Helpful Tips for New & Experienced Studio Tour Artists

Let Everyone Know

Let everyone you know – friends, family, co-workers – you are in the Studio Tour. Send out notices to your mailing lists. Hand out Studio Tour rack cards at shows or other events in which you participate. Drop off Studio Tour Guides at places you frequent. Post a Studio Tour Guide or rack card in your office or on a church or community bulletin board. Refer everyone to the Studio Tour website (**www.PrescottStudioTour.com**) for maps and information. Tell them to be on the lookout for yellow Studio Tour signs.

Point the Way *(Hosts only)*

At the end of the day before the Studio Tour begins put out your yellow Studio Tour signs with the directional arrows pointing the way to your studio. Bring in your signs Sunday evening, the last day of the Tour. You do not need to bring them in every night.

Interact with the Public

People who come to your studio want to know about how you create your work, what inspires you, and how you got started. If you're unaccustomed or uncomfortable talking about your work, take time to plan stories about your work or your process and practice telling them. Consider having a friend or relative on hand to help tell your story.

Price Your Work Consistently & Appropriately

One of the hardest things for any artist is to put a price on their work. Often, they over- or underprice their work. And sometimes work of similar size or technique has widely varying prices. This can confuse potential buyers. Look at your work objectively when setting prices. Be sure all your work has a clearly marked price.

Display Your Work Effectively

Arrange your work attractively and professionally as though it was in a good gallery or retail store. Leave some blank space so people's eyes can rest and so your pieces stand out. Place small paintings on small easels set on tables or shelves. This will help people who don't have wall space see there are other ways of displaying paintings. For 3D work, consider using various height boxes on tables or shelves to create different levels. Drape fabric or a tablecloth over the boxes and tables. Pedestals or small tables can be used to spotlight a piece or a small group of pieces.

Create a Demonstration and/or Art Participation Area – If Feasible

Set up an area where you can demonstrate how you create your art. People love to see artists at work. If it is difficult to show your process, think about having a slide show or video on a digital frame that shows you at work. Also, you might want to come up with a project your visitors can make – maybe contribute to a group painting, paint a tile, or make a pair of earrings. If you do decide to have an Art Participation area it is a good idea to have a helper who will guide the efforts of your visitors, leaving you free to talk with others. However, you may not want to do this if visitors will be crowded together in a small space.

Enlist Help to Write Up Sales & Package Your Work

People who come to your studio want to talk with you and it is very hard to write up a sale and talk to people at the same time. Enlist the help of family and friends to take care of the business side of the Tour so you can focus on talking about your art.

Set Up a Cash/Wrap & Mailing List Sign-Up Station

Establish a small area to write up sales, accept payment and wrap the piece. Store receipt books, cash box, bags, boxes, and tissue paper here. *(For a nominal fee, you can buy end rolls of unprinted newspaper at the Daily Courier plant next to the Post Office on Hwy. 69 in Prescott Valley.)* This is also a good place to keep business cards, the Tour mailing list sign-up sheets, and Studio Tour Guides. **Please be sure to have your visitors sign up so they may be informed of next year's Tour.**

Accept Credit Cards

Visitors are more likely to make large purchases or even impulse purchases if you accept credit cards. Using Square is particularly easy – you just need to set up an account with them, tell them the bank account in which to deposit funds, and order a credit card reader. You are only charged a fee when a credit card is used. Go to **www.SquareUp.com** for details.

Count Your Visitors

Use a "clicker" to count the number of visitors to your studio. This is a great job for a helper. Clickers are inexpensive and can be found at office supply stores and online. The number of visitors to your studio is used, in combination with all other studios, when we apply for grants.

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Have a Raffle

People love the idea of getting a beautiful piece of art for the price of a raffle ticket. Let them know the money they spend on raffle tickets helps to fund children's art programs in the Quad Cities and next year's Tour. In 2025, we were able to donate $1,000 to each of these programs:

- Mountain Artists Guild Youth Art Program
- Phippen Museum Youth Outreach Program
- Launch Pad Art Club
- 'Tis STEPS Art Education Program for Kids

Post the Raffle Ticket Sign we provide in the bag of materials you'll pick up in August. Have a container to hold the completed raffle tickets. If there are multiple artists in your studio, you may want to have a separate container for each piece that is being raffled. Draw the winning tickets at the end of the last day of the Tour. Notify the winners within a few days. Set up a mutually convenient time for them to come back to your studio to pick up what they won. If your item is hard to ship, make a sign saying it may only be picked up.

Take Photos & Videos

Take photos and/or videos before the Tour of you at work and during the Tour of the visitors in your studio.

- Post them on social media using the hashtag #PrescottArtistStudioTour.
- Email them to **Committee@PrescottStudioTour.com**.

Photos and/or videos may be used in any of the following ways.

- In response to requests from publications for candid shots of visitors at Tour studios. Note, most publications require images to be at least 300 dpi (high resolution). Set your camera for the highest resolution/largest file possible.
- In Tour social media posts, particularly those leading up to the Tour.
- On the Tour website.

Market Yourself

If you have an upcoming show or a new gallery show, have information about it available. If you teach, have information about upcoming classes and a sign-up sheet. If you create custom work, have information about the type and how to find out more.

You could create cards which you hand out or include with a purchase. You might want to keep a stack at your cash/wrap station. You might also have a framed poster or card somewhere in your studio.

Ask About Visitors' Studio Tour Experience

Ask your visitors if they've visited other Studios on the Tour and what their experience has been. If they haven't visited other studios, suggest other studios in the immediate area and/or offer them the map in the Studio Tour Guide.

Offer Refreshments

While not mandatory, refreshments provide a welcoming touch and do not need to be elaborate. You may want to only offer individually packaged treats and beverages. If you do offer refreshments, provide a place for them, and keep the area clean and refreshed.

Have Fun!