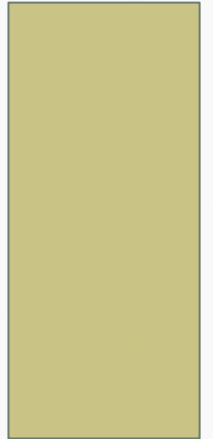


SIX TIPS FOR SUCCESS

OPEN STUDIOS AND ART SALES



SIX TIPS FOR SUCCESS

1. Front of House
2. Storytelling
3. Read Your Audience
4. Packaging/Closing the Sale
5. Have Plants
6. “Can I Take a Picture?”

FRONT OF HOUSE

TIP #1

FRONT OF HOUSE



F.O.H. – THE BASICS

DO

- ✧ warm welcome
- ✧ eye contact
- ✧ directions / instructions
- ✧ invite a stand-in
- ✧ be YOU
- ✧ focus on the art
- ✧ have your one liner
- ✧ gracious exit

DO NOT

- ✧ forget to unlock the door; open the gate
- ✧ place a “non-people-person” as FOH
- ✧ put yourself in all positions
- ✧ turn your studio into a café
- ✧ lose focus of the art

STORYTELLING

TIP #2

PROCESS STORYTELLING



PROCESS STORYTELLING



PROCESS STORYTELLING



BACKGROUND STORYTELLING



READ YOUR AUDIENCE

TIP #3

READ YOUR AUDIENCE

- ✧ Age – the young and the wise
- ✧ Interest – materials, process, new space
- ✧ Engaged in conversation
- ✧ Educational visit
- ✧ Architectural enthusiasts
- ✧ Measuring tape
- ✧ “try it on for size”

PACKAGING + CLOSING THE SALE

TIP #4

PACKAGING + CLOSING THE SALE

- ✧ predetermine how items will be packaged
- ✧ 2D – back with foam core/mat board, envelope, sleeve
- ✧ 3D + jewelry – varies by material
- ✧ cellophane tape, tissue, bubble, tape
- ✧ clean recycled materials
- ✧ provide special hardware
- ✧ offer assistance
- ✧ If art is bigger than a basketball or requires two hands, load it in their car

HAVE PLANTS

TIP #5

GOOD PLANTS



BAD PLANTS



“MAY I TAKE A PHOTO?”

TIP #6

Need 1 : 1 Advice?

*60 minute studio visits and unique pro tips to
make your Open Studios successful. \$100.*

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RADIUS

G A L L E R Y

Up next: "Ten"

OPENING RECEPTION SATURDAY 9/30