



## TIPS for a Successful Tour

We are in this together! Let's work together to support each other's efforts!

Many of these activities will be coordinated through your regional artist group including networking, marketing, distribution and sign placement. Be sure to watch for important Tour information coming to you by email (check your junk mail). There is also a Tour information Facebook page and an Artists Resource page on the website. If you still have questions, ask your Regional Leader or contact Rebecca at [admin@placerartiststour.org](mailto:admin@placerartiststour.org)

### 1. **Prepare & Market:** (4-8 weeks in advance)

- Work ahead to be sure to have enough completed works for sale. No fewer than 15 originals. Create a timeline to help keep you on track.
  - Create personal invitations – postcards (with Tour branding), written, phone calls, email, and social media. Personally invite neighbors, friends and your patrons. Most attendees come from personal connections.
  - Distribute postcards early and save your Tour Guides for patrons closer to the Tour dates. Take Tour information such as postcards to your summer events and art shows.
  - Assist in your region to help with distribution of posters, postcards and Guides. Terry Shearn is our Distribution Leader - [TerryShearn@gmail.com](mailto:TerryShearn@gmail.com) or text (530) 460-8854. If you need more, High Hand Gallery, Auburn Old Town Gallery and Persimmon Gallery and Art League of Lincoln will have extra postcards and Guides available.
  - Social media - Like, comment (4 words or more) and share the Placer Artists Tour Facebook posts. Also join the Placer County Artists Private Page and follow the Tour on Instagram. Encourage your friends to do the same. Consider making your own posts and promoting your studio and other artists in your region. Create stories and include anything unique to your location such as live music, collaborative projects and interactive activities.
  - Order extra business cards in advance or create your own.
  - Consider making holiday items, greeting cards and gifts in multiple price ranges, for increased sales.
  - Sign up for Square or another similar contactless credit card processor. This is simple and will increase your sales. Practice ahead of time. Square can also manage your inventory. You will need reliable internet.
  - Get to know artists in your region so you can recommend them to visitors.
  - Attend the Potluck September 19 to collect signs, Guides, posters and postcards as well as network with the other artists.
  - Participate in the Taste of the Tour Preview Show and attend the reception November 4, 5 to 8pm. Blue Line Arts is the premier visual arts Gallery in Placer County so you want to look your best. Every artist will be represented. The prospectus is in Artist Resources. Deadline to enter is October 1. Invite guests, friends and patrons to attend the reception with you.
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- **Studio /Environment Preparation**
    - a. Enlist a Greeter/co-worker. (friend, neighbor, significant other or student)
      - i. To greet visitors at the door and help direct parking if applicable.

- ii. They can encourage people to sign in with the new QR code. A giveaway can encourage guests to sign-in. You may want to use your own list of those interested in your work but the QR data will be available to all artists at your location. It is important for the Tour to collect data for grants and fundraising.
- iii. Your co-worker can make sales and pack artwork while you talk and demonstrate.
- iv. They can allow you time to take a break. Be sure to eat and stay hydrated.
- b. Have someone take photos of you at work with people engaged for future publicity and to post instantly to Facebook and Instagram. Encourage the public to do the same.
- c. Make visitors feel welcome and smile!
- d. Fresh flowers are a nice touch.
- e. Offer snacks - fingerless best (ladle and cups or prepackaged)
- f. Provide drinks (for example: water, lemonade, tea or hot cider), **no alcohol**.
- g. Obtain a Seller's Permit Number if you don't have one: <https://www.cdtfa.ca.gov/services/#Register-Renewals>
- h. Consider the weather! Offer umbrellas if raining. Secure signs, EZ Ups and protect artwork.

## 2. Safety:

- a. Watch for loose stepping stones, hand rails, etc and repair ahead of time, if possible, or at least mark these places with caution tape – make signs that say “watch your step”. Use doormats to prevent slipping.
- b. Consider your traffic flow for parking, use directional signs to direct traffic.
- c. Secure animals, put away medicines, jewelry and valuables.
- d. Create a “no public restroom” sign.
- e. Use caution tape to mark off areas and keep doors closed and possibly locked where you do not want visitors to enter.
- f. Obtain business or event insurance – Homeowners insurance may not cover you. Check with your insurance agent. Steve Galyardt, the Tour insurance agent, recommends The Event Helper to cover you during the Tour - 855.493.8368 [www.theeventhelper.com](http://www.theeventhelper.com). If you have questions you may contact Steve Galyardt of George Petersen Insurance at (530) 823-3733 or [sgalyardt@gpins.com](mailto:sgalyardt@gpins.com)

## 3. Demonstrate

- a. Best to demonstrate live. Make it simple enough that you can engage visitors in conversation while working.
- b. Consider setting an interactive project up to engage visitors. We have a small grant this year to help purchase art supplies for 10 artists to create interactive projects for children.
- c. Video and/or portfolio book printed or on ipad can also help visitors visualize and understand processes.
- d. Layout out steps of process with materials used or have an easel set up with work in progress when you are not doing a live demo.

## 4. Displaying your art

- a. Create traffic flow through your space. A one way loop will help with social distancing.
- b. Must have good lighting – clip on lighting or short portable track from Home Depot. (Check how much power you are adding)
- c. Consider displaying artwork at viewer's eye level without overcrowding.
- d. Prints can be displayed in bins. Cards displayed in acrylic holders.
- e. Mark each piece with price tags that can be easily seen and read.
- f. Keep “seconds and markdowns” in a separate area, if you offer them.

## 5. Sales

- a. Have bags and wrapping materials ready and prepare packing area with supplies nearby.
- b. Write a receipt with carbon copy, or use a point-of-sale system that records the information for you. Get their email on receipt for your records and, if you made a significant sale, collect their phone number and address for follow up.
- c. Square works great for credit cards on your phone/ipad and increases sales. You need to keep the client's credit cards where they can see you while you process. Use contactless processor if possible.
- d. Offer a broad price range – consider prints and cards but focus on featuring expensive, original works as well. Pricing can be tricky, consider current market value, your experience and your time and materials.
- e. Offer to do lay away.
- f. Offer to make an appointment to show work in their house, install and/or allow them to try the artwork in their space before purchasing. (get their Credit Card information and write a receipt but don't run it until approved)
- g. Have a sign-up sheet for classes and posters/postcards available for upcoming events.

## 6. Signs

- a. Reuse last year's signs with consistent branding. Add arrows and numbers onto your signs. New artists in new locations will have 3 signs and a banner or flag. Additional signs can be ordered through Paradise Signs. Info in Artist Resources.
- b. Work with your regional artists to plan placement of signs and banners/flags.
- c. Place signs at major crossroads but put them out the morning of the tour so they will not be taken. If you don't have a problem in your neighborhood with signs, you may leave them up all weekend. Be sure to retrieve the signs, sign stakes, banners and flags after the tour to be re-used in the future.
- d. Post Sponsor list for visitors to see.
- e. Keep some Tour Guides for use during the tour. Many visitors want to pick up their Guide on the Tour. Possibly have the website up for them to view or print the downloadable map if they need one.
- f. Have signs for Facebook and Instagram links and encourage people to post as they go.
- g. Post your biography/statement and/or create small flyers that help tell your story.

## 7. After Tour

- a. Come to the wrap up meeting November 20, 1:00pm at Blue Line Arts, and pick up your art. Your feedback is important to us!
- b. Bring your sign in sheets to the wrap up meeting if you used them in addition to the QR code.
- c. Send follow up thank you notes or emails to people who have purchased from you.
- d. Retrieve your signs and store them for next year, or if not participating, turn them in at the Tour Wrap Up meeting at Blue Line Arts November 20 at 1:00pm.
- e. Respond to the follow up survey so planning can begin for the 2024 Tour promptly.