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October 26, 2023

Bridgette Mayer

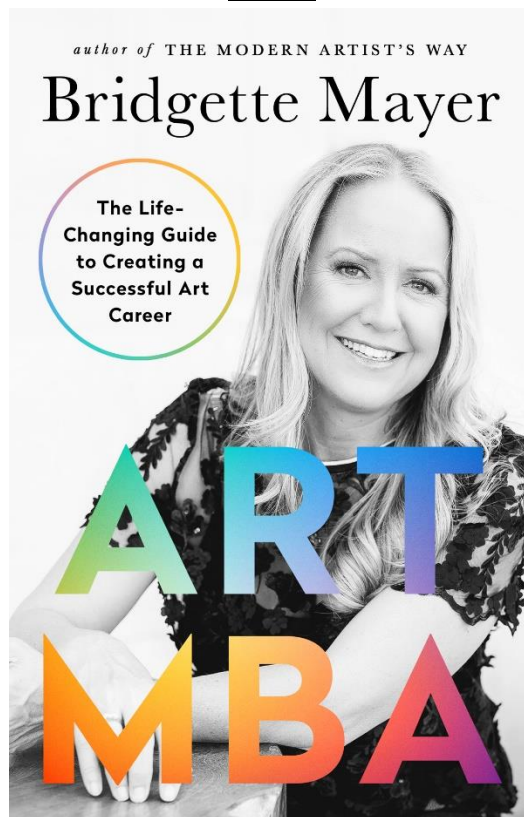
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Bridgette Mayer releases fourth book: Art MBA: The Life-Changing Guide to Creating a Successful Art Career



Top gallery owner, art consultant, coach, and author, Bridgette Mayer, shares her own hard-earned and learned tips, tricks, mindsets, and skills to get ahead in her new book, *Art MBA: The Life-Changing Guide to Creating a Successful Art Career*. Based on her wildly popular online course, *Art MBA* shares the business tools needed, easy-to-apply daily steps, and a valuable roadmap to stand out in the marketplace, gain recognition, and command profits. This new book allows artists to take back control of their career and learn the business essentials of the art world today.

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Mayer outlines how artists can:

- Asses their career and create a vision for their career goals
- Understand mindset, re-write it for success
- Approach professional galleries for representation with a clear focus and templates for art submissions
- Marketing art through traditional and social media channels
- Identify appropriate sales opportunities and capitalize on them accordingly
- Understand the principles and psychology of money
- Grow and manage sales income

Art MBA: The Life-Changing Guide to Creating a Successful Art Career is for any artist who attended college or grad school and still has a hard time getting their work seen and recognized in the artworld and any artist who is seeking a stable financial foundation to build upon. Mayer provides a crash course in the “business” of art so artists can manage their career on their terms.

Bridgette Mayer is an accomplished art dealer who has run and operated her gallery on Washington Square in Philadelphia for 23 years. She is an art consultant, author, speaker, coach and mom. Mayer is the author of three books, *Art MBA: Mindset*, *The Modern Artist’s Way*, and *The Art Cure*, and the founder of the online educational program Art MBA. She has been featured on CNN's Anderson Cooper 360, and was recognized as a recommended Philadelphia arts destination in *The New York Times Magazine*. Mayer was also named one of the Top 500 Galleries in the world by Boulin ArtInfo, and was featured in the Tory Burch Foundation’s “Women To Watch” series. Mayer has been a featured speaker on many panels in the Philadelphia area has guest lectured at a number of universities including her Alma Mater, Bucknell University.

Bridgette has turned her passion for art and business into an opportunity to help artists around her find their own career success through her coaching, books, and programs. Her work has transformed hundreds of artists’ lives: physically, financially, mentally, and career-wise. Her artist resources and programs can be found at www.bridgettemayer.com

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