

Studio Tour Checklist for Artists

Tour artists, these tasks and to-dos are just suggestions for you and they are organized in chronological order so that you can tackle things in a timely manner. Remember, you don't have to do all of the things on this list! Pick the ones that fit you best and fit your clientele best and go from there. Put these items on your planner for the next month and watch the magic happen!

3-4 Weeks Before Tour (or ASAP)

- Create postcards and get printed
- Address and mail postcards
- Create new work for the tour!
- Be regularly posting on social media channels to promote the tour (you can share other artists, post about yourself, etc)
- Email mailing list to let them know about the event
 - Share "sneak peeks" of your work and your space
 - Communicate about special offerings or deals
 - Communicate about what they can expect at your studio (how are you going to draw them to your location?)
- Check business card inventory, order more if needed
- Prepare a small free offering for your patrons who attend (not necessary, but it really leaves patrons feeling appreciated and loved)
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Two Weeks Before Tour

- Pick up yard signs and banners at Lincoln Gallery
- Prepare your work with wires and frames (if applicable)
- Prepare labels for your work (include your name, title of the work, size, medium and price)
- Find a helper or two to assist you at the tour event. Make sure you train your assistant in regards to running sales, packaging artwork, etc
- Get familiar with the Loveland Art Studio Tour App. Download it to your phone and practice with it. Pick up some maps at Lincoln Gallery or have some of the PDF version printed.
- Keep engaged on social media and emails. Remind people of the event and share with them what you are excited about and what they can expect to see.
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One Week Before Tour

- Have change ready for cash sales
- Pick up packing materials (paper, bubble wrap, plastic bags, tape, etc)
- Test out your digital devices for credit card sales (if applicable)
- Create a way to collect visitor information (QR code to your mailing list sign up, a guest book, a clip board and sign up sheet, etc)
- Figure out food and beverage offerings and schedule a time to pick up or have delivered.
- Have red dot stickers or a red marker to mark items as sold.
- Create signage for your space to help visitors navigate to all the areas that you want them to see (bathroom as well)
- Print out and post your artist statement/bio
- Remind people of the event on social media and your mailing list. Send them some sneak peeks of your space and your work.
- Send out texts to friends and family who might like to know about your event.

Day Before the Tour

- Put out yard signs the evening before the first day of the tour or the morning of the first day. Banners too.
- When setting up for the event, make sure that all outside and inside walking obstructions are either marked or removed.
- Select a music playlist
- Prepare your demo and your materials for demoing
- Confirm with your helpers
- Clean the bathroom.
- Put up labels for the work.
- Put up signage around your studio location to guide visitors
- Put up artist statement/bio
- Send out a final reminder about the tour via social media and email. Keep this email very simple and straightforward.

During the Tour

- Straighten work as needed
- Put a name tag on, even if it's just a white label that you write on.
- Get your food and beverages ready to go. Make sure there are extra available for your helper to put out when needed as well as adequate trash receptacles.
- Get your packing station organized and ready to go
- Put postcards and business cards out for folks to take.
- Have maps ready for people.
- Put maps out for people and be ready to help them with the app if needed.
- Be handing out your free offering to guests
- Encourage people to sign up for your "invitation list".
- Smile and welcome people when they come.
- As people are viewing your work, ask them questions:
 - Have you seen my work before?
 - What brings you to the studio today?
 - Which piece is your favorite?
 - What is it about "this piece" that draws you in?
 - Where can you see this hanging in your space?
 - Do you have questions about my process?
 - Are you from Loveland or out of town?
 - What other studios are you visiting today?
 - Do you need some ideas of where to go next?
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