

Pawley Studios

We made all the mistakes so you don't have to.



About US

Amanda and Daniel Pawley

- Graduated with BFA's from WKU in 2005
- Started Pottery shows in 2002 in Florida
- Moved to Kentucky in 2007 to set up our own Studio
- Opened Pawley Studio and began shows like St. James Art Festival in Louisville
 - Participated in 28 Shows Nationwide in 2019
- 2012 Amanda goes full time with just pottery production with Wholesale and Shows
- 2017 Daniel leaves WKU IT to do business management and shows full time
- 2022 Pawley Studios Art Boutique opens in Nashville



Why Do Art Shows?

1. Exposure with retail sales
2. Money of a retail location without liability
3. Thousands of dollars per Weekend
4. Connect with Wholesalers in different Markets
5. Network with contemporaries
6. Travel retirement and make money



Why Not do Art Shows?

- Risk of Weather and Theft
 - Tents destroyed
 - Trailers broken into
 - Tents stolen From
- No Guarantee of sales
- Load in and Load out strenuous
- Scam Shows and bad organizers
 - Shows go out of business
 - Shows don't advertise
- Easier ways of sales for established artists



How Not To do Shows.

Repeat after me... **BREAKING EVEN IS LOSING MONEY.**

Know YOUR price.

- Many artist lose money on the making and selling of their art
 - Calculate your worth: $(\text{Minimum Wage per hr} + \text{Cost of Piece}) * 20\%$ (profit) = your minimum price.
 - Know the market value of your art.
 - Easy way to make enemies and alienate people
 - Yes, you can sell out of mugs if you sell them for \$10, but don't.
 - Credit Card charge backs
 - Do not risk everything on a show, as in any business, do not risk money you can't lose
- A show may not be for you after you calculate your price and a shows base cost



Do's and Don'ts of Shows

1. Must Do's

- a. Promote yourself on social media and any other way you can afford to.
- b. Make a good presentation of your products in the space allotted.
- c. Secure your items so they will not be damaged inside or out.
- d. Appear happy and welcoming to your customers
- e. Have enough product for your show
- f. Offer a wide range of price points
- g. Don't take it personally. You will. We all do. But try not too.



Show Edicate

1. Don't, just please don't
 - a. Throw everything together and have cheap displays and tents. Be prepared for the show.
 - b. Under price your products or give discounts to “steal” sales.
 - c. Sign up for shows you know you can't make.
 - d. Protest shows because you didn't get in them. The jury did not personally attack you.
 - e. Argue with neighbors or encroach in others space.
 - f. Stare at your phone the whole day
 - g. Be rude during load in or load out. (this can get you kicked out of shows)

How to Find GOOD shows, Then find Great Shows

Many Avenues to find shows that work for your art.

- Research shows that are in your area by visiting them (yes you have to go outside)
 - Research weather history
 - Research pricing and quality of vendors
 - Research quality of show organizer
- Sunshine artist. Industry magazine that showcases artists and shows
- Greg Lawler's Art Fair Sourcebook
- Zapplication art jury portal
- Facebook and Reddit forums
- Word of mouth (the best and worst source)
- Research weather history of shows
- Rule of good shows. 5x is good, 10x is great.



Greg Lawler's
Art Fair
SourceBook

Our shows are not necessarily your shows

Know your audience.

Niche Markets

- Fine arts and Galleries
- Crafts
- Gaming
- Yarn and Fiber
- Christmas Shows

Flea Markets and Local Craft Fairs

- Local \$50 Market that make you \$1500 can be more profitable to some than one \$40,000 show
- Farmers Markets changed our business after Covid-19



Realistic expectations of shows

1. 3 year minimum to grow client base
2. First year shows are boom or bust
3. Expect to make a profit but not to get rich
4. The show promoter is there to organize and advertise not make people buy.
5. Your posture and salesmanship can make or break your show
6. Booth set up can make or break your show

In Conclusion

Artists can make a full time living doing art festivals and other markets.

- As in any business there is risk and reward.
- Only commit to as much as you can afford to.
- Have realistic expectations.
- Have Fun
- Meet and Eat with other artists
- Make Money