

I RESPECT THE WORK BY

1

CONTRIBUTING TO THE BOTTOM LINE

Artists need money, time, and resources. Pay artists. Buy tickets. Contribute to crowd funding. Purchase artwork. Purchase albums. Purchase t-shirts. Donate to Patreon. Volunteer. Contribute space, vehicles, labor, baked goods, etc.

2

GETTING OTHER PEOPLE INTERESTED

Building audiences takes a village of marketers. Share news and events via social media. Tell friends, bring friends, bring your kid (if appropriate). Write a blog post or a blurb on Facebook to encourage attendance.

3

SHOWING UP

Artists put their work out into the public cuz they want the public to experience it, and seeing faces in the audience is everything. Attend the work. If you can't show up, then follow up. An email or text saying, "How did it go? Sorry I couldn't be there" means a lot.

4

BEING THE BEST AUDIENCE MEMBER

Artists treat their work seriously (even when they are having fun). Arrive early. Turn off your cellphone. Read the program notes. Pay attention. Notice the details, Notice the big ideas. Notice the effort and the technique and the risk. Clap with vigor.

5

TALKING TO THE ARTISTS

Artists are eager for conversation. Ask questions. Offer thoughtful feedback. Name something specific about the piece that caught your attention. (Thanks and congratulations are in order after a show.)

6

CHALLENGING MYSELF

Seek out art that is outside of your comfort zone. Put yourself in the artist's shoes. Consider the context and the goals of the work. If you don't like something... dig into why. Encourage risk taking in yourself and the artists.

7

ENCOURAGING OVER AND OVER

Cheerleaders are welcome. Ask about projects in process. Tell artists how much you are looking forward to their next work and how much you've thought about the last piece.

8

LOOKING TOWARD THE FUTURE

Artists are frequently thinking about the next gig and opportunity. Make them aware of upcoming opportunities. Ask them to collaborate on a new piece and hire them to make work. Ask them about their next big dream project and how they'll make it happen.

9

TREATING ARTISTS AS PROS

It's not a hobby. Introduce your artist friend as an artist (or whatever term they prefer), rather than whatever else they do to earn \$\$\$. Value their expertise like you would a lawyer, a doctor, a landscaper, a mechanic, or any professional.

10

REMEMBERING RESPECT MATTERS

It takes time to build good habits, right? Continue to be intentional about building habits of respect into your interactions with artists. It matters. And so do you! Thanks.