

## Open Studio Seminar- 2/22/23



### Overview

Introductions

### Promotion Calendar Resources/Website

### Materials

Signs, Posters, Booklets

### Making Open Studio Work for You

- Social Media
- Postcards
- Calendar Notes
- Email Alerts

On the VCC website under the Open Studio tab, look at **Artist Resources** page and find suggestions on how to promote your studio event.

We can use Open Studio to communicate why we do this artwork, what makes this practice important to us, why artist and locally made is important, to describe and “sell” our unique story.

### **Telling the Story: Pictures, Words, Social Media, Your Website, Your Mailing List**

For an important planning calendar of posting and customer contact, see the **Content Calendar** on the Artist Resources page. Print and put it in your studio.

Begin by creating a social media post, announcing that you are part of Spring Open Studio. Keep it simple. It is more effective to make many posts with small updates than one giant post with paragraphs of information.

**No social media??** Send an email with an announcement. (Save the Date or You Are Invited!). Include a picture of your work. with links to Visit Open Studio on our website or to the google map.

**Videos:** As you get closer to the event, post simple videos created on your phone showing some of the preparation for the event, some technique you will show, or a preview of seconds or discontinued work. These don't have to be perfect. Just be human; cute or humorous videos are good too.

**Create a blog,** Write about things that you're doing to get ready, a paragraph a day/week/etc. Doesn't have to be sophisticated. No blog? Send out postcard. Encourage friends and customers to see what's going on around the state and explore new areas. If no website, use your VCC website member page to promote yourself.

## Why You Need a Website

A website, at its simplest, acts as an online portfolio that you control and own. Buyers and those curious about your work are expecting to be able to go to your website to see more about you, more of your work, just more. Social media can promote your work and send people to your website to find more. So can your email list and mailing to customers. If you don't have a website you should add this as a first priority budget item for this year.

We discussed creating a simple website using online services. Basic websites are available from **Squarespace** and **Shopify** among others. These services have templates that you can fill in with your own images and text and will charge you a monthly fee.

**Email List!** If you don't have one, make one – more on this later.

**Press Release:** Use VCC press release and adapt it for your use.

**Create a calendar event** listing and look for calendars to post in. Many newspapers have event calendars.

Here are a few:

**VermontVacation.com** (see directions for posting on Artists Resources page).

**Vermont Arts Council** - <https://www.vermontartscouncil.org/arts-resources/classified-ads>

Create one for **Front Porch Forum**. <https://frontporchforum.com>

**7 Days** and **Vt Digger** are also options.

<https://posting.sevendaysvt.com/vermont/Events/AddEvent>

[https://vtdigger.org/press\\_release/](https://vtdigger.org/press_release/) \$25 fee but probably worth it.

**What's Next: 2 more Seminars TBD**