



## **Making Your (and Their) ArtWalk Experience Rewarding!**

The ArtWalk Staff offers these tips for making your ArtWalk experience a rewarding one for both yourself and the patrons!

- **You're a Celeb! Let patrons know who you are by wearing your name tag!**

Patrons of ArtWalk like to know who the artists are. And building a personal relationship with them starts with wearing your name tag—and improves your chances of making a sale!

- **Do a Demo, Tell a Story, Make a Memory.**

People love to tell stories about their artistic investments. When someone sees the craftsmanship that goes into your work through a demo, they know that they're seeing—and buying—something special.

Maybe your art can speak for itself, but it can't answer questions from an audience. Let your patrons know the history or inspiration behind a particular piece, or answer questions when asked. You'll find that the ArtWalk community is very receptive to stories about art—and ArtWalk is a great place for rehearsing presentations for gallery openings and other events.

- **"If you have to ask..."**

Remember to price your work and make sure it is easily seen—if patrons feel like they have to ask what the price is, they may not. And then they've talked themselves away from a piece that they think is out of the price range, when in actuality, it may not be! For items not for sale, simply put an "NFS" price tag on the piece.

- **The best "business card" is one that showcases You.**

Smaller, less expensive pieces—prints, notecards and other smaller items, in addition to your originals—make for great ways to get your art in front of people who may not otherwise see it. And affordable, accessible art really *moves* at ArtWalk! Also remember to have your artist statement available for people to read about you and your work.

- **"Word on the street is..."**

ArtWalk is one of Colorado's best locally run art events, but we need your help to promote you and other artists. Remember to send out ArtWalk postcards to your mailing list.

Thank you for making ArtWalk a tremendous success for ten years!

Sincerely,  
The ArtWalk Staff

[www.artwalklongmont.ORG](http://www.artwalklongmont.ORG)

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