



## warwickshire artsweek

- Be seen, be found – use your venue signs.
- Keep your visitors – offer drinks and be available.
- Give demonstrations and attract more visitors.
- Get publicity – use Parish magazines, local papers, posters in shops.
- Personal invitations and private views pay off. Have a visitors book.
- Collaborate with other artists, supply directions between local studios. Have an art trail.
- Promote brochures – check they are in local libraries and openly displayed. If you don't see them, then ask. Put them in local attractions such as Open Gardens/Garden centres. Request extra guides if needed.
- Ask local pubs, shops, hotels and Estate Agents to display posters and have a few brochures.
- Be there at your stated times of opening.
- Be careful, make your environment safe, warn visitors of unavoidable hazards.
- Send out as many invitations as possible to neighbours, past buyers, friends, galleries and other artists. A personal note on each invitation will prevent it being mistaken for a circular.
- Consider holding a Private View.
- and clearly with price and other useful information, or give out printed lists.
- Display CV and reviews, publicity or press coverage.
- Stay close to the prices you would ask in museums or galleries. We wish to enlarge public interest, not undermine dealers.

- Be business-like, try to maintain prices, offer small reductions only if asked.
- Record each sale in duplicate with name and address of buyer.
- Keep a cash float.
- Have low cost items and image postcards for sale.
- Do not be disheartened by few or no sales – at least your work will be better known.
- Type up a press release to send to Newspapers, Magazines etc.
- Leave time in your opening schedule to visit other studios.
- Secure small removable objects.
- Label each work carefully