

# ULTIMATE PREP LIST FOR OPEN STUDIOS



FINDING YOURSELF SCRAMBLING  
EVERY TIME YOU HAVE AN OPEN  
STUDIO EVENT? THIS IS THE  
ULTIMATE LIST TO GET PREPARED  
BEFORE OPENING THE DOOR.

# ULTIMATE PREP LIST FOR OPEN STUDIOS

DATE/EVENT:

6 WEEKS

- Check inventory levels of promotional items and re-order as needed
- Check inventory levels for merchandise or product that you need to make or order
- Note needed studio repairs
- Collect and organize addresses and contact for any direct mail marketing

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- \_\_\_\_\_
- \_\_\_\_\_

5 WEEKS

- Collect and organize email addresses for email marketing
- Begin social media engagement & posts
- Update outdated information on social media accounts and website
- Survey building and studio signage needs
- Make or complete new artwork or products
- Note any furniture moves you want to make or rearranging of your space
- Start large studio changes such as painting walls or repairs
- Patch holes in the wall from previous artwork display

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Pro-Tips: Pull out your calendar and begin plotting these tasks each week so you know when each task will be completed. That way, you can stay on track and prepare for the open studio event.

# ULTIMATE PREP LIST FOR OPEN STUDIOS

## 4 WEEKS

- Print off address labels, purchase stamps, organize envelopes for postcards or invitations
- Continue or increase posts & engagement on social media
- Begin executing signage needs: directional, promotional, or door signs
- Finish artwork before the open studio
- Frame or photograph any new work
- Continue large studio changes such as painting walls or repairs
- Continue cleaning and rearranging studio space
- Replace any burnt-out light bulbs

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## 3 WEEKS

- Finish large studio changes such as painting walls or repairs
- Design an email newsletter or digital invitation
- Continue or increase posts & engagement on social media and create a social media event
- Prepare mailed invitations: address and stuff envelopes, stick stamps on postcards, etc.
- Create a visible price list and or didactic signage for your artwork
- Begin initial artwork display and set up

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Pro-Tips: Request building or maintenance repairs before everybody else does to ensure timely completion when renting.

# ULTIMATE PREP LIST FOR OPEN STUDIOS

## 2 WEEKS

- Continue posts & engagement on social media
- Send out an e-campaign newsletter
- Mail out personal mail invitations
- Continue preparation of merchandise and install artwork
- Place unnecessary items into storage
- Bring anything to your studio event space that you need on hand for the event – card tables, additional seating, tablecloths, space heater, etc.
- Plan out refreshments & make a shopping list

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## 1 WEEK

- Final marketing push and daily posts on social media
- Complete merchandising & art display
- Finish cleaning tasks and pick up lingering clutter
- Purchase refreshments and provide napkins, cups, or plates if needed
- Take out trash
- Charge any devices needed including phone, tablet, or credit card reader

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Pro Tip: When increasing your social media engagement to market your event, do not open any new accounts. Work with what you already have. Beginning from scratch will be more work and reach fewer audience members.

# ULTIMATE PREP LIST FOR OPEN STUDIOS

## AFTER

- Process all sales and complete accounting tasks
- Recap the event's successes and opportunities
- Input gathered emails into the contact list
- Follow up with noted correspondence after the event
- General post-event clean up
- Reset studio needs to resume creative production

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## RECAP

### SUCSESSES:

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### OPPORTUNITIES:

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- \_\_\_\_\_
- \_\_\_\_\_

What Art School Didn't Teach You is a resource and service for artists, makers, and creatives who desire to improve their entrepreneurship - from business tips & marketing to balancing art, life and our inner critics - this blog is here to help build balance between your creative passion and your business necessities.