



checklist

TIPS FOR A SUCCESSFUL TOUR

Tips are compiled from many artists and not every tip reflects every artist's experience.

If you have any tips to add, send them to EBCA and help out your fellow artists.

This document is divided into 3 Sections: Before the Show, During the Show and After the Show.

SECTION 1: BEFORE THE SHOW

ART INVENTORY

Display new, fresh work every year.

Consider having a wide range of prices.

*See EBCA info sheet (under "Resources" on website) entitled, "Making a Body of Work."

MARKETING

Send an email and/ or postcard to your contacts with a personal invitation to your studio.

Tell invitees to watch for the EBCA brochure in the mail so they don't toss it.

Invite your neighbors, too, and let them know if parking/visitors will affect them.

SIGNAGE

Put your signs at major intersections and confirm with visors that the signs were in the needed places.

Consider other ways of drawing attention to your locale: helium balloons on signs, large yellow flags.

In some neighborhoods you will need to take signs down at night and put back up in the AM

REFRESHMENTS

Most artists serve snacks and drinks but recommend keeping the food simple as people are coming to see art.

No messy or greasy food.

Children will likely visit so you may want to keep treats parents could disapprove of a little higher

Some artists like to serve wine

THE DISPLAY

Have different "stations" to hold the art so several people can browse at the same time.

Consider having a demo area. Your visitors will want to learn about your process.

With or without the demos, you might projects on hand in different stages of development or a storyboard showing your process.

Support each other!

- Have a map posted to help direct visitors to next studio.
- Encourage visitors to check out other studios.
- Display work of other artists.

You might also display a charge card sign if you are accepting credit cards (Square is awesome!)

Have your guestbook in a prominent location and encourage visitors to sign.

OTHER

Have cash for change.

Have all your items priced.

*See EBCA info sheet (under "Resources" on website) entitled, "Studio Checklist."

Consider having an evening reception Saturday night.

Section 2: During the Show

OPENING THE DOOR

Have music on.

Have someone on hand to greet people (and handle the financial transactions if possible). You are then free to talk to the touring people about your art and are out of the financial loop. It also feels more professional.

Be upbeat.

Leave your front door wide open so timid people do not hesitate to come in.

Keep the entryway open and inviting.

INTERACTING WITH THE PUBLIC

Be sure to give ample attention to strangers, they are usually the buyers.

Engage, engage, engage! Teach, share and reciprocate interest in your guests. Talk to the visitors. They are interested in the "story" behind the art piece.

Prepare busy (but not too-busy) work for lulls

See Elizabeth Hake's notes on selling **

Try to keep track of number of visitors and gather info on where visitors heard of tour to use our marketing money wisely.

Make children welcome.

Section 3: After the Show

Compile new addresses in ailing list for next year!

Anyone you need to thank?

Anyone you need to follow-up with? Custom order leads?

The Tour is long but if you are being hosted, try to help but the studio/home back as it was.

OTHER ADVICE

Much of the tour is OUTREACH.

At least half of my visitors had no intention of buying anything. They came to see where I worked, what I did, wanted information on how to start their own art business.

It may take time for customers to find my studio. Don't look at the tour as a one-year "make or break" event. Some people come back years later with orders.

What I've learned over time is that you get out of the Tour what you put into it. The best advice I can give to a first time member is not to expect too much. It may take several Tours for people to find your studio, so new members need to commit to the long haul.

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Prospects look good for an increased customer base in the years ahead. The population of eastern Boulder and Weld County is expected to increase by a quarter million in the next twenty years.