



How to make the most out of your Juried Artisan status.

Welcome to The Wilds Cooperative of Pennsylvania (formerly the PA Wilds Artisan Trail)! We are proud to have you as an ambassador of the “Made by Hand, Made in Pennsylvania Wilds” brand and look forward to working with you on the business side of things. Our goal is to help you connect with as many galleries and gift shops as possible so you can build a profitable business by selling your art works and networking with shop owners as well as fellow artists.

Helpful Hints:

- Get yourself familiarized with the website pawildsartisans.com and contact as many galleries and shops as you can. Make appointments to meet the owners/managers and see if they are interested in carrying your artwork.
- Don't neglect your artisan profile. Add new photos of your work and keep your contact information and details regarding your process current.
- Keep your artisan profile link handy so you can forward to retailers.
- Visit the shop (in person or via their website) and be sure it is well lit and a good fit for your work.
- Understand the financial arrangement between you and the shop owner. Questions to ask:
 - Do they purchase pieces at wholesale or do they keep pieces on consignment?
 - Is it a Co-Op setting?
 - Is there an annual fee to showcase your work, and what is their commission rate?
 - Are you responsible for setting up your display?
 - Who is responsible for packaging your product? Do you need to provide boxes and bags?
 - Do they have an additional jury process (outside of The Wilds Cooperative of Pennsylvania Juried Artisan designation)?
- If you offer other services, such as teaching art classes or doing commission work, be sure to mention this to the shop owner and see if they will help you market these services.
- Provide shops with brochures or business cards that can be given to customers upon request.
- Be sensitive to the idea that if customers contact you directly from a gallery referral you should not undercut the gallery's prices.
- When you approach shops that are not part of The Wilds Cooperative of Pennsylvania, be sure to have your artwork priced using our hang tags (100 hangtags supplied to Professional Level Artisans) or include The Wilds Cooperative of Pennsylvania logo on your own hangtag.
- Integrate The Wilds Cooperative of Pennsylvania logo in your signs, on products and booth materials when you attend shows or festivals. The logo is available for your use at pawildsartisans.com/Membership-Benefits (you must be logged in to access the page).

Keep in touch. If you have any questions, suggestions or concerns regarding the program, send an email to artisans@pawildscenter.org or call the Support team at the Elk County Council on the Arts 814-772-7051. Likewise, we will periodically send information on workshops, networking events, and information resources.