

## Timeline for Marketing Your SVOS Open Studio

### September:

1. Make sure you have your Sales Tax and Reseller's Permit
  - a. Go to [www.boe.ca.gov](http://www.boe.ca.gov) Click on "Sales and Use Tax" or call 1 (800) 400-7115
2. Make sure you get a business license from the city in which you are selling. Look online for details.
  - a. If you are participating in a group site in a different city, you may be required to get a temporary business license for that weekend.
3. Begin building your email list of patrons and potential patrons
4. Include friends and family, co-workers, church members, neighbors, doctors, dentists, hairdressers, etc.
5. Investigate a mail list server - often free for low volume of monthly emails
  - a. Mail Chimp
  - b. Constant Contact
  - c. Outlook – limits on the number of emails you can send at one time (approx. 75)
  - d. Gmail – probably also has limits
6. Create your web site if you don't have one – there are many DIY (do it yourself) programs
  - a. Weebly.com
  - b. WordPress.com
  - c. Etc. - See our Resources list – will be posted on [www.svos.com](http://www.svos.com)
  - d. Set up a blog from your web site so you have a way to communicate with your audience
7. Make sure you have good (professional) photos of your artwork to submit with your SVOS application
  - a. If you cannot take these photos yourself, seek a professional photographer – SVOS can help supply names
  - b. Have professional photos taken of each of your pieces
  - c. Put your images on CDs or thumb drives so they are available to share with the press if needed
8. Take a look at the documents on [www.svos.org](http://www.svos.org) which outline many more ideas for marketing your event, pricing your work and preparing your studio. Click on For Artists Only/Press Room/SVOS University – Part 1 and SVOS University – Part 2

### October:

1. Send in your application for SVOS – deadline is December 31<sup>st</sup> – early applicants are eligible to get their image on the front cover of the Artist Directory and the SVOS postcards
2. Make sure you include high-quality 300 dpi images of the work you would like included in the Artist Directory and on the web site (72 dpi quality is good enough for the web site)
3. If you are not familiar with the image quality required for printing and web development, attend an SVOS University session which covers this topic
4. Other resources – check out Community Colleges in the Bay Area with courses that will educate you on these skills – Foothill College, DeAnza, Mission College
5. If you are having people come to your studio, check your homeowner's insurance to learn how it handles small accidents/issues and make sure your walkways and steps are sturdy and clear

### November:

1. Continue the items listed above

2. Set up your Facebook, Twitter, Pinterest and You Tube pages
3. If you are not familiar with Social Media, seek out ways you can learn about them
  - a. Community Colleges and Adult Education programs may offer these classes
  - b. Google You Tube videos which will walk you through these steps
  - c. SVOS classes giving you a high-level overview (typically offered in January)
4. Decide if you would like to run a business card ad in the Artist Directory and create it before you submit your application

### **December:**

1. Make sure you send in your SVOS application
2. Decide to attend SVOS University sessions that are useful to you and mark them on your calendar
3. Continue creating your art and capturing it with high-quality photographs
4. Continue to build your data base of patrons and potential patrons

### **January:**

1. Create your business card if you do not already have one
  - a. There are a number of web sites where you can design and print your business cards
  - b. See Resource sheet (Moo.com, VistaPrint, Zazzle, etc.)
2. If you decide to have lower cost items for sale (for example, your images printed on tiles, metal, Giclee prints, mugs, etc.), make sure you design these and get them ordered
3. Refer to the Resource Sheet on our web site for a more comprehensive list of providers
4. Create postcards that include your work and that of the other artists exhibiting with you. The same companies listed above can be used to create and print your postcards.
5. Decide if you want to create a flyer to drop off at local coffee shops, your hairdresser's shop and doctor's offices, etc. Design this with other artists who are participating with you and use the vendors listed above to create it.

### **February:**

1. On the web, research pricing for work similar to yours
2. Decide on pricing for your work – attend the Pricing session of SVOS University
3. Apply for a PayPal or Square account so you can take credit cards. Make sure you familiarize yourself with how to use it.
4. Begin matting and framing your work if it requires it. This is an expensive process, so it is best to spread it out over a number of months.

### **March:**

1. Continue adding to your email list.
2. Look into Calendar listing sites, so you are familiar with which ones would be good for you. There is a document on our web site under For Artists Only/Press Room/Calendar Listing Sites
3. Prepare the posting for your calendar listings so you know what you want to say
4. Take inventory of your note cards, business cards, Giclees, etc. and reorder them if needed

### **April:**

1. Make sure your studio is ready for guests. Hang you new work and prepare your price list or price labels

2. If you are exhibiting with other artists, agree upon the refreshments each will contribute, if any.
3. Also agree upon sign placements in the neighborhood
4. Get your yellow street signs laminated if you want to keep them year after year
5. Prepare and post your calendar listings at the end of the month
6. Work with other artists at locations near you to promote all of the sites in the region. This can be done by sharing postcards and flyers.
7. If you are contacted by the press, respond to them quickly and be responsive to their needs