the gross profit is \$15 per sale before considering other business expenses.

Beyond direct product sales, other revenue opportunities can emerge. Some POD providers offer integrations that allow for custom product bundles or limited-edition releases, which can command higher prices. Furthermore, if a brand gains significant traction, it can explore opportunities for licensing its designs to larger retailers or even developing its own exclusive product lines outside of the POD model. However, for most POD businesses, the core revenue generation remains through the direct sale of designed products, with consistent sales volume being the key driver of overall profitability. Building a loyal customer base that makes repeat purchases also contributes significantly to sustained revenue.

Core Costs Associated with Print on Demand Stores

While print-on-demand significantly reduces upfront costs compared to traditional retail, there are still several essential expenses to factor into profitability calculations. The most direct cost is the base price charged by the POD fulfillment partner. This includes the cost of the blank product (t-shirt, mug, canvas, etc.), the printing process, and often a flat shipping fee or a fee calculated based on destination and weight. These costs are deducted from each sale, directly impacting your profit margin per item.

Other significant costs include platform fees if you are using a marketplace like Etsy or a dedicated e-commerce platform like Shopify. These platforms typically charge monthly subscription fees, transaction fees on sales, and sometimes listing fees. Marketing and advertising expenses are also crucial; driving traffic to your store requires investment in areas like social media ads, search engine marketing, influencer collaborations, or content creation. Design software subscriptions, graphic design outsourcing if you're not a designer, and potentially website design or maintenance costs also contribute to the overall expense structure. Understanding and meticulously tracking these costs is paramount to accurately assessing the profitability of your print-on-demand venture.

Platform Fees

When operating a print-on-demand store, utilizing an e-commerce platform or marketplace is standard. These platforms, such as Shopify, Etsy, or WooCommerce, come with associated fees. Shopify offers tiered monthly subscription plans, plus transaction fees for each sale if you don't use their payment gateway. Etsy charges listing fees for each item and a percentage-based transaction fee upon sale, along with payment processing fees. WooCommerce, a plugin for WordPress, is technically free, but you will incur costs for hosting, domain registration, and potentially premium themes or plugins that enhance functionality. These recurring fees directly reduce your net profit per sale, so it's vital to factor them into your pricing strategy.

Marketing and Advertising Costs

Without effective marketing, even the most creative designs and high-quality products will go unnoticed. Therefore, budget allocation for marketing and advertising is non-negotiable for print-on-demand store profitability. This can include paid advertising on platforms like Facebook, Instagram, Pinterest, or Google Ads. Costs can also extend to search engine optimization (SEO) efforts, content creation (blog posts, videos), email marketing software, and potential collaborations with influencers or affiliate marketers. The return on investment (ROI) from these marketing activities directly correlates with the volume of sales generated, making it a critical, albeit variable, expense category.

Product and Fulfillment Fees

The core of the POD business model involves outsourcing production and shipping to a third-party provider. These providers charge a base fee for each product ordered. This fee typically encompasses the cost of the blank item, the printing or embroidery service, and the packaging. Shipping costs are also a significant component, often determined by the destination, weight, and shipping speed. These per-unit costs are deducted from the retail price your customer pays, and they represent a direct reduction in your gross profit. It is essential to choose a POD partner that offers competitive pricing without compromising on product quality or fulfillment speed, as these factors directly impact your ability to achieve healthy profit margins.

Design and Software Expenses

Creating unique and appealing designs is the lifeblood of a print-on-demand business. If you are a designer, you might incur costs for design software subscriptions like Adobe Creative Suite or Procreate. If you are not a designer, you will need to budget for hiring freelance graphic designers or purchasing pre-made design assets. Additionally, maintaining an e-commerce website might involve costs for premium themes, plugins, or website development if you opt for a custom solution. These expenses are crucial for establishing a professional brand image and creating a diverse product catalog that resonates with your target audience.

Factors Influencing Print on Demand Profitability

The profitability of a print-on-demand store is influenced by a complex interplay of various factors. Simply having designs isn't enough; success depends on strategic execution across multiple fronts. A critical element is the profit margin per product, which is determined by the difference between your selling price and the combined costs of the product, printing, shipping, and any associated platform or transaction fees. Higher perceived value of your designs and brand can allow for higher pricing, thus increasing margins.

Beyond individual product margins, sales volume is paramount. A business with a small profit margin per item can still be highly profitable if it achieves a very high sales volume. This volume is directly driven by effective marketing and brand building. The chosen niche also plays a significant role; some niches have higher demand and less competition, allowing for better pricing power and easier customer acquisition. Furthermore, operational efficiency, such as streamlined order

processing and excellent customer service, can lead to repeat business and positive word-of-mouth, indirectly boosting profitability.

Profit Margins Per Product

The profit margin on each individual product sold is a fundamental determinant of overall print-on-demand profitability. This margin is calculated by subtracting the total cost of goods sold (including the POD provider's base fee for the item, printing, and shipping) from the retail price the customer pays. For example, if a custom-designed hoodie costs the POD supplier \$25 to produce and ship, and you sell it for \$50, your gross profit per hoodie is \$25. To achieve a healthy overall profit, it is crucial to set competitive yet profitable pricing. This involves understanding your costs thoroughly and ensuring your selling price allows for a substantial margin after all expenses are accounted for, while still being attractive to your target market.

Sales Volume and Conversion Rates

While a good profit margin per item is essential, sustained profitability in print on demand is heavily reliant on achieving a high sales volume. This volume is directly influenced by the effectiveness of your marketing efforts and your website's conversion rate – the percentage of visitors who make a purchase. A store with a low conversion rate will need to drive significantly more traffic to achieve the same sales volume as a store with a higher conversion rate. Therefore, investing in driving targeted traffic through various marketing channels and optimizing your website for conversions, such as through compelling product descriptions, clear calls to action, and an easy checkout process, are critical for maximizing sales volume and, consequently, profitability.

Niche Selection and Market Demand

The profitability of a print-on-demand store is significantly impacted by the niche it targets. Choosing a niche with strong, consistent market demand and a passionate audience can lead to higher sales volumes and better pricing power. Conversely, entering an oversaturated market with low demand can make it difficult to stand out and generate sufficient revenue. Identifying underserved or emerging niches, or finding a unique angle within a popular market, can provide a competitive advantage. Researching trending products, understanding customer pain points, and catering to specific interests are key to selecting a niche that has the potential for sustained profitability.

Brand Building and Customer Loyalty

A strong brand identity and the cultivation of customer loyalty are powerful drivers of long-term profitability for print-on-demand stores. A well-defined brand resonates with a target audience, making marketing efforts more effective and justifying premium pricing. When customers connect with a brand's aesthetic, values, or message, they are more likely to make repeat purchases and become advocates for the business. This can be achieved through consistent branding across all touchpoints, excellent customer service, engaging social media presence, and delivering high-quality products. Loyal customers reduce the reliance on constant customer acquisition, which is often a costly endeavor, thereby enhancing the overall profitability and sustainability of the business.

Identifying Profitable Niches for Print on Demand

The key to unlocking profitability in print on demand often lies in identifying and capitalizing on underserved or passionate niches. Instead of trying to appeal to everyone, focusing on a specific group of people with shared interests, hobbies, or identities can lead to much more targeted and effective marketing. These niches often have a higher willingness to spend on products that reflect their passions. For instance, niches related to specific pets (e.g., French Bulldogs, Siamese cats), professional fields (e.g., nurses, teachers, programmers), hobbies (e.g., fishing, knitting, gaming), or specific fandoms can be incredibly lucrative.

When evaluating a niche, consider its size, the spending power of its audience, the level of competition, and the potential for recurring interest. A niche that is too small might not generate enough sales, while a niche with extremely high competition will require significant marketing investment to stand out. The ideal niche offers a balance of demand, affordability for customers, and manageable competition. Thorough market research, including analyzing trends on social media, keyword search volumes, and competitor offerings, is crucial for pinpointing these profitable opportunities.

Hobby and Interest-Based Niches

Hobbies and passionate interests represent a goldmine for print-on-demand profitability. People are often willing to invest in products that celebrate their favorite pastimes. Examples include niches like gardening, camping, hiking, photography, cycling, board games, and crafting. Within these broad categories, further specialization can be highly effective. For instance, instead of just "fishing," you might focus on "fly fishing" or "bass fishing," appealing to a more dedicated segment of the market. These niches often have active online communities where marketing can be highly targeted and word-of-mouth referrals can be very powerful.

Pet Lover Niches

The pet industry is a consistently massive and growing market, making pet lovers an exceptionally profitable niche for print-on-demand businesses. Owners have a deep emotional connection with their pets and are eager to express this through merchandise. This niche can be further segmented by specific animal types, such as dog breeds (e.g., Golden Retrievers, Poodles, German Shepherds), cat breeds, or even more exotic pets like reptiles or birds. Designs that are humorous, heartwarming, or celebrate the unique traits of a particular pet breed tend to perform very well. The demand for personalized pet-themed items also presents a significant opportunity within this niche.

Profession and Lifestyle Niches

Identifying niches based on specific professions or distinct lifestyles can also lead to strong profitability. People often take pride in their work or their chosen way of life and enjoy showcasing it through apparel and accessories. Examples include niches for nurses, teachers, software developers, entrepreneurs, new parents, fitness enthusiasts, or travelers. Designs can cater to the inside jokes, challenges, or celebrated aspects of these professions or lifestyles. For instance, a t-shirt with a witty slogan about coding or a mug celebrating the joys and struggles of new parenthood can

resonate deeply with the intended audience, driving sales and fostering brand loyalty.

Cause and Advocacy Niches

Print-on-demand stores can find significant profitability by aligning with causes and advocacy movements. Consumers are increasingly conscious of social and environmental issues and are willing to support brands that reflect their values. Niches like environmental protection, animal welfare, mental health awareness, or specific social justice movements can attract a dedicated customer base. Designs that are impactful, informative, or inspiring can generate strong sales. Many customers in these niches are not just buying a product but are making a statement and supporting a cause they believe in, leading to a higher perceived value and a greater likelihood of purchase and repeat business.

Effective Marketing Strategies for Print on Demand Success

The success of any print-on-demand store hinges on its ability to attract and convert customers. Effective marketing is not an afterthought; it is the engine that drives sales and, consequently, profitability. A multi-faceted approach is usually most effective, combining organic and paid strategies to reach the widest relevant audience. Understanding where your target audience spends their time online and tailoring your messaging to resonate with their interests and needs is paramount. This involves creating compelling visuals, engaging copy, and offering a seamless customer journey from discovery to purchase.

Leveraging social media platforms is almost always a cornerstone of POD marketing. Building a strong presence on platforms like Instagram, Pinterest, TikTok, and Facebook allows for direct engagement with potential customers, showcasing product designs, and running targeted advertising campaigns. Search engine optimization (SEO) is another vital organic strategy, ensuring your store and products appear in relevant search results when potential customers are actively looking for them. Content marketing, email marketing, and influencer collaborations can further amplify reach and build brand authority, all contributing to increased sales and profitability.

Social Media Marketing

Social media platforms are indispensable tools for print-on-demand marketing due to their visual nature and vast reach. Platforms like Instagram and Pinterest are ideal for showcasing visually appealing product designs, lifestyle shots, and customer testimonials. Facebook can be used for building communities around your brand and running highly targeted paid advertising campaigns based on demographics, interests, and behaviors. TikTok offers opportunities for creative, short-form video content that can go viral, increasing brand awareness organically. Consistently posting high-quality content, engaging with followers, running targeted ads, and leveraging platform-specific features like shoppable posts are key to driving traffic and sales.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is a critical organic marketing strategy that helps potential customers discover your print-on-demand store when they search for related products online. This involves optimizing your product titles, descriptions, and website content with relevant keywords that your target audience is likely to use. Building backlinks from reputable websites, ensuring your site has fast loading speeds, and optimizing for mobile devices also contribute to higher search engine rankings. By improving your visibility in search engine results pages (SERPs), you can attract free, highly targeted traffic to your store, significantly boosting your chances of making sales and improving profitability without relying solely on paid advertising.

Content Marketing and Blogging

Content marketing, particularly through blogging, can be a powerful strategy for driving organic traffic and establishing authority in your niche. By creating valuable, informative, or entertaining content related to your products or target audience's interests, you can attract potential customers who may not have been actively searching for your specific products but are interested in the broader topic. For example, a POD store selling nature-themed apparel could blog about hiking tips, conservation efforts, or the benefits of spending time outdoors. This not only drives traffic to your site but also builds trust and positions your brand as a knowledgeable resource, increasing the likelihood of future purchases.

Paid Advertising Campaigns

While organic strategies are crucial for long-term growth, paid advertising campaigns can provide a more immediate boost in traffic and sales for print-on-demand stores. Platforms like Facebook Ads, Instagram Ads, Google Ads, and Pinterest Ads allow for highly targeted campaigns that can reach specific demographics, interests, and online behaviors. Creating compelling ad creatives, crafting persuasive ad copy, and meticulously monitoring campaign performance are essential for maximizing return on ad spend (ROAS). Experimenting with different ad formats, targeting options, and budget allocations is key to identifying the most effective paid strategies that contribute to overall profitability.

Email Marketing and List Building

Building an email list of interested customers and prospects is a highly effective and cost-efficient marketing strategy for print-on-demand businesses. Offering incentives, such as discounts or exclusive content, in exchange for email sign-ups can encourage visitors to join your list. Once you have a list, you can nurture relationships by sending out newsletters featuring new designs, promotions, behind-the-scenes content, or helpful tips related to your niche. Email marketing allows for direct communication with your audience, driving repeat purchases, promoting new product launches, and fostering a sense of community, all of which contribute to sustained profitability.

Building a Scalable and Profitable Print on Demand Business

Achieving true profitability and scalability in the print-on-demand space requires a strategic approach that goes beyond just creating designs and listing products. It involves building a robust brand, optimizing operations, and continuously analyzing performance data to make informed decisions. The foundation of a scalable business lies in choosing reliable POD partners who can consistently deliver quality products and efficient shipping as your order volume grows. Diversifying your product offerings within your niche can also cater to a wider range of customer preferences and increase average order value.

Furthermore, investing in customer service is paramount. Positive customer experiences lead to repeat business and valuable word-of-mouth referrals, which are the most cost-effective forms of marketing. Regularly analyzing sales data, website traffic, and marketing campaign performance allows you to identify what's working and what's not, enabling you to refine your strategies and allocate resources effectively. Automation through tools and integrations can also significantly improve efficiency, allowing you to handle a larger volume of orders and customer inquiries without a proportional increase in manual effort, thereby enhancing profitability and scalability.

Choosing the Right Print on Demand Partner

Selecting the appropriate print-on-demand fulfillment partner is a critical decision that directly impacts the profitability and reputation of your store. Factors to consider include product quality, printing techniques, shipping times and costs, product catalog variety, integration capabilities with your e-commerce platform, and customer support responsiveness. A reliable partner ensures that your customers receive high-quality products on time, leading to positive reviews and repeat business. Conversely, a partner with inconsistent quality or slow shipping can lead to customer dissatisfaction, returns, and damage to your brand. Thorough research, including reading reviews and potentially ordering samples, is essential before committing.

Diversifying Product Offerings

While specializing in a niche is important, diversifying your product offerings within that niche can significantly enhance profitability and scalability. Instead of limiting yourself to just t-shirts, consider expanding to include mugs, posters, phone cases, tote bags, hats, home decor items, or even stationery. This allows you to cater to a broader range of customer needs and preferences, increasing the average order value and providing more opportunities for impulse purchases. By offering a variety of items that complement your core designs, you can create a more comprehensive brand experience and capture a larger share of your target market's spending.

Excellent Customer Service

Providing exceptional customer service is a cornerstone of building a sustainable and profitable print-on-demand business. Promptly and professionally addressing customer inquiries, resolving issues, and handling returns or exchanges can transform a one-time buyer into a loyal advocate for

your brand. Positive customer experiences lead to repeat purchases, higher lifetime customer value, and invaluable word-of-mouth marketing. Implementing clear return policies, offering multiple contact channels, and personalizing interactions can significantly differentiate your store and foster a strong customer base that contributes to long-term profitability.

Data Analysis and Optimization

Continuous data analysis is essential for optimizing the performance and profitability of your print-on-demand store. Regularly reviewing key metrics such as sales volume, profit margins per product, website traffic sources, conversion rates, customer acquisition cost, and customer lifetime value provides invaluable insights. This data allows you to identify which products are performing best, which marketing channels are most effective, and where there are opportunities for improvement. By making data-driven decisions, you can refine your product offerings, optimize your marketing strategies, and streamline your operations, leading to increased efficiency and sustained profitability.

Automating Operations

As your print-on-demand business grows, automating various operational tasks becomes crucial for maintaining profitability and scalability. This can involve using software for order management, inventory tracking (even though you don't hold inventory, tracking what's selling is key), email marketing campaigns, and social media scheduling. Many POD platforms offer integrations that automate the order fulfillment process, sending orders directly to your chosen provider. Automating repetitive tasks frees up your time to focus on higher-level strategic activities like design creation, marketing strategy development, and brand building, which are essential for driving growth and profitability.

FAQ Section

Q: Is it possible to make a significant income with a print-on-demand store?

A: Yes, it is definitely possible to make a significant income with a print-on-demand store, but it requires dedication, strategic planning, and consistent effort. Profitability depends heavily on factors like niche selection, design quality, effective marketing, pricing strategies, and operational efficiency. While the barrier to entry is low, achieving substantial income requires treating it as a serious business venture rather than a passive income stream.

Q: What is the average profit margin for a print-on-demand product?

A: The average profit margin for a print-on-demand product can vary widely, typically ranging from 15% to 40%. This margin is calculated after deducting the base cost of the product, printing,

shipping, and any platform or transaction fees from the retail selling price. Niches with higher perceived value, strong branding, and effective marketing can command higher profit margins.

Q: How long does it typically take to become profitable with a print-on-demand store?

A: The timeframe to become profitable with a print-on-demand store can vary significantly. Some entrepreneurs might see profits within a few months if they execute their strategies effectively and their niche resonates quickly. Others may take six months to a year or even longer to reach profitability, especially if they are still refining their designs, marketing, and operational processes. Consistent effort and learning from performance data are key to accelerating this timeline.

Q: Are there hidden costs associated with print-on-demand that can impact profitability?

A: Yes, while POD is known for low startup costs, there can be hidden costs. These include marketing and advertising expenses, potential platform fees (monthly subscriptions, transaction fees), design software or outsourcing costs, potential costs for premium themes or plugins for your website, and the cost of sample orders to check product quality. It's crucial to budget for these ongoing expenses to accurately assess true profitability.

Q: Which print-on-demand niches are currently the most profitable?

A: Currently, highly profitable print-on-demand niches often revolve around passionate hobbies (e.g., fishing, gaming, specific crafts), pet lovers (especially specific dog and cat breeds), unique professions (e.g., nurses, teachers, IT professionals), lifestyle niches (e.g., fitness, travel), and cause-driven or advocacy themes. Success also depends on finding a unique angle within these niches.

Q: Can I compete with larger brands in the print-on-demand market?

A: Yes, you can compete with larger brands by focusing on highly specific niches that larger brands may overlook or not cater to effectively. Building a strong brand identity, offering unique designs, providing excellent customer service, and leveraging social media for targeted engagement are powerful strategies for smaller POD stores to carve out their own profitable space in the market. Personalization and direct customer interaction can be significant advantages.

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are print on demand stores profitable: Make Money with Print on Demand: Jonathan K. Hari, 2025-06-24 How to Make Money with Print on Demand A Beginner's Guide to Passive Income (Create and Sell Custom Products on Etsy, Redbubble, and More) The world of e-commerce has never been more accessible. Imagine running a profitable online business without handling inventory, worrying about shipping, or investing thousands in stock. With print on demand, you can turn creative ideas into custom products—T-shirts, mugs, phone cases, and more—without the risk of traditional retail. This book takes you through every step of the journey, from choosing the right niche and designing compelling products to setting up your online store and driving sales. Whether you're an artist looking to monetize your creativity or an entrepreneur searching for a passive income stream, this guide provides the blueprint for building a sustainable and scalable business. Inside This Book, You'll Discover: How Print on Demand Works (Step-by-Step Overview) Choosing a Profitable Niche for Your Store Setting Up Your Online Store (Shopify, Etsy, Amazon, or eBay) Marketing Strategies: Free vs. Paid Traffic SEO and Etsy Ranking Secrets for Consistent Sales Managing Orders, Customer Service, and Returns Scaling Your Print on Demand Business to Full-Time Income Packed with expert insights, actionable tips, and real-world examples, this book is your key to unlocking the potential of print on demand. If you're ready to take control of your financial future and build a thriving online business, there's no better time to start. Scroll Up and Grab Your Copy Today!

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inventory, launch your online store instantly, and unlock a beginner-friendly system to scale profits fast Isabelle Moreau, 2025-09-09 Dreaming of running your own online business but worried about the cost, risk, and overwhelming logistics? You're not alone. Most beginners think they need warehouses, bulk inventory, and endless capital before they can even start. The truth is—you don't. Click to Cashflow shows you exactly how to create a profitable e-commerce store without ever touching a single product. With clear, beginner-friendly guidance, you'll learn how to choose winning products, build a professional online storefront, and attract customers who are ready to buy. More importantly, you'll discover how to scale strategically so your store generates consistent income without burning out or going broke. This is not theory—it's a real-world roadmap that turns clicks into revenue. Whether you want a side hustle or a long-term digital business, this book is your ticket to breaking into e-commerce the smart way.

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are print on demand stores profitable: From Passion to Profit: A Comprehensive Guide to Building a Print-on-Demand Empire Patrick Owens, Whether you're an aspiring artist, designer, or business owner, print-on-demand offers a unique opportunity to turn your creative passions into profit. From custom apparel and accessories to home decor and beyond, the print-on-demand model empowers you to design and sell a wide range of customizable products without the need for inventory or upfront investment. But building a successful print-on-demand business requires more than just creativity - it requires strategy, determination, and a deep understanding of the e-commerce landscape. That's where this guide comes in. Over the following chapters, we'll provide you with the knowledge, tools, and resources you need to launch, grow, and scale your print-on-demand empire. From selecting the right niche and designing compelling products to setting up your online store and mastering marketing strategies,

are print on demand stores profitable: How to Profit from the Art Print Market Barney Davey, 2005 An invaluable reference, this book provides insights, suggestions, examples, and resources intended to demystify the arcane world of art print marketing. Barney Davey has authored this handbook of practical advice to help visual artists succeed in the print market. The book is a result of his experiences and perspective culled from advising and observing leading art publishers and print artists in three decades. It details how artists can use the print market to take control of their career and create a profitable business putting their original work into prints. The wealth of benefits for visual artists in the print market include: secondary income from reproducing originals

into prints; third stream income from licensing; greater awareness for their work; growing their collector base; diversifying their pricing and portfolio and keeping pace with demand for their originals. Given these advantages, it is surprising to find other business and marketing books for artists offer scant coverage of the print market. The paucity of print market information makes the book's insider insights priceless. Any visual artist with the desire to enjoy commercial success will find this book useful, inspiring and informative.

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