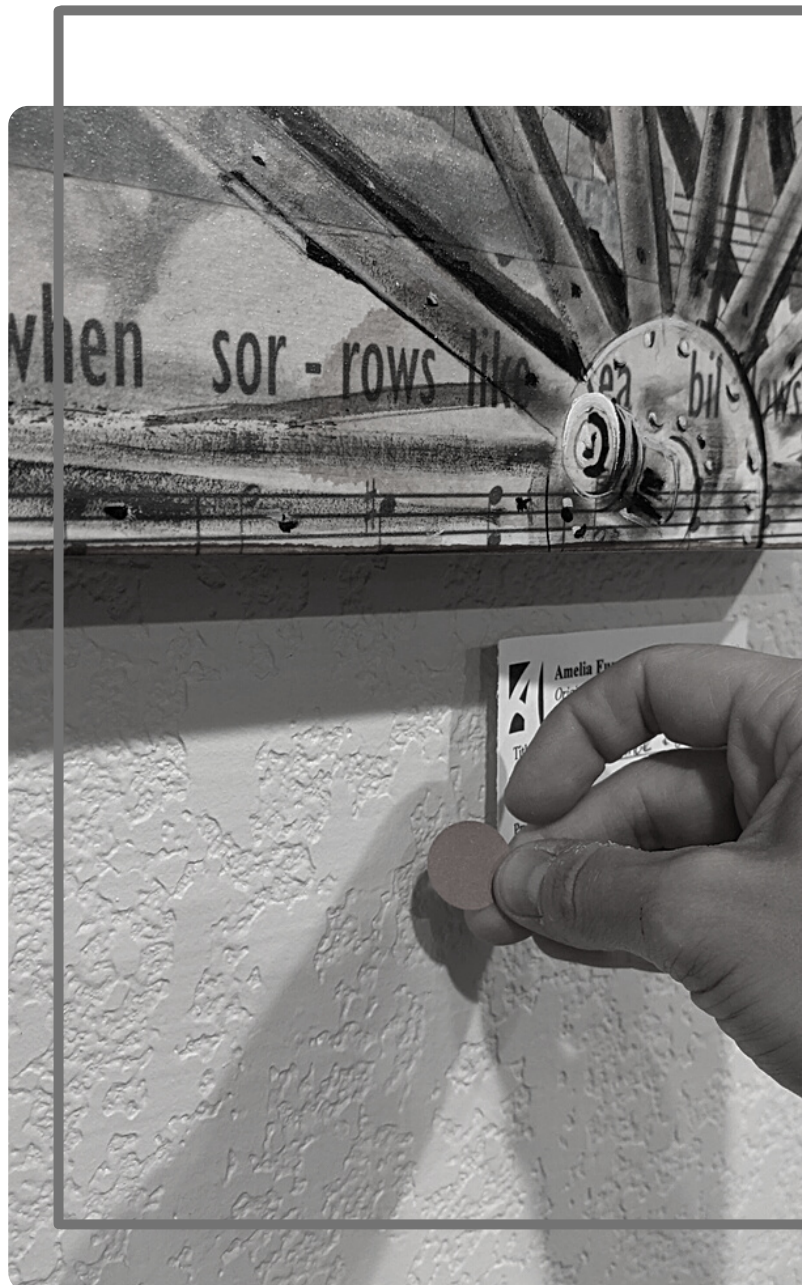


# WORKBOOK

## PREPARING YOUR PEOPLE TO BUY

Loveland Art Studio Tour Artist Workshop



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## **"PREPARING" IS ABOUT MINDSET**

Preparing visitors to buy is not about having the right tools or enticing with sales. It's all about getting your visitors connected to you and your work. Ahead of time.

**In your mind, what does preparing a studio visitor mean and look like?**

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## **FACETS OF CONNECTION**

**Physical**

**Mental**

**Emotional**

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## VEHICLES OF CONNECTION

**What are all the vehicles of connection that you can think of?**

- **Email**
- **Social Media**
- **Phone Calls/Texts**
- **Printed Materials**
- **In Person (Face to Face)**

**Which is the easiest for you?**

**Which is most effective in your experience?**

**What can YOU authentically share that will result in someone thinking "me too," "I get that," or "I want more."? (make a list)**

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## "YOUR PEOPLE"

### Definition of "your people"

#### Characteristics

- Respects you.
- Likes your work.
- Has money to spend.
- See the value of art.
- Resonates with your art's message.

**Describe your people as specifically as you can from surface to philosophy. Where did you find them? Where did they find you?**

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## HOW TO TALK TO "YOUR PEOPLE"

**5 practices for communicating with your people that will naturally lead to connection.**

- **Make it personal**
  - **Simple and specific**
  - **Speak to the problem**
  - **Share your solution**
  - **Show up consistently**
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## "BUYING" OR "BUY-IN"

When it comes to art, collectors take a journey of "buy - in" steps before they purchase. These steps can be very linear, or they can loop around, double-back, etc. Every collector is different and no path is right or wrong.

**What are some "buy-in" steps that people take?**

**During the tour, how can you help your visitors take "buy-in" steps?**

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# **ESSENTIALS FOR "BUY-IN"**

## **STEPS THAT LEAD TO BUYING**

**Things to have ready at your studio location include:**

**During the tour, how can you help your visitors take "buy-in" steps?**

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## MY NEXT STEPS

**What was my biggest takeaway from this workshop?**

**What do I have additional questions about?**

**What is MY next step in preparing my people? (list out a series of steps you can take before the studio tour)**

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