

RESOURCES FOR LEGAL AND PROFESSIONAL ADVICE

This book list is intended as an up-to-date resource for the craftsperson. While some publications printed before 1980 may have valuable information, this document is focused on more current publications.

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Each citation provides information in this order:

Title; publisher; number of pages; website of publisher; intended audience of the book; comments.

I. BOOKS FOR LEGAL ADVICE

The Artist-Gallery Partnership, A Practical Guide to Consigning Art

Author: Tad Crawford and Susan Mellon

Publisher: Allworth Press, New York, 1998

196 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Artist/craftspeople interested in understanding the structure of an artist-gallery contract.

Comments: The first half of this book dissects a contract between the artist and gallery, analyzing each component in 1-3 page explanations. This offers an easy to read summary of the components in a contract. The contract in the Appendix is ready to photocopy.

Drawback: The actual contract in the Appendix is so small that you would not be inclined to copy it for your use. Instead, use the Model Consignment Contract in the Professional Guidelines on this website, or the contracts in Business and Legal Forms for Crafts by Tad Crawford (next entry below). The second half of the book refers to individual state laws concerning consignment and aspects that differ in each state.

Business and Legal Forms for Crafts

Author: Tad Crawford

Publisher: Allworth Press, New York, 1998

176 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: All craftspeople can benefit from reading this book.

Comments: This book is a perfect complement to The Artist-Gallery Partnership by Tad Crawford and Susan Mellon. The explanations of the contracts in this book are not as extensive, but the book does present 23 different forms and contracts. All of the forms and contracts are ready to use -- the 8" x 11" format is on tear-out paper. Crawford states that "artists may reproduce any form in this book without charge for the limited purpose of use in their business." The contracts are also included on the CD-ROM that comes with the book. In addition, this book has negotiation checklists.

Hiring Independent Contractors -- The Employers Legal Guide

Author: Stephen Fishman

Publisher: Nolo Press, Berkeley, California, 1996

304 pages

Website: nolo.com This website offers a large selection of self-help law books on every subject imaginable, free legal advice, and articles about legal issues.

Audience: Artists or craftspeople looking for information about independent contractors and information about employee issues.

Comments: Comprehensive information regarding hiring employees. Read at least part of this book before you decide to hire anyone either as a independent contractor or an employee. Book includes contracts as tear-out forms or CD-ROM.

The Visual Artist's Business and Legal Guide: A Presentation of the Beverly Hills Bar Association Committee for the Arts

Author: compiled and edited by Gregory T. Victoroff, Esq.

Publisher: Jerome Headlands Press, Prentice-Hall, Inc., 1995

338 pages

Website: bhba.org (Beverly Hills Bar Association) This website offers information on legal issues for lawyers and law publications.

Audience: Artists or craftsperson searching for legal contracts with explanations and analysis of each element.

Comments: Comprehensive information. Excellent appendix for related resources.

II. BOOKS THAT OFFER PRACTICAL ADVICE FOR THE ARTIST OR CRAFTSMAN

Making and Marketing Better Artwork

Author: Milon Townsend

Publisher: Blue Moon Press, LLC, 262 Moul Road, Hilton, NY 14468

Toll free phone: 1-866-564-4848

150 pages

Website: thebluemoonpress.com Website focuses on Milon Townsend's artwork and publications.

Audience: Craftspeople looking for well-rounded professional guidance.

Comments: This book offers excellent advice for the craftsperson focusing on production or limited edition work. Chapter Three includes an itemized guide to develop publicity and other literature. Chapter Four gives an excellent guide for pricing. The contract advice is not comprehensive, but is an excellent beginning that can be supplemented with one of the recommended legal guides.

Mr. Townsend also offers superb practical advice regarding the small details of life as a craftsperson and as a professional "maker." Throughout the book he itemizes the pros and cons of many decisions that an artist or craftsperson will have to make along the path to success. This includes a comprehensive chapter on employees vs. outside contractors, and working with employees as a team. These two issues are usually ignored in most "how to be an artist" books. (If you are thinking of hiring help in your studio, also read Hiring Independent Contractors- The Employers Legal Guide by Stephen Fishman, Nolo Press.

Crafting as a Business

Author: Wendy Rosen

Publisher: The Rosen Group, Inc., Baltimore, Maryland, 1994.

Distributor: Chilton Book Company

192 pages

Audience: Craftspeople intending to enter the wholesale/retail marketplace. Marketing one-of-a-kind work and participation in exhibitions is outside the spectrum of this book.

Comments: This book focuses on tips for being successful in the production arena of the craft world. The focus here is the larger craft fairs; both wholesale and retail sales are discussed. The best part of this book is the lists included in the book that will help price work and develop marketing and publicity skills. In Chapter 3, product development is clearly described, offering artists guidelines for honest self-evaluation for their work. The narratives which highlight various artist successes in the production market may be interesting, but would not help establish professional goals as a production craft person.

Taking the Leap - Building a Career as a Visual Artist

Author: Cay Lang

Publisher: Chronicle Books, 1998

202 pages

Website: takingtheleap.com Website promotes Cay Lang's program for visual artists and her book.

Audience: Primarily focused on painters, printmakers and photographers. This book still offers excellent ideas for jump-starting any career in the visual arts, regardless of medium.

Comments: This book is a basic for any "How to be a successful artist" library. The strength of Ms. Lang's book is that she does not focus on the gallery or retail store as the only outlet for your work. She leads the reader through a step-by-step approach for finding the best place to market work, which might not include galleries but definitely targets success.

How to Survive and Prosper as an Artist

Author: Caroll Michels

Publisher: Henry Holt and Company, LLC, New York, 1997

315 pages

Website: carollmichels.com Website promotes Caroll Michels's role as "career coach and artist advocate." Also includes list of links to artist self-help network.

Audience: This is another excellent book for strategies in surviving and succeeding as an artist. Though it does not focus on the craft world, a craftsman could easily apply these strategies to finding a market for their work.

Comments: Ms. Michels definitely takes the position of an advocate for the artist, covering many problems encountered in dealing with galleries and offering positive solutions. She also suggests many other books and resources that the artist can turn to for advice. The appendix is excellent.

The Artists' Survival Manual (A Complete Guide to Marketing Your Work)

Author: Toby Judith Klayman with Cobbett Steinberg

Publisher: Scribner, New York, 1987

293 pages

Website: goldwarp.com/klayman Website offers information about Toby Klayman's book and her art work.

Audience: Artists or craftspeople beginning to establish their careers.

Comments: This book is full of sensible, good-natured, and practical advice for the visual artist. It includes a selection of contract forms for transfer of ownership, consignment, etc. It also covers artist lifestyle issues such as outside employment, and other subjects that could be very helpful to people establishing themselves in either the arts or the crafts.

Crafts and Craft Shows

Author: Phil Kadubec.

Publisher: Allworth Press, New York, 2000

177 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: This is focused exclusively on success at the smaller retail craft fair circuit. If you are interested in selling work through retail craft shows, then this book is definitely worth reading.

Comments: A no-nonsense, no-excuses attitude for working toward financial success within the craft marketplace. The strategies involved in making and marketing one-of-a-kind work are definitely outside the scope of the book.

The Fine Artist's Career Guide

Author: Daniel Grant

Publisher: Allworth Press, New York, 1998

224 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: This is a good book for art students or recent graduates of art schools who might be trying to find a job in an art related field. Also offers advice for artists or craftspeople producing one-of-a-kind work targeting a gallery audience.

Comments: Though totally focused on the "art world" (as compared to the craft world) this book gives excellent information. Over half the book surveys art-related careers that can provide income.

A quotation from this book: "Too often, young artists maintain illusory notions about the art world, that they are destined to starve in obscurity, that successful gallery artists are mysteriously discovered, that success means getting one's picture on the cover of *Art News*, or that the only paying job for which they are qualified is teaching. Much of what contributes to success (defining success as the ability to support oneself as an artist), is the willingness to hang in there, finding ways to both earn a living and build a presence in the art world. When it comes, success is likely to look different than one's plans when just graduating from school. An artist's ambition and maturity are tested in ways unlike that of other professionals in our society, but the rewards are considerable." (page 284)

The Crafters Guide to Pricing your Work

Author: Dan Ramsey

Publisher: Betterway Books, Cincinnati, Ohio, 1997

224 pages

Audience: This book would be most valuable for a person who is just starting to market their work in craft shows. It suggests market research and a methodical approach to selling work.

Comments: If you can get past the rather simplistic attitudes about some of the craft categories in this book, it really does offer sound information for pricing your work. The most important lesson to learn from this book (other than accounting for time, materials and overhead) is that the artist/craftsperson is selling "perceived value." Reiterating this over and over, the author insists that if you "help the buyer see the value in your work, you will sell more." "Help the customer see the difference between your work and that of others." Dan Ramsey's focus on "value" is mentioned in other books, but he never lets the reader forget that this is truly the most important ingredient to success.

Copyright Plain and Simple

Author: Cheryl Besenjak

Publisher: Career Press, 2000

192 pages

Website: careerpress.com

Audience: Anyone interested in an introduction to copyright.

Comments: A good beginning to a very complex topic, this is a basic primer about copyright. The explanations are easy to read and understand.

The Business of Being an Artist

Author: Daniel Grant

Publisher: Allworth Press, New York, 1991

192 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: This book would be best for someone to read after they have been out of school for a few years and experienced lifestyle issues of being an artist/craftsperson.

Comments: This is not a book about how to be an artist. It is focused more on general concerns or problems that you might encounter as an artist. It does not give step-by-step solutions. Like many books focusing on the art world, the concepts presented here are still relevant to the one-of-a-kind craft field. In this case, Chapter 7, "Getting Ready to Handle the Pressures"; Chapter 8, "Handling Art World Publicity"; and Chapter 9, "How Artists Perceive Themselves" might be helpful. Again, there are no answers, but it is interesting to ponder topics that may parallel your life questions.

Legal Guide for the Visual Artist

Author: Tad Crawford

Publisher: Allworth Press, New York

262 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Individuals in the arts interested in a more in-depth understanding of the legal issues of the art world.

Comments: This book provides legal information for photographers, painters, designers, sculptors, illustrators and printers, but it all could be appropriate for the craftsperson. Topics include copyright and moral rights; sale of art by artist, gallery or agent; sales of reproduction rights; taxation; grants and public support for the arts; hobby losses and the IRS; and more. This book does not include contracts, so use one of the many other books by Tad Crawford for model contracts.

The Crafts Business Encyclopedia

Author: Michael Scott, as revised by Leonard D. Duboff

Publisher: Harcourt Brace Jovanovich, San Diego, California, 1993.

320 pages

Note: This book is now out of print, but it should be available at your library, or you can buy a used copy.

Audience: Craftspeople expanding their knowledge of legal and professional aspects of the business.

Comments: This book may be helpful as a reference book, though many other books cover the same topics with better guidance for specific business practices. It covers terms (in an encyclopedia format) that an artist may run into while conducting business in the crafts. This book closely parallels The Art Business Encyclopedia.

The Art Business Encyclopedia for Artists, Collectors, Dealers, Galleries, Museums and Their Attorneys

Author: Leonard D. Duboff

Publisher: Allworth Press, New York, 1994.

320 pages

Note: Out of Print, limited availability.

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Craftspeople expanding their knowledge of legal and professional aspects of the business.

Comments: Covers terms (in an encyclopedia format) that an artist may run into conducting business as an artist. This book closely parallels The Crafts Business Encyclopedia, with a few additional terms.

The Business of Art

Edited by Lee Caplin

Publisher: Prentice Hall Press, Paramus, New Jersey, 1989. Published in cooperation with the National Endowment for the Arts.

359 pages

Audience: Artist or craftsperson who want to read about a variety of artist lifestyle and professional experiences.

Comments: Large in format, this book presents a comprehensive view of the art world from a wide variety of perspectives. It is not a "how to be a successful artist" book. Rather, the text narrates the experiences artists, dealers, curators, and consultants. It may give you insight into the various forces in the art world, but provides no easy answers for success as an artist or craftsperson. The version reviewed was a Second Edition (dated 1989), though the information spoke about experiences from the past forty years to the present.

Business & Legal Forms for Fine Artists (available with CD-ROM)

Author: Tad Crawford

Publisher: Allworth Press, New York, 1999

158 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Target audience is fine artists.

Comments: This book closely parallels Crawford's other book, Business and Legal Forms for Crafts. There are 19 ready-to-use forms with negotiation checklists.

Business & Legal Forms for: Authors & Self-Publishers, Fine Artists, Graphic Designers, Illustrators, Photographers

Author: Tad Crawford

Publisher: Allworth Press, New York, 1996

191 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Business and legal forms for authors and self-publishers.

Comments: One book containing a complete set of business and legal forms, including sample contracts for art related professions.

III. ART LAW REFERENCE

The Law (in Plain English) for Crafts

Author: Leonard D. DuBoff

Publisher: Allworth Press, New York, 1999

211 pages

Website: allworth.com An extensive listing of business and self-help books for all creative professions.

Audience: Craftsperson seeking a more in-depth understanding on contracts for crafts.

Comments: There is excellent information in this book and it comes highly recommended.

However, for any reader who is not a lawyer, it is hard to get through the entire book.

Unfortunately, the format for the book also makes it difficult to find just one topic of interest, if you don't have time to read the whole book. The contract in the book also offers too much legal jargon. Other books with contracts previously listed are much easier to use.

Business Forms and Contracts (in Plain English)

Author: Leonard D. DuBoff

Publisher: Madrona Publishers, Seattle, Washington 1993

111 pages

Audience: Artists or craftsperson

Comments: The format for the legal forms was not as clear as similar books.

The Desk Book of Art Law and The 1984 Supplement to the Desk Book of Art Law

Author: Leonard D. DuBoff

Publisher: Oceana Publications, 1977 & 1984

Audience: Lawyers dealing with art law issues.

Comments: This text is actually designed as a reference guide for lawyers about art law. It is outside the average person's ability to absorb the legal technicalities. If you are interested, Leonard D. DuBoff has written several books about Art Law for artists that are easier to decipher without a legal degree. Other books designed for artists by Leonard D. DuBoff include: The Law (in Plain English) for Crafts, The Crafts Business Encyclopedia by Michael Scott as revised by Leonard D. DuBoff; and The Art Business Encyclopedia.

IV. WEB SITES (in alphabetical order)

artbizcoach.com

Author: Alyson Stanfield

Website: Offers a free on-line newsletter the focus of which is help for artists wishing to improve their professional practices.

Audience: Though targeted toward artists, the information offered is applicable to the craftsperson interested in learning how to better advocate for their work and reach a larger audience.

Comments: Under the heading “Cool stuff” there is an excellent listing of resources for:

- Business of Art & Artist Advisors
- Opportunities for Artists
- Services for Artists
- Inspiration for Artists

The “motivational cards”, also under “Cool Stuff”, are inspirational tools meant to get the site user focused on improving their professional practice. Ms. Stanfield also offers on-line career advice.

artbusiness.com/artists.html

Author: Alan Bamberger 1999-2003

Website: Offers an extensive listing of articles for artists, dealers and collectors.

Audience: Everyone interested in learning more about the business of art.

Comments: This site is an excellent reference and resource for up-to-the-date information.

This website is easy to navigate. For example, the articles are sub-divided into two categories on the home page: “Articles for Artists” and “Articles for Collectors”. Each title clearly indicates the content of the article and the information covered within each is clear, reliable, and unbiased.

While not specifically directed toward the crafts practitioner, the information available on this site is of great value to anyone in the crafts field. For example, the article “Donating Art: A Primer” is targeted at the collector and/or dealer, but offers the artist/craftsperson a window to the collector’s and dealer’s point of view.

1x.com/advisor

Author: Chris Maher

Website: This unique web site offers guidance to artists/craftspersons who are interested in using the Internet to sell their work. A free on-line newsletter is available upon registration.

Audience: Any artist or craftsperson with an existing web site or anyone with plans to construct one.

Comments: Although the amount of technical information can at times, be overwhelming, this site has many useful tips for constructing a successful site. Many articles include common sense advice such as –warning against placing heavy graphics on your home page that slow down loading. Another example is found in the article, “Design Your Site With Search Engines In Mind” which offers advice on how to get your web site higher priority on search engines. If you are working with a web designer, be sure and share this site with him or her.

The gallery information found at this web site is not recommended, as it is eclectic and appears to be unedited.

V. AUDIO TAPES

Be a Dynamic Craft Seller

Author: Bruce Baker

Publisher: Bruce Baker

551 Munger Street
Middlebury, VT 05753

(802) 388-3434

email: info@dbakerinc.com

Website: dbakerinc.com

Audience: Artists or craftspeople planning to sell their work themselves at retail or wholesale shows.

Comments:

Presented as "a motivational tape for craftspeople", this 90-minute tape offers very sound advice for selling work in the most effective manner. It's worth listening to Mr. Baker's advice repeatedly, an excellent reason for purchasing this tape. Take this tape with you to shows so that his mantra for selling success is clear in your mind.

The most useful advice addresses the topic of how to speak with your customers. Two examples are-- how to spark up a conversation at a craft show so potential customers don't walk past your booth, and how to respond to common questions like, "How long does this take?" Booth design, selling, and the value of your work are also covered.

This tape provides an excellent checklist for the basics of selling and is highly recommended. The skills required to design and produce excellent work do not naturally go hand in hand with the skills required to market and sell your work. Baker's tape provides the fundamentals needed to be successful in sales after you have completed your best design and production.

SNAG Professional Guidelines Committee
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