

DEAR GLORY · A FREE GUIDE FOR ARTISTS

The Exhibition-Ready *Checklist.*

Thirty-one things that need to be in place before you plan your show. Check what you have. Notice what you don't. Know exactly where you stand.

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Before you hang a *single piece*.

The show starts months before the work touches the wall.

Most artists think an exhibition starts with the art. It actually starts in the planning, and that planning is exactly what separates a show that sells and builds your career from one that drains your savings and disappears in a weekend.

Here is the truth nobody tells emerging artists: the work is only half of it. The other half is the plan. The artists who land shows, get press, sell pieces, and get invited back are not always the most talented. **They are the most prepared.**

This checklist walks you through the five phases of a well-planned exhibition. Go through it honestly. Check what you have. Notice what you do not.

By the end you will know exactly where you stand and what to do next. Print it, mark it up, and keep it where you plan. Glory is a process. Let's walk through it.

01

Your *foundation.*

Do you have the raw materials a show is built on?

- A cohesive body of work: enough finished pieces for the space

- A clear theme or through-line connecting the pieces

- A current artist statement that actually says something

- A short artist bio and an up-to-date CV

- High-quality photographs of every piece

- A consistent pricing structure you can defend

- An inventory list: titles, dimensions, media, year, price

02

Your *plan*.

Do you know what the show is and how it comes together?

- A defined concept and title for the exhibition

- The right venue secured: gallery, pop-up, or alternative space

- Confirmed dates and run length

- A working timeline counting backward from opening night

- A realistic budget, and a number you will not cross

- Clarity on the financial terms: commission split, fees, who pays for what

The backward timeline is the one most artists skip. It is also the one that saves the show.

03

Your *logistics*.

The unglamorous details that quietly make or break the day.

- Framing, mounting, and presentation finalized

- A plan for installation and hanging: layout, hardware, lighting

- Transport and handling sorted

- Insurance for the work while it is in the space

- Wall labels and signage prepared

- Price list and any printed materials ready

- A point of sale for the opening: how people actually buy

If a visitor wants to buy at 7:40 PM on opening night and there is no clear way to pay, that sale is usually gone forever.

04

Your audience.

A show no one knows about is a private rehearsal.

- An invite list: collectors, press, friends, community, past buyers

- An email announcement planned: save-the-date plus reminders

- A social media plan leading up to the opening

- Press or local media outreach

- An opening reception plan: date, time, refreshments, flow

- A way to capture contacts of everyone who walks in

That last box is the one that compounds. The emails you collect at this show are the first rows of the invite list for the next one.

05

The ask, and *the after*.

Where a good show becomes a career move.

- A clear sales plan and someone responsible for closing

- A follow-up plan for the interested-but-didn't-buy visitors

- A way to stay in touch with new collectors

- A post-show review: what sold, what worked, what you learned

- A next step lined up before this show even ends

Most of the money from a show arrives after the show, through the follow-up. Most artists never send it.

Where do *you* stand?

Count your checks. Thirty-one boxes total. Be honest, nobody is watching.

24 to 31 checked

You are exhibition-ready. Your job now is to systemize the plan so nothing slips. A workbook saves you from the 2 AM spreadsheet panic.

14 to 23 checked

You are close, but the gaps are the expensive kind. A missing budget or invite list is what turns a strong show into a quiet one. Build the plan before you book the space.

0 to 13 checked

You are earlier than you thought, and that is good news. You found out now instead of on opening night. Start with the foundation and work the phases in order.

Wherever you landed: the gaps you just found are not a verdict on your talent. They are a to-do list. And a to-do list can be worked.

YOUR NEXT STEP

Turn this checklist into a *finished plan.*

This checklist showed you what needs to be in place. The hard part is the how, built out in order, so you are not inventing it from scratch under pressure.

That is exactly what the **Exhibition Planning Workbook** is. Every phase you just walked through, turned into a complete fill-in system:

- Backward-planned timelines that start from opening night
- Budget templates with the numbers most artists forget
- Inventory, pricing, and label sheets
- The promotion plan, week by week
- The follow-up framework that turns visitors into collectors

GET THE WORKBOOK · \$49 →

Glory is a process. You are already in it. — Moriah Alise, Dear Glory · dearglory.com