

# 10 BIG Mistakes Artists Make During SFST

1. **True or False:** If you build it, he will come.
  - a. False: Having a SFST site is not enough. Creating curiosity is essential to motivating people to come to your studio.
2. Inviting friends and family will create the sales I desire.
  - a. False: Asking friends and family go on the tour will help make sales. Visiting you alone is not enough to bring sales to this event.
3. Getting SFST exposure is not my responsibility.
  - a. False: Think of how you heard about the last sale you were interested in. Did you learn about it through email? Take the same action with SFST.
4. Not changing how I do things will give me a different result.
  - a. False: Learn at least one new way to promote your work.
5. My circle of contacts is enough to invite to the SFST.
  - a. False: Expand your circle of contacts between now and the tour. Find ways to hand them an invitation in person. Follow up with a phone call.
6. Host your Studio by yourself.
  - a. False: Get people you trust to help you throughout the tour. Have them hold your camera to show some 'behind-the-scenes' moments. Call another studio tour artist to keep each other accountable in social media posting.
7. A big mistake is not sharing what makes your work special. Find the words to describe your work so you can share your style with others. Understand your category of artistic composition. Is your style edgy, romantic, fantasy, lyrical, detailed, minimalist, etc? If you have a story to tell, tell it. What you think is ordinary, other people will find special.
8. A big mistake is not having a giveaway at your site. A simple giveaway is your business or postcard.  
**How can you make your giveaway memorable?**
  - a. **Staple a piece of history to your card.** If you work in glass, add a blurb about the oldest glass trade. If you work in jewelry, add a blurb about the oldest found pearls. If you work in oils, add a blurb about the color with the most poison. If you work in clay, add a small, fired piece of clay. What would make your effort stand out?
  - b. **Staple** a small bag of jellybeans to your business card.
  - c. **Add a gift certificate** with a discount for a first purchase.
9. A big mistake is not making your images look good on your website. Use Lightroom or Photoshop to enhance pictures that are too dark and fuzzy. Learn how to crop your images to make them look more dramatic and interesting. Do not put text (large or small) as an overlay on your images!
10. Above all do not be discouraged! Keep your expectations reasonable on how much traffic you get into your studio. It takes a while to establish a client base. Art as a business takes patience and perseverance. Especially if this is your first Tour!