

Running a studio sale:

Who to include in the sale: We invite people who can bring something to the sale. What type of “something”? A dedicated customer following; a mailing list; heavy lifting; special display equipment. We also like to have someone from another media (jewelry, clothing) because it adds interest.

Where to have the sale: We chose Jim’s and my house/ studio because of it’s central location in SE Portland. It is along a bike route, lots of people walk by and stop in, it’s a neighborhood that people from the suburbs might want to visit

Publicizing sale, collecting a mailing list: We collect a mailing list everywhere we go. At other shows, when we are at a dinner party, anywhere that we can

Making your sale interesting to the public, making them comfortable: Feed people. Provide a toy box for their kids. Have places to sit down

When to have the sale: We try to coordinate with other potters in the area and have our sale the same weekend they do. Early in the month is good, some people don’t have money left at the end of the month. We have two sales each year, one in early June, one in early December.

How to divide expenses, workload, display space: We total all of the sales and take a commission to pay expenses. The people who make the most money pay more this way, which is good and bad.

Expenses for our sale:

- \$50-200 Credit card fees (a percentage of credit card sales)
- \$100 Printing flier
- \$20 Buying labels
- \$480 Postage (mailing list of 2000 people)
- \$100-200 Food & drink
- \$0-150 Advertising
- \$25-50 Buying bags, wrapping paper, etc
- \$775-1200 Total expenses
- \$3800-10,300 Total sales (sale includes 5 to 8 people)

We invested in display equipment, sandwich boards and credit card processing equipment many years ago. That was a large “start up cost.”

Janet Buskirk

Our sale always includes me, Jim Koudelka, Jeanne Charles and Tony Hackenbruck. We have all shared studio space in the past or had other, similar connections. Recently we have often included friends and people who use our kilns, for instance Don Sprague, Ari Brice, Mark Heimann, Darris Dietz, David Fitzpatrick and others.