**CREATE A LOCAL OPEN STUDIO GROUP**

You may be lucky enough to have others within 10 miles or so of your studio. If so, you can coordinate with each other to maximize promotion and pass visitors around the group.

**1. Make a Local Map**

There are plenty of ways to create a local map including making a copy of the section of the Open Studio map booklet and enlarging it. What may work better is a hand drawn map with local landmarks and mileages. Each artist keeps the map in their studio and hands it out to visitors. It is easy to make a Google map as well and this can be made public and shared. Start at this link. https://www.google.com/maps/d/. For a tutorial see this link: https://youtu.be/TftFnot5uXw

**2. Add local restaurants**

You may want to form a partnership with local restaurants by putting them on the map or running a cross promotion where they send people to your studio or make available your local map and you provide a special of some sort to those who visit your studio.

**3. Share pictures or examples of artwork**

You can ask visitors where they plan to go next and encourage them to go on to the next studio. Show them a picture or an example of the work they'll find at the next stop.

**4. Promote at Farmer's Markets**

If you normally sell at a Farmer's Market, it is a good place to distribute our maps or your local maps.

**5. Alter the Poster to represent the group**

Attach as a border, a strip of pictures with numbers, of the work of members of the group. This lets people in the local area (60% of those touring for Open Studio) an idea of what they will see.

**6. Make a distribution plan (with Zoom it is easy to meet as a group)**

Have at least one meeting of the whole group to make a list of places to distribute the map and poster. Everyone will take a list of places to check and re-supply. See below for some ideas.

**7. Distribute a group press release**

Instead of doing an individual press release, create a group press release. This might increase the chance that you'll be considered news.