

## **Running a Successful Studio – Gerry Hogaboam**

1. Display a work in progress.
2. Distribute brochures.
3. Show a step-by-step video or photo montage.
4. Sign “Walk in, please!”
5. Sell using a Square terminal.
6. Wear your Name Tag.
7. Circulate and engage visitors.
8. Serve non-messy refreshments if practical.
9. Obtain Liability Insurance for a Business.
10. Post and Share on Social Media.
11. Publish time to view your demo.
12. Set-up e-transfer with your bank account.
13. Display publicity materials for upcoming and past shows.
14. Inform Neighbors of event & of increased traffic.
15. Stay focused. Who is where? Where are their hands?
16. Display your portfolio – bio, statement, CV.
17. Attend pre-tour meetings.
18. Have one other person on site.
19. Be present; visitor came to meet you.
20. Give out your Business Card.
21. Guest Book with email permission.
22. One person handles sales.
23. Display books, magazine articles, awards.
24. Clearly display Artist studio sign. Add some balloons!
25. Talk about what makes your art special.
26. Have cash for small sales.
27. Join the Planning Committee.
28. Mark entrance to studio/home.
29. Clearly label art with price.
30. Send handwritten Thank You notes to assistants, collectors, and anyone who made the day happily memorable.