

HELPFUL TIPS FOR A SUCCESSFUL TRAC STUDIO TOUR

1. **THE STUDIO** – You want people to feel safe, comfortable and clean when they visit you. This is a chance to tidy up and get rid of the clutter. Sweep up the sawdust, eliminate the clay dust and dust off your workbench. Even if you plan on demonstrating, a clean workspace makes a good impression.
2. **THE WORK** - If you don't have a showroom, display your work as best you can. Use part of your craft fair booth if you have one. Clean the tables, chairs, windows, etc. Make sure things are priced and you have lighting that shows off the work. In a way it is similar to a fair or gallery setting.
3. **REFRESHMENTS** – Offer food and drink to your visitors Often times they are unable to stop for lunch and welcome the chance to have a snack and perhaps keep them in your studio longer. Many studios try to have interesting nibbles (along the lines of hors d'oeuvres/appetizers), proving that creativity and talent don't just occur in the studio. Serve the refreshments in a clean area.
4. **SIGNS** – Put “Tour” signs and directional signs in strategic places first thing of the morning of the tour, or the evening before. Equally important is to immediately collect those signs once the tour is over. You should coordinate signs in your community with neighboring tour participants

THINGS TO REMEMBER

1. Make parking and the entrance to your studio obvious.
2. Price your work.
3. Have packing materials and extra change.
4. Greet visitors and introduce yourself. Often times visitors feel intimidated and a warm welcome can make the difference between a customer and just a visitor. Also it is important to remember that the visitor may be a customer in the future.
5. Have a guest book for people to sign so you can add to your mailing list.
6. If you want, go the extra mile and put a little seasonal décor in your studio. For the spring tour fresh cut flowers in a handmade vase and for the Dec. tour a string of Christmas lights or evergreen cuttings are some examples.