



Tips on How to Make Your Stop on the Pennsylvania Wilds Artisan Trail a Success

- ***Coming in October 2011!*** Hang the PA Wilds Artisan Trail Site flag outside your business. Consider utilizing other point of sale items such as window signs or counter cards to draw attention to the products you are retailing. (Visit the *News & Download Center* at www.ntculturalalliance.org for flag and other POS ordering information)
- Develop a display area specifically for your Pennsylvania Wilds Juried Artists. Use the PA Wilds Interior Banners and Countertop Displays, Point of Sale (POS), hang tags, and if available, photos and biographies of the artists throughout your display.
- Include information about the juried artisans and their products on your website.
- Group your items by artist, NOT by medium if possible.
- Continually update and rotate your art offerings. Keep the displays fresh and seasonal.
- Consider lighting your window displays at night-a very inexpensive and cost effective way to promote traffic into your shop 24-7.
- Twice a year new artists are juried into the PA Wilds Artisan Trail. Visit www.PAwildsArtisans.com on a regular basis to see what is new that might be the perfect addition to your shop.
- Many artisans are new to working with galleries: be sure to explain your expectations clearly. Address any annual fees or commissions, packaging issues, delivery, re-stocking inventory, deadlines and other concerns.
- Encourage your artists to give you brochures or business cards to make available to customers upon request.
- Explain that if you give the artist a direct referral they should not undercut gallery prices.
- Encourage your artists to offer classes
- Encourage your artists to have demonstration days

- A great resource for artists and galleries is a magazine called *Art Calender: The business magazine for visual artists* and *The Crafts Report: The Business Resource for Artists and Retailers*