



AMY'S Artist TIPS

“Based on 30 years of producing festivals, I offer artists monthly tips on making it in these economic times.”

Amy Amdur, Amdur Productions, Inc.

Spring cleaning, getting ready for summer

Welcome to Spring and the imminent start of the art fair season in the northern United States. This is the time to do your prep work for the summer season. By now you should have a pretty good idea of which shows you will be in. So...what now? Here is a check list to get you ready:

- 1 Finish up and finalize any show registrations and payments you have. At Amdur Productions, we offer payment plans and also accept credit cards.
- 2 Put your show schedule on your web site. If you don't have a web site, get one.
- 3 Get plenty of business cards printed, include your web site and an image of your work.
- 4 Tighten up your email address list and prepare an eblast newsletter to let people know where and when you will be showing your work this summer.
- 5 Get your vehicle in for maintenance before you hit the highways. Avoid being an artist who doesn't make it to the show because of car trouble.
- 6 Keep making art. Frame or finish any pieces for the early shows. Try to offer only new work this

summer at the festivals. Consider selling your older work at an end of season festival at discounted prices like our Highwood Last Call Art Fair.

- 7 Check your tent, panels and pedestals. If something is broken, get it fixed. If you need new parts, get them now. Check web sites, like eBay, for these items too.
- 8 Plan your hotel and travel wisely. Use some of the web based discount travel sites to get the best rates. At Amdur Productions we also offer specially priced rooms at hotels near the festivals. Save money by rooming with friends who are at the same festival.
- 9 Plan your festival display: walls, hanging plan, floor covering, signage, price tags and guest book.
- 10 Review your pricing. Now more than ever is the time to have work in 2 to 3 price levels so that everyone can find something at a price they are comfortable with.

Good luck... get started now and you'll be in fine shape this summer.



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Amdur Productions



CELEBRATING 30 YEARS OF ART

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