



Making the Most of Your Art Walk Exhibition

The Edmonds Art Walk is now in its seventh year. As an established monthly event in the Pacific Northwest, even in cold winter months anywhere from 400 - 600 people attend this free event. Moreover, this self-selected audience is comprised of art appreciators and collectors. Many people wait all month for this opportunity to have the largest selection of art from which to select a new piece for their home. How can you make the most of this opportunity?

You've contacted your hosting merchant and made arrangements with him or her about how many pieces of art you can bring, and how long it will be there. So now, how do you generate more sales for your work? Here are some ideas:

1. Send an email to all your previous collectors, friends, fans and family members letting them know where you will be. You can include a link to the current Art Walk map and information, which will list you as a participant. Here's the link: manyaveeselects.com/artwalk/artwalk.htm.
2. Send a postcard to all your previous collectors, friends, fans and family members with that same information.
3. During the Art Walk, greet interested patrons and tell them about how you create each piece. Those technical details fascinate our Art Walk patrons, and makes it easy to talk about your work without bragging about it or asking directly for a sale, which can feel difficult for even the most seasoned artist.
4. During the Art Walk, always stand up, be smiling, and be interested in those who are interested in your work. Smile! No one wants to interrupt someone sitting down reading a book. Don't eat in front of customers. Dress appropriately. Smile!
5. Be sure to bring business cards, a book for interested people to give you their email address so they can find you again, information about upcoming shows and exhibitions, etc. This will lead to future sales and collectors!

Enjoy your time at our Art Walk, and let us know if there's anything we can do to improve it!

Questions? Contact...

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