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Be careful out there

by [Asbjorn Lonvig](#)

I have this Commentary on online marketing: Cyberspace is loaded with junk. Cyberspace is loaded with marketers trying to sell junk - and earn a fortune before sunset. But you can see if it is junk right away. Look at the design of a web page. Look at the design of the e-mail with a fantastic offer. It is like looking at an art work - trust your eyes - trust your own judgement. Only you can feel if the sender has put some hard work in the effort to reach your attention. A part of his own heart.

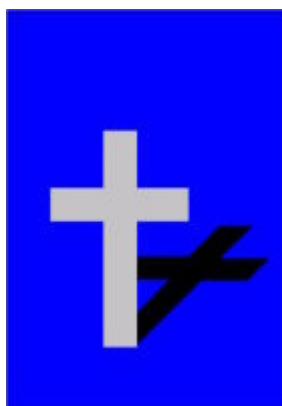
But.
Be careful out there.

It is in the same way when we sell art works online. Don't expect to earn a fortune before sunset. Look at the design of your web pages. Look at the design of your e-mails. Put some hard work in the effort to reach people's attention. Most important: A part of your own heart.

There are no rules.
But I humbly can show you what I did concerning online marketing since my artblog in September.

Indonesian Selection

As I told you in September Teguh Prasetyo Heruwaluyo arrived from Jakarta. For two weeks we worked hard. I was surprised to learn that our point of departure were Christian motifs. Christian motifs to the world's largest Muslim country? "you raise me up" and "the true way" were some of the input from Teguh Prasetyo Heruwaluyo. During our two weeks of cooperation we made this web page <http://www.lonvig.dk/indo.htm> I would like to show one of the motifs.



This is "you raise me up", acrylic on canvas, 201 x 139 cm, that is 79.2 x 54.8 inches. Soon after I had published this motif on absolutearts.com it was shown in Art News. The price was US\$ 15,000. But as Teguh Prasetyo Heruwaluyo saw the motif the price immediately was "raised up" to US\$ 43,000 - edition 5. I intend

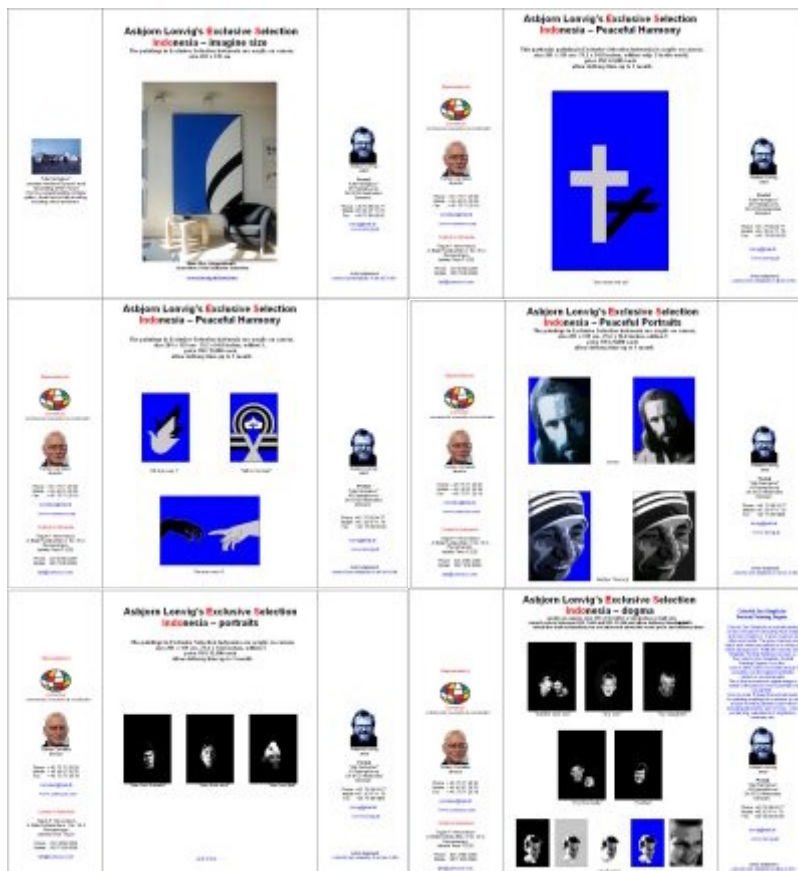
to create Colorful Zen Simplicity. It's rare to feel Colorful Zen Simplicity.

And Teguh Prasetyo Heruwaluyo travelled home to Jakarta, whistling. With this art dealer toolbox under his arm. Well, the art dealer toolbox is not very heavy - it actually is a web page.

Here is what's in it:

- A link to Exclusive Selection Indonesia.
- A special reference list for printing.
- 6 new brochures on Exclusive Selection Indonesia for download (see below).
- A link to postcards of portraits for download.
- A link to Colorful News.
- A link to Gallery News.

The 6 new brochures/flyers:



Until everything is happening online, the good old brochure/flyer in paper handled over to a potential customer personally always is a very effective marketing tool. I believe it'll last long.

Chinese Selection

My Chinese translator Ni Duan from Hangzhou southeast of Shanghai has translated my fairy tales into Chinese from English. While she has shown the fairy tales to Chinese publishers, I have worked with the [Exclusive Selection China](#).



Friday I got this message from China.

A publisher in China wanted to publish my fairy tales. See the internet version in [Chinese](#).

A dream had come through.

Now the author fee has to be negotiated and all details have to be settled.

See [Children's Books Online](#).

Exhibition in Hamburg

In Hamburg, too we used the good old brochure/flyer concept.

[Read more](#).

That's all.

Sincerely,
Asbjørn Lønvig

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