



I Like Your Work
The Works

TOP TIPS FOR YOUR OPEN STUDIO



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OPEN STUDIOS

Hosting an open studio is a wonderful way to grow your network, yet, more often than not, the prep work, fear of an empty guest list, or concerns about your studio's location make many artists hesitate to take the plunge. That is why I put together this quick list to take away some of the concerns and let you enjoy putting together your Open Studio.



1-GET READY

1- Who and Where: There are a lot of different ways you can set up an Open Studio. The classic is at your studio with only your work, but you can also invite other artists to join in and show their work in your space. Maybe you want to ask neighboring studios if they want to open their doors too! You can also learn about if there is a local open studio weekend in your area that you can be included in!



2-TIDY UP & ORGANIZE

Declutter your space so that visitors can clearly see your work. This may mean painting the walls and cleaning up surfaces that can be distracting. I think of it as work I need to do anyway so why not do it and then celebrate with a party?



3-CURATE YOUR COLLECTION:

Don't leave everything you have ever made up. Instead, highlight the works you're excited to talk about, and if you're in the market for some sales, make sure those pieces are up for grabs.

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4. PROMOTE:

A major part is getting the word out there. Share your open studio plans on social media and newsletters, and don't be shy to ask your friends to spread the word too. After all, it's a party, and what's a party without guests?



5-PREPARE TO SPEAK

Practice your elevator pitch and be ready to share about your work and process. Why and when you made the work can be great starting points. Be ready to shine a light on what you love to do!

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6-CREATE A WELCOMING ATMOSPHERE

Treat your guests to tea or a glass of wine and some snacks. You don't have to have anything fancy, but having something for people to do with their hands can work wonders for conversation flow.



7-THE DAY OF!

If needed, put out signs to direct people to your space. Get ready to greet people and have fun! Make sure you have a place where people can sign up to be on your newsletter.

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7-PRICING AND SALES

If you're looking to make some sales, be prepared to discuss your prices. Make sure to print price lists for people and have payment options ready.

AFTER YOUR OPEN STUDIO



After your studio visit comes one of the most important yet overlooked steps: following up with the people who attended. Open Studios is a way to get more eyes on your work and broaden your network. Not following up is a lost opportunity. Not only should you follow up, but make sure you take the time to organize and add new contact info to your lists.

Check out the following steps to make sure you get the MOST out of your open studio!



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1-SEND PERSONAL THANK YOU EMAILS

Make sure you send personal emails to each person who came to your open studio and signed up for your mailing list. These are the people who took the time to support what you do or were interested in learning more!



2-UPDATE CONTACT LISTS

Make sure you add their contact information to your lists. This way you know who you met when, where and what they do. (ie. gallerist, artist, curator, etc)

3-SEND A NEWSLETTER

Send a newsletter thanking people for coming. Share images of how great it went! Let people know if they missed it, they can reach out and come out for a studio visit and that you will have another open studio in a few months.



4-SOCIAL MEDIA

Post a picture of your open studio thanking people for coming. Let people know they can DM you to set up a studio visit and that you will have more open studios in the future.

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THE WORKS MEMBERSHIP



If you enjoyed this resource and learning about your professional practice, then you will love The Works! In The Works, we talk about the steps you must take to professionalize your practice and get traction. From websites, newsletters, and organizing materials to much more, we cover it all to help you feel more confident approaching and creating opportunities. I would love to see you at our next meet-up!

- Erika

“It isn’t just about the work that people see, it’s the steps you take behind the scenes that makes your career.”-Erika b Hess



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