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# Looking to Cash in on Your Spare Time Hobby: Craft Ideas That Sell Well

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# Looking to Cash in on Your Spare Time Hobby: Craft Ideas That Sell Well

## Find Your Niche - Specialize in Unique Craft Items

These days there are more people than ever trying to make their living as crafters. Whereas a few years ago, there might have been one or two people selling polymer jewelry at a local craft show, now there are probably at least five or six or even more than that. With so many people producing the same kinds of crafts it is often difficult to make your products stand out. The best way to distinguish your self as a crafter is to specialize in a unique craft item.

Already you're thinking; how I can specialize in a unique craft item when I can't even think of one unique craft item! It can be daunting at first to try and come up with an original idea. It is a process that takes some time, a bit of research, lots of experimentation and a little bit of luck.

First of all, give yourself time. Don't expect that original idea to come to you right off the bat. If you expect immediate success, you'll probably end up very disappointed. You should begin to brainstorm ideas, but it might take you a bit of time to hit on just the right one. Just don't get discouraged – a good idea is worth waiting for.

To help in this process, do a bit of market research. Attend local stores and browse in local gift stores. You will be able to see what kinds of products are out there and what sort of things are selling. You don't want to copy though – remember that you are trying to come up with a unique product that will appeal to the same kinds of buyers. Copying another crafter will not set you apart as an individual and will do nothing to help establish your reputation.

Another way of researching your market is to talk to family and friends. They can give you a good idea of the kinds of crafts they are currently buying and what area they think is lacking.

Next comes the fun part! Once you know what field you want to work in you can start experimenting with different materials and techniques. You don't need to invent an entirely new craft field; you just need to fine a unique product within a field that is already popular and selling well. Consider the polymer clay example we discussed above. The majority of people started off making and selling jewelry.

Then came little animal figurines and magnets and now there are all sorts of different things done with polymer clay including lampshades and mosaic tiles. How did that come about? People started experimenting with the clay and new techniques like stamping and painting and the result was the creation of a really diverse range of products. It just someone to try stamping the clay or transferring pictures to re-invent that particular type of crafting. Figure out what category of craft you want to work in and then try making it new!

This any sort of craft product there is so element of chance in terms of its popularity. Whether you want to consider it luck or savvy marketing, sometimes a new product will just take off. Often success comes with marketing or selling your craft in the right place and reaching the

right customers, but sometimes it is hard to explain why something sells and why something doesn't. If you do enough market research and price your craft within a reasonable cost range, you should have no problem selling your new product. It may not be an overnight success, but you should be able to make back your investment with a bit of persistence. The most important thing is to establish yourself as someone who does something a bit different than all of the other crafters in your area. Your reputation will stick and people will begin coming to you when looking for something a little out of the ordinary.

If you do come up with a truly original idea, you may want to consider copyrighting your idea. You may not have heard this, but craft designs do fall under copyright protection. All you need to do is register your copyright after your work is created. It's as simple as that!

### **Get a Bead on Your Competition-Top Five Selling Beaded Craft Items**

If you enjoy making crafts and you haven't tried beading yet, you ought to give it a try. There are numerous beading crafts out there to engage in. People of all ages are getting involved. You can start simple by creating something like a basic bracelet, or you can be more sophisticated and perform lampshade work.

Whatever you try, have fun at it! There are many sizes and colors of beads to choose from. When choosing a craft, be sure you choose the right beads to go along with it; smaller beads for detailed work and larger beads for simple ideas. Children will even enjoy this pastime.

Here are several beading crafts that are favorites for the bead craft lover.

**Jewelry** - Jewelry is probably, by far, the most popular beading craft that people perform. Because the limit is the sky with jewelry, all ages can participate. For children, there are necklaces that are made with the large plastic beads. Using the bigger beads makes it easier for children to handle. Necklaces, bracelets and even tiaras are a favorite for kids. Rather than using wire, children would benefit from using elastic string for their jewelry. This way it can grow with them.

There are various children's websites on the zinternet that even give instructions to print out that can be followed. For the older crafter, there are earrings, pins and chain bracelets/necklaces to create. You can create your own design, or once again, you can print instructions off the Internet to create a particular pattern.

**Ornament Covers** - When researching this topic, I was surprised to come across this topic. Ornament covers are a way to add color and style to what otherwise is a plain colored ornament ball. The ornament cover is made from either one color or various colors and thread. Once again, you are trying to create a type of pattern to accent the ornament. It can be a little tricky trying to picture the finished project. You can do something simple or you can go profession. It's all up to you.

**Victorian Beaded Lampshades** - This is one of the most time consuming beading projects there is. It takes a lot of patience and attention to detail. After purchasing a lampshade you

must place a trim around the edges. This is what the fringe will hang from. If you want to match your furniture, be sure to pick colors that coordinate. You will then sew the beads through the loop and then proceed to hang your fringe. First buy various beads and then make a pattern from them. Once you've decided what pattern you like and how many beads it will take for each fringe, go back to the store and purchase the amount needed. Buy a few extras in case you lose or break any.

**Beaded bags** - Next time, when choosing a matching purse for your outfit, remember your options just got larger. You can make purses in all shapes and sizes. They can range from fruit shaped, butterflies and even cartoon characters. If this interests you, you might want to check for classes at your nearby crafts store. You can even specialize in antique purses. The antique purses can be made to match a particular outfit. They are done similar to the lampshade beading work when adding the fringe along the bottom of the purse. A lot of purses that are done in beadwork are accented with sparkled sequins as well. Your own unique style will make the purse just right for you.

**Flowers** - Another unique design that people are picking up are French Beaded Flowers. The name "French Beaded" describes a particular technique that is being used, and not necessarily the fact that the flower is French. It is done by wrapping wire that has been beaded around a center point of beads. You can use any type of bead. If you're familiar with bead size, generally an 11/0 is used. Although it's up to you as to what style you want to get across while making your flowers. Flowering making from beads has been around since the 1500's when the Europeans practiced this hobby. You can even find these flowers in museums around the world or maybe even a private collection.

## **Get Lathered Up; Five Ideas for Promoting Your Specialty Soaps and Bath Products**

Bath products are on the rise. You can get them in all shapes, sizes and fragrances. They range from bath crystals, bath oils, bath-milk and of course specialty soaps. Their common goal is to make us feel relaxed and our skin soft and smooth.

If you're in the business of selling bath products or are thinking about selling bath products, below are five easy ideas to help promote your product:

**1) Start an online store** -The amount of online buying has been on the increase in recent years. People are able to purchase goods from the comfort of their own home. This is especially helpful for the elderly or overly busy person. Gifts, in particular are popular items to purchase online. When starting an online store, be sure to choose a professional web designer that allows you to view some of his work. You will want to look at a few up and running websites to see if he has the style that you're looking for.

First impressions are lasting impressions. This is why it's important to choose the right web designer. Before creating the website, check out other web pages that sell similar items to get some ideas for a theme. You want it to look professional as well as creative. Depending on your personality or specialty bath items, you may want it to look bubbly and fun or more

sophisticated and romantic. Either way, a good design makes a great promoter.

**2) Describe the product in detail** - Whether you're selling online, through a catalogue or by flyer, it may be hard to convey the fragrance and detailed appearance of the product to the potential buyer. Sometimes it's the fragrance that traps the buyer, so with this taken away, you must be sure to describe it in a desirable way. If it smells like chocolate, you compare it to hot fudge Sunday. If it smells like a flower, compare it to fresh picked wild flowers. Be sure to include high quality pictures that give attention to details. People love to see pictures. If there is something special about the soap such as the carving or packaging, be sure to get a detailed picture of it.

**3) Have a home party** - There are several successful businesses that sell items from make-up to home décor and it's all because of home parties. Women love to have an excuse to get together, so throwing a home party would be a great idea to market your bath products. This may be the most successful way due to the sensitive nature of the products. People can see up close what they're buying. Be sure to have at least one sample of your products displayed. This way, they can smell and even hold the product. It would be a great plus if they could even take some samples home to try out. This way, if they like the product, they can order more.

**4) Try a hobby or craft show** - Craft shows are very popular, especially in the south. You can check with your local Chambers of Commerce to see when the shows are held and what is expected. You will have to fill out an application and send photos of your item. Apply quickly because they fill up fast. The cost of shows can be pretty pricey as much as \$150. If you don't have a lot of your product, this may not be the best route to take. You will have to create a booth that is enticing to spectators.

Remember, this is a craft/hobby show and there will be lots to see. Therefore, you want to stand out. Proudly display your bath products. Place a basket of samples out that people can take home. It doesn't have to be anything big or costly to you. Something like small bath oils or carved soap is sufficient. Be creative and attach a business card to the samples. This way they can contact you easily. (Tip: Don't work alone at a show. There is a lot of work involved in setting up and taking down. You will also need to take breaks. It's best to have a partner to help)

**5) Consignment/Specialty Stores** - Lastly, you can try local stores that specialize in knick knacks and miscellaneous items. Consignment stores generally get a percentage of what sells and you can reclaim what doesn't. You need to draw up an agreement between yourself and the owner. Specialty store on the other hand may buy in bulk for a discounted price. Either way, have plenty in stock.

Promoting items, especially specialty items can be tiresome. It's not the most fun part of the job, but if the right steps are taken, it can be a successful business.

## **Have a Plan – Budgeting for Seasonal Crafting Income**

Budgeting for your seasonal craft income can be tricky when you first start, but it is profitable

for your business's well being. Working out both short and long term financial budgeting for your business can let you know when you are on track. It will help keep you in control of your business finances and change things when they need to be. Here we will go through some tips on what and how to budget for your financial plan for the next year or so.

### **What you budget:**

When it comes to budgeting you should consider not only your income and expenses but also a balance summary so you can get a clearer picture of your business. Getting a complete summary of your craft business will help if you need to buy unexpected equipment or if you would like to add new products in the future. Another thing you will need to budget is your cash flow; it will help show you how purchases and expenses affect your money. Estimating your cash flow can be done through both your income and balance statements.

### **How you budget:**

When you first start up your craft business, you will have to budget by estimating your sales and expenses making sure to include even the tiniest of items. It does sound a bit daunting to make a budget for something when you don't know the exact outcome, because it is a new business but you can adjust as you go.

While you are in this start up phase you should do your financial budget once a month for the first year so you have a more detailed summary for future years. From the beginning of this first year you need to establish your money level for each category. The exact amount is important as this will distinguish and calculate your profits, as well as your operating expenses, receivable accounts and your inventory levels you need. To find out the total of what you have sold you will need to calculate how much it costs to produce the item, it's usually done through percentages.

The next thing you will need to work out is your operating expenses, payable and receivable accounts and your inventory levels. You can work out your operating expenses by taking all of your expenses into account such as insurance, marketing, advertising, materials and other related fees and working them out with the current business taxes. You can work out accounts payable and receivable as well as your inventory by taking the amount of days into account.

You should write down all of your findings on your balance sheet so you can work out the rest of your assets and liabilities. To work them out you should also do them by categories.

You continue to repeat this process every month for at least the first year of your craft business's life to create a consistent and accurate budget. When you increase your plan into a seasonal one you will notice that your budget and cash flow will start to vary with different seasons. If your business is one that takes in higher amounts of sales through the period leading up to and through the Christmas months, you should consider adjusting your plan.

You can do this easily; the method of working out your budget is as follows: income budget, balance sheet then cash flow. This is because you need to know your net income before preparing anything else because of profit numbers and retained earnings.

There are many ways you can making your financial budgeting easier. There are many software programs on the market that was created for this reason. Some of the top selling ones are Win fast and Quicken.

If you have any problems or concerns when you are trying to work out your budget you should seek advice from a certified public accountant. It is advisable to let them help you through it for the first few times so you know that you understand the whole budgeting process. Once you get a hang of recording an affective financial seasonal budget you will gain many benefits. You will know that you will always be on top of your craft business and know where your financial levels are always and can change them if need be.

### **Hippity Hop – Easter Crafts to Cash In On**

Easter is such a great time of year for everyone and is a time for craft workers to delve into their creative basket and sell their Easter items. There are many things craft workers can do to make Easter a profitable time of year for their business. Here we will go through some great craft kits for Easter you can make and sell specially for the little ones and the not so little ones.

#### **Chocolates and candy:**

Children love making things that they can eat and being Easter it is the ideal time for such a project. If you are making chocolate and candy craft cook kits for children, there are plenty of recipes to choose from. All you need to do is include the right amount of ingredients, molds to make it a bit more and enjoyable and the instructions. Some of the food ideas you can make into a do it yourself craft kits for children are:

Chocolate: Make sure you offer them in different varieties of chocolate and various other candy that is compatible, to make it something fun and different.

Toffees: Offer one that is both a hard and soft. A good thing to include in a toffee kit is food coloring, especially for the hard toffee kit.

Biscuits, cakes and slices: make them fun and easy to make, like choc chip cookies.

Make sure when you are creating these kits to put an expiry date on them and have a list of all necessary ingredients that aren't included in the kit.

#### **Costumes and Jewelry:**

Another thing children love making is items that they can ware and play with to let their imagination go wild. With Easter there are a few things that you can make into craft kits for children to make in terms of costumes and jewelry. It will give those hours of fun.

Bunny ears, tales and feet: these parts can be sold separately or all together and can be made out of felt, cardboard or some other child friend material. Make sure most the difficult items are already cut and include extra pieces incase they get broken or lost.

Necklaces and bracelets: these kits can contain all sorts of beads, ribbons and bits and pieces related to Easter. Lettered beads are a great for a child to create personal Easter messages on their jewelry. Again this kit should include extra pieces.

### **Fun Items:**

There are hundreds more ideas that you can turn into children's craft kits that can spend hours of fun creating. Some of them include.

Bookmarks: With bookmarks you can pre-cut them or make them into a stencil in the shape of an Easter egg or a rabbit to be cut. Use durable materials that will hold and include items like googly eyes and pipe cleaners to give it a fun effect.

Baskets: Baskets are something fun for children to make as they can add their own style to it. A good idea for baskets is to create them in a shape of an egg or a rabbit's head. These can easily be made out of cardboard.

Easter chicks: these craft kit children will just love. When making the kit provide many fun things like pom-poms, googly eyes and pipe cleaners. Make sure you add extra parts and easy to understand instructions.

Easter magnets: these would go along the same lines as making a bookmark. Have the materials to be sturdy and of an interesting shape like a rabbit or an egg.

Easter bunny puppets: this can be made out of a variety of materials like cardboard, felt, pipe cleaners and pom-poms. Children will love this idea and will give them hours of fun while and after they have made them. With the kit include many colors and many shapes and variations. Again for materials make tricky parts pre-cut and include easy understanding instructions.

There are so many different crafting kits that you can create for fun activities for kids to do while celebrating Easter. The ideas above are easy to create into a kit and are cheap to assemble or you could always come up with your own. They will give children hours of fun and you an extra bit of cash to enjoy over the holiday.

## **Home Grown Hand Crafts - Five Ideas on Marketing Dried Floral Bouquets**

Flowers have always been big business but the age-old art of flower drying and making them into works of eye-catching bouquets is becoming hugely popular in business today. Many people have spent years perfecting the art as a hobby but when it comes to selling dried floral bouquets it can become a bit daunting on how to get the word out. So here, we will go through five marketing ideas of how to do it yourself and without hassle.

### **1) Internet Marketing:**

Internet marketing can be easy, free and as simple as adding a signature to all your outgoing emails and posts. To do this all you need to do is to write a short message about your business,

its name, phone number, email address, website and a little information about your bouquets. Remember to keep your signature short and easy to read.

Another thing you could do is write articles that people will gain information from and can link to or from or add in their newsletter with a link to your business.

Consider starting a newsletter yourself, is another great idea when marketing online, include information, products and specials that the reader will gain something from.

Make your website search engine friendly by using keyword rich articles and information on your products.

## **2) Flyers, Pamphlets and Brochures:**

Yes, most companies and businesses do this and for good reason, it brings in potential customers and sales. When you create your flyers, pamphlets or brochures make it eye catching, enticing and something that the reader will enjoy. Write as though you are talking to your reader in person and include descriptions of your products, like what type of flowers you use and so forth. Give the reader a reason why your product will benefit them and make them interested in learning more.

Buddy up with another company that will compliment yours, like a local wedding company. This is a great marketing strategy for both you as you will save money on mailing costs and target twice the readers. This buddy strategy works by sending with your flyers and pamphlets their business card/flyers and in turn they will do the same for you.

## **3) Use The Things Around You:**

Marketing your business by using the things around you or on you can be greatly beneficial and you usually only need to pay the one set up cost. Think about putting your logo sticker on your car windows or doors.

Get a t-shirt printed with your business logo and phone number and where it as a uniform, out shopping, or wherever you may be.

Making sure you have all your paper work and envelopes printed with a letterhead and business information and have business cards always on hands.

All these things are easy to do and will be noticed wherever you go even when you are not working, really it is marketing that works for you all day, every day.

## **4) Special Offers and Information:**

Giving special offers can boost your business dramatically. Send them to clients who have bought off you before or send them out with your pamphlets to entice newcomers. Give specials to people who buy in bulk for a wedding or other event or even create a customer rewards program. When creating a special make sure you include an expiry date.

Another thing you could do is give out free information on how you make your products like giving demonstrations on how to arrange a bouquet or how to dry flowers. This sort of information is something a customer can take away with them or entice them to buy the product from you, knowing how much time and energy go into it.

## **5) Advertising:**

Advertising has to be one of the most valuable marketing strategies a person can take. Before you delve into buying and placing ads find an appropriate place for it that with your target customer in mind.

You could buy ads on the Internet on floral, wedding websites or wherever your target buyer is likely to go.

Placing ads in trade and specialty magazines is another great way to reach a wide amount of readers and potential buyers who are or will be interested in your product.

When creating an ad, make it eye catching with pictures of your bouquets and valuable contact information or a website where they can look at more of your arrangements. Just remember not to make it too busy and make sure all information is easy and simple to read.

The above is just some ideas where you can start your marketing campaign there are many more options you can choose from. Remember enticing potential customers to buy from you is the most important aspect of marketing, being noticed is just the starting point.

## **Knit Your Way to a Hand Made Knitted Crafts Business**

Hand made knitted crafts is often a popular product among several different types of people. They offer a quality and texture that is attractive to most. Hand made items are also often more attractive to several different types of people. If you know how to knit, making hand made knitted crafts for a business can often become profitable. Among hand made knitting, are several options which you can choose from in order to make your crafts business more successful.

The first step to starting your own knitting business is deciding which types of products you are going to knit. These can be hats, scarves, or sweaters, or you can provide smaller items for decoration for certain customers. Some ideas include baby items, gifts, office accessories, jewelry, home decoration, houseplants, kitchen and bathroom accessories, or even auto accessories.

It is also possible to make your own product that is unique to the market. You also have the option of custom making certain items for customers on their request. You can divide this by color, what they are wanting, the size that they would like, or any ideas that they would like to have knitted for themselves or as a gift. This often times will provide you with more clients.

One thing to consider when beginning your knitting crafts business is how unique you want your crafts or your clothing to be. This will help to draw a certain market to your knitted items. Because of the number of people that knit and sell their items, you want to make sure that your designs or colors are uniquely yours. One way that you can differ from other knitting places is by the type of material that you decide to use when making your items. There are several popular types of material, especially for clothing that will help you to market better.

Certain types of wool, chenille, etc. are some of the options to consider. This may also include the type of knitting stitches that you can use for the product that you are making. It is usually important to not limit yourself to one knitted item or style, as customers will want to have several different options and ideas available to them.

For those interested in different aspects of the knitting business, you can make knitting design kits to sell to others. Patterns can also be custom made and sold to others who knit. You can also offer classes on knitting in order to help your knitting business, or for another aspect of knitting.

Another thing to keep in mind with a knitted crafts business is how much you are going to charge for custom made designs or for your regular inventory. Things that need to be considered with this is how much material you are using, how much time it takes you to make one item, and how much profit you want to make off of it. You can also compare with other knitting stores to find the right price.

If you are going to make custom made knitted items, it is also good to give an estimated time as to how long it will take you to finish what they are requesting. If they request it be made in a shorter amount of time, you can change the price according to how much extra effort you will have to put into finishing it on time.

Once you know the items and details that you want to use for your knitting business, you can then start marketing either through the internet, local newspapers or phonebooks, or through networking to friends and other potential customers. There is also the option of going to craft and trade shows in order to sell your products and to market your knitting business. Other things to look into are discount yarn stores, different types of knitting patterns that you can use, and ways to offer special items to customers.

With the options available, it is easy to start your own knitting craft business. You will be able to provide customers with your own unique styles, as well as be able to expand and change your business in knitting as you choose. Many are finding ways to profit from their own home business with the knitting trade.

## **Knock on Wood - Five Ways to Market Your Woodworking Crafts**

As a woodworker, you face some unique challenges in marketing your products. Here's five ways to go about getting your hand made woodcrafts the attention they deserve.

## **1. Local Shows and Stores**

Starting small at local shows is a good way for any craftsperson to get started with their new business. It gives you a chance to see how popular your products are and interact with your customers directly. You can hear right from them the types of crafts they are looking for and in what price range. It is important to start small and locally, especially if many of your woodworking crafts are large and require a lot of effort to transport. There is no sense transporting all your products to an out of town show if they are not what customers are looking for or if they are over-priced.

You can also talk to local craft stores and see if they will carry your crafts on consignment. You will need to pay them a percentage of every sale, but there is no money required up front for the space and display. You may not sell a lot right off the bat, but this will be fantastic exposure for your woodworking crafts.

With local shows and stores, you want to make sure that you have lots of cards and flyers promoting your business. Even if a customer does not buy something from you at that particular show, they will pick up a card and contact you in future if they are looking for woodworking crafts. You'll be amazed at how long customers hold on to business cards.

## **2. Network**

When just starting out, family and friends can be one of your best resources. Not only can they lend a helping hand at crafts shows, they will probably be some of your first and best customers. They can also help in spreading the news about your new venture. You tell your friends and they tell their friends and it just goes on from there. Never estimate the power of word of mouth in the crafting industry.

## **3. Magazines and Other Publications**

Standard advertising is often not the most effective means of promoting your crafting business. It is better to pick specialized publications if you are planning on running an ad. It would be even better to try and have yourself featured in a magazine or local newspaper – you'll get the same publicity as an ad, but without paying a cent for it!

## **4. Demonstration**

Serious craft buyers are usually interested in the story and the artist behind the craft. That is all part of the buying appeal for them. They want to feel that they are purchasing a one of a kind product and that they have a connection with the person who has created it. Be sure that you make that extra effort to communicate with your customers at local craft sales.

You might also consider demonstrating your craft at local sales or arranging a demonstration at a local store or community centre. This will give your customers a chance to see you working with their own eyes. You'd be amazed at how fascinating people find these kinds of demonstrations. Seeing a project through from conception to finished project will make people feel more connected to the work and they will be much more likely to make a purchase.

It might not be possible for you to show the entire process, especially as a woodworker, but some kind of demonstration will make all the difference when marketing your products.

## **5. Internet**

Even the most computer illiterate crafters can find ways to market their products online these days. With web design programmers and free home pages or personal journals, crafters can take advantage of all these technological advances and go global with their products. You can have a website that gives an overview of your history as a crafter and also shows products samples. You can go further than this too. What about selling your products online? You'll reach an entirely new client base and it will be well worth any sort of set-up aggravation.

As you can see, there are many different ways to market your new woodworking business. Try whenever possible for the personal touch – it will make your customers feel really connected to your products and keep them coming back year after year after year.

### **Lighting a Fire – Five Tips for Profitable Candle Making**

Do you enjoy making candles, and always seem to receive positive comments from friends and family? If you think you have a flair for making eye-catching candles, you may want to consider a candle business. But before you begin to market your candles, make sure you follow these five tips for profitable candle making.

#### **1) Calculate your costs.**

Before you begin to think of pricing, calculate the exact cost of each candle you make. This can be tricky since you probably plan to buy your supplies in bulk. To calculate the cost per candle, work out the cost per ounce of each of your ingredients. For instance, you'll want to know how much you are paying for paraffin wax, acid, color, scent, and any other ingredients you may use to make your candles. Measure how many ounces of each ingredient you use in each candle, and then multiply that number by the cost per ounce. This should give you a good idea of how much it costs you to make one basic candle. If your candles are accompanied by any type of accessories, such as ribbons, bows, natural accents, or containers, don't forget to add the cost of these to the total cost of each candle. You should also add the approximate cost of the wick. As a general rule, you should price your candles 3 or 4 times the price of production. If you plan to sell your candles wholesale, pricing should be set at roughly 2 times the cost of production.

#### **2) Buy your supplies in bulk.**

It's always a good idea to purchase your basic supplies, like wax and jars, in bulk. Contact your supplier and see if they are willing to provide any further discounts. Most shipping companies also provide a sizeable discount if you order more than 200 pounds in supplies. Also, if you use a wide variety of candle fragrances, consider limiting the number of fragrances you use until you become better established. Producing such a variety of candles can make it difficult to turn a profit.

### **3) Approach local shops with your candles.**

One of the best ways to become profitable through candle making is to get your line of candles carried at local shops. Approach a local store that carries a good selection of candles and ask to make an appointment with the store manager. Be professional and courteous—some people aren't as open to sales pitches as others, so make certain you don't come on too strong.

If you aren't able to secure an appointment with the store manager, or if the store personnel seem busy or unapproachable, be very polite and offer to return at another time. It's a good idea to leave materials that they can review at their leisure. Be prepared with brochures, samples, and business cards. Follow up at another date to see if they've had a chance to review your products.

If you find a store that seems open to your products, offer to provide them with a few candle samples that they can leave burning on the front counter. This provides you with good exposure and free market testing. Also, if customers express interest in your sample, there's a good chance that the store will consider carrying your candles.

### **4) Specialize in a popular 'theme.'**

If country-themed candles are popular where you live, by all means, specialize in creating your own special brand of country-themed candles. Natural candles that incorporate the use of leaves, twigs, dried flowers and fruit, are also very popular. And, of course, you will want to consider seasonal and holiday-themed candles. Find out what sells best in your area and base your candle creations on this information.

### **5) Never underestimate the power of smell.**

Make sure your potential customers can smell your candles! Many people work hard on creating beautiful, long-lasting candles, but package their candles in a way that makes them impossible to smell before purchase. Most people, whether they realize they're doing it or not, sniff candles before buying them. If your candles have distinct fragrances, make certain the packaging allows customers to enjoy them. Otherwise, all your hard work to create sweet and memorable fragrances may not be readily evident to potential customers.

## **Lucky Charms – Profitable St. Patrick's Day Crafts**

St. Patrick's Day is a fun day and big business for everyone specially crafts people. There is always a big demand for various St. Patrick's Day items like decorations, clothing, gifts and craft projects for children. Here we will go through some of the products that in demand and some that will always remain popular for you to create and sell.

### **Decorations:**

It wouldn't be St. Patrick's Day if there weren't any decorations to brighten the day up and to get people into the spirit of celebration. New, fun and eye catching decorations are always in

demand. St. Patrick's Day decorations are a great place to start when creating craft for the day. Some of the most popular decorations to craft and sell for St. Patrick's Day are:

- Clover leaf and leprechaun streamers, trees, balloons, cut outs, confetti and figurines.
- Clover and leprechaun napkins, plates, and dishes.
- Four leaf clovers, leprechaun, rainbows and pots of gold displays, wall decals and stickers.
- Happy St. Patrick's Day signs.
- Making table cloths, mats, chair coverings.
- Leprechaun party hats.
- Irish and celebration flags.

### **Gifts:**

Cards and gifts are necessary for craft workers to get their artistic claws into when it comes to St. Patrick's Day. People are always looking for new, creative and unique items to give to loved ones on the day. Providing such a service can be quite profitable. Some popular craft item's ideas are:

- Hand painting glasses with leprechauns or four leaf clovers.
- Unique cards with something new to say, new designs and artwork.
- Making St. Patrick's Day wind chimes, magnets, badges and pins.
- Making funny and detailed figurines of leprechauns and clover leaves.
- Jewelry featuring four leaf clovers for good luck.
- Clover and pot of gold gift and storage boxes.
- Irish Flags and patches.
- Making leprechaun dolls and puppets.
- Making candles, soaps and other related gift items.

### **Clothing:**

There is nothing like getting into the St. Patrick's Day spirit by dressing up. Creating clothing and costumes for the day can be fun and very creative. You can make anything from the simple to the completely outrageous and it will still sell. Below are some ideas for creating and making clothing:

- Hats, paper, material or plastic ones and of all sizes.
- Embroidering or painting t-shirts and ties with leprechauns, four leaf clovers or with a saying that captures the spirit of the day.
- Knitting jumpers.
- Creating costumes for children and adults alike in good old leprechaun style.
- Making patches that able to be sewn on to clothing.

### **Craft Kits for Children:**

Parents and schools are always looking for St. Patrick's Day crafting kits suitable for children. Kids love making and creating things and there are plenty of ideas you can choose from, or you can think of one up on your own. Below are a couple of ideas that you could use to make your

own crafting kits for kids.

- Paper and beaded leprechaun masks, hats, shoes, ears or even how to make a whole costume out of paper.
- Leprechaun and clover finger puppets and toys.
- Kits for making their own badges.
- Leprechaun, four leaf clovers, rainbows and pots of gold cut outs, book marks, decorations and boxes.
- Easy and fun gifts they can make for others.
- Making cookies, cakes, soaps, bath bombs and other easy related crafts.

All of these St. Patrick's Day ideas for crafts people easy to create with the right tools, thought and imagination. It is a great way for you to make a profit on the day. It is also a fantastic way to help get yourself and others into the whole spirit and celebration of the day. There are many things that are in demand on St. Patrick's Day for just about anything you can think of and for almost every type of crafting business there is.

The best ways to create something that you know will sell for sure is to come up with a unique plan and make it. Or you could always put a new twist on an excessively used item that will spark buyer's interests. All you need is a little imagination and a place to sell and you are on your way to making a tidy little pot of gold yourself on St. Patrick's Day.

## **Making Memories – Five Places to Market Your Scrap Booking Crafts**

Scrap booking is one of the most popular crafts among hobbyists, and the scrap booking craze is catching on with more people every day. The New Jersey-based Hobby Industry Association finds that at least 20% of all hobbyists consider themselves to be scrap booking enthusiasts, and new scrap booking kits are making the hobby accessible to more people all the time. With the popularity of scrap booking, marketing your scrap booking crafts is easier than ever before. So where are the best places to market your unique scrap booking-related craft?

### **1) Scrap booking classes are a great way to connect with scrapbook enthusiasts.**

As the popularity of scrap booking rises, scrap booking classes are becoming more popular with hobbyists and craft enthusiasts. In fact, scrap booking classes are beginning to pop up all over the country in a variety of venues. These classes are commonly taught at local community centers, churches, small businesses, and local community colleges. Locate a local scrap booking class and contact the instructor.

Tell the instructor that you are very interested in scrap booking, and that you have created a scrapbook-related craft that you think scrap booking students would be interested in. If the instructor seems open enough, ask for permission to conduct a short presentation at one of the class meetings, or just to pass out flyers regarding your craft.

### **2) Craft and hobby stores provide an easy venue to sell your crafts.**

Another good place to market your scrap booking crafts is at a local hobby or crafts store. Craft stores often provide customers with bulletin boards where hobbyists can put up announcements for classes or products that they are selling. Make up eye-catching flyers and post them. Be sure that your flyers provide potential customers with clear descriptions and a good picture of your crafts. Better yet, speak to store personnel and ask for permission to leave a sample of your work on display. This may not always be possible, but the potential rewards are certainly worth a try.

### **3) Teach, or take, a scrap booking class!**

What better way to make strong contacts with other scrap booking enthusiasts than teaching or taking a scrap booking class? Visit your local crafts or hobby store, local community college, or community education center, and ask about the possibility of teaching a class. Show them samples of your work and be prepared to provide them with information regarding credentials and work experience. Many of these classes are often taught by volunteers, so there's a good chance that if a hobby store has an opening slot and they're interested in your work, they will consider your proposal seriously.

If the idea of teaching a class is not appealing or just doesn't fit into your schedule, consider taking a scrap booking class. These classes are generally taught on a short-term basis, with class meetings rarely going beyond one or two meetings. By taking a scrap booking class, not only will you be able to indulge in your passion for scrap booking, you'll also have the opportunity to make valuable contacts. Talk to the instructor about your product, and ask to present it to the class. If you're part of the class, chances are your instructor will be very open to the idea.

### **4) Contact a well-established company that specializes in scrap booking.**

The popularity of scrap booking has resulted in the growth of several large, direct sales scrap booking companies to emerge. Companies like Scrap in a Snap and Creative Memories specialize in the direct sales of scrapbooks and scrap booking accessories, meaning that they don't operate out of a fixed location. These companies hire sales consultant to throw scrap booking parties, teach home classes, and conduct scrap booking workshops.

Try conducting research to find a company that you think can help you market your product. You might even consider becoming a sales consultant for one of these companies. This will allow you to make valuable contacts with potential clients.

### **5) Become web savvy.**

One of the easiest and best ways to market your scrap booking crafts is online. Many dedicated scrap booking enthusiasts are very active in online communities. Get involved in these communities—not only will you probably enjoy meeting and learning from other scrap booking enthusiasts, you will also meet people who might be interested in your scrap booking crafts. If you haven't already, put together a good website where you can sell your scrap booking crafts. Make sure to advertise on web boards, scrap booking e-mail newsletters, and anywhere else you know scrap booking enthusiasts gather.

## **Needling Your Competition - Three Ways to Promote Your Needlepoint Crafts**

### **1. Local Craft Shows**

The best way to get out there and meet your customers is at local craft shows. This gives you a chance to sell your products, but even if you don't see a lot, you can gain a lot of exposure. Be sure to talk to everyone who stops at your booth. A warm smile and some pleasant words will make a good impression on potential customers and they will be much more likely to examine your products and even buy something.

You also want to have plenty of business cards and flyers on hand. Even if someone does not see a product they want to buy that day, they will often hold on to the card and call you when they have a special gift they need to purchase for someone. You'd be amazed how long some people hold on to business cards.

If there isn't a craft show in your area or the fee is too much for you, then you can consider hosting a craft show in your own home. If you have enough space, you can rent out space to other local crafters. This will cover all the money you spend on marketing and refreshments for your customers and the only work you'll have is a bit of set-up and clean-up. This show may even develop in an annual or semi-annual sale that your customers come to expect over time.

### **2. Demonstrations**

The majority of people who buy hand made crafts do so because they are interested in the uniqueness of the objects and the story that is behind the craft. Most are fascinated by the artistic process and enjoy witnessing it whenever they get the chance. That's why demonstrations are a fabulous way to promote your needlepoint crafts. Set-up a demonstration anywhere you are able to rent a booth, such as the local malls, community centers or even libraries.

Try to figure out what kind of places people in your target market frequent and go there as well. You can also approach groups in your area and offer to demonstrate your craft at one of their monthly meetings. You can also bring products to sell at these demonstrations if you clear that with the location ahead of time. If people see the work that goes in to creating these products, they are much more likely to make a purchase.

### **3. Online**

Many crafters are still hesitant about taking advantage of Internet technology to promote their products. Don't be one of them! The Internet offers you a way to reach more customers than you can even imagine. People from all around the world can stumble across your website and see all of the fantastic products you have on offer.

With the web building tools and programs available today, it is easier than ever to create your first website. You could start off with a website that just gives a general introduction to your products and you as the artisan. You could describe your needlepoint process from design to the finishing touches and even include photos of that process so those browsing your site will feel more connected to your artistic process. You can also take your website a step further. If

you (or someone close to you) have the Internet savvy, you can set up sales right over the Internet. You can keep record of your stock and have an online order forms for customers to fill out.

When starting out with your website, you'll need to make sure that you have good product shots of your needlework projects. The only drawback to online craft selling is that customers do not get to see the actual projects before the sale goes through. It is sometimes hard to capture the detailed work that goes into a needlework project in a photograph, so you need to be sure that your product photos are of super quality and you might even consider have a picture of the whole project and then a few close-up shots so the work you have put into each piece is clear.

You can also join online craft communities. This is an excellent way to get to know crafters and network with them. These kinds of connections can be very useful in the long run.

### **Ordinary to Extraordinary – Ten Trash to Treasure Crafts That Will Sell**

When it comes to crafts, do you tend to gravitate toward the unique, the different, and the most eye-catching? Making crafts is not only a fun and creative endeavor; it can also be quite lucrative. If you're interested in making and selling crafts, but are worried about production costs, worry no more. Here are ten 'trash to treasure' crafts that are not too costly to produce, and that are sure to sell.

Use old greeting cards to make charming keepsake boxes. Everyone has access to greeting cards, and even if you decide to buy new greeting cards for this project, the expense is minimal. Choose two greeting cards with designs that complement each other nicely. For instance, two greeting cards with flower designs would work well together. Cut one greeting card in half at the fold. Use the part of the card with the design on it to make the box. Use a ruler to make sure your folds are equal lengths. Fold up the sides of the card to form it into a box, and glue the walls into place. Use the second greeting card to form a lid for the greeting card box.

Make a 'vignette lantern' using old glass jars. This craft works especially well if you design your lanterns around seasonal or holiday themes. Using old glass jelly or mason jars, create a 'scene' inside the jar. For instance, if you want to sell your craft around the Christmas holiday season, create a holiday scene inside the jar with Christmas trees, lights, a Santa, etc.

Create a cool CD clock! This project is very eye-catching and easy to do. Most everyone has old CDs that they have no use for. Why not convert them into working clocks that you can sell? Find an old CD you no longer need and paint it. Use markers and paint to create an original design. Write the clock numbers around the sides of the CD. Use a regular clock as a guide for spacing your numbers. Use the clock works on an old clock and, using a large washer (available at hardware stores), attach the clock works to the back of the CD.

Create an eye-catching fork wind chime. Using a hammer, flatten down the prongs on three or four old forks. Bang the tips so they straighten all the way. Attach the forks to either a piece

of wire or strong string. You can drill holes on the handles of the fork and attach them securely to the piece of wire. Attach the wire and forks to another structure. This can be whatever you want—you can fashion another piece of wire into an attractive design and attach the forks to it. The forks will create lovely music in the wind!

Make colorful ornaments out of old light bulbs. Using acrylic paints, design colorful designs on a burnt out light bulb. You can also use a hot glue gun to attach fabric or other accessories to the light bulb. Popular motifs you can try are Santa Claus, Reindeer, or Angel designs. After you're done decorating your light bulb ornament, use your hot glue gun to attach a loop to the top of your ornament for hanging.

Sell handmade pinecone bird feeders. Not only is this project easy and inexpensive to do, but another perk is that it allows you to clean up your yard! Cut pieces of twine or yarn and wrap them around each pinecone so that you will be able to hang the pinecone securely. Mix part butter and part peanut butter in a bowl and smear it all over a pinecone. Then pour birdseed into a dish and roll the pinecone in the birdseed until it is covered. Place the pinecone in the freezer until it is set (usually takes about an hour). Now it is ready to hang.

Create fun yard art from thrift shop treasures. This project allows you to really stretch your imagination to create wonderful yard art creations. Search out thrift shops to find old chairs, tables, baker's racks—just about anything—to create planters and yard decorations. With a new coat of paint and a little imagination, you'll be able to create one of a kind yard art.

Make fun rag dolls out of old jeans. You can fashion dolls out of old blue jeans. Use old soft sweaters to make clothes for the doll, yarn for the hair, and hot glue buttons for the eyes. You can make a whole series of these dolls and sell them at crafts fairs.

Create beautiful folk art aluminum flowers. Find unusual aluminum beer or soda bottles. With a pair of utility scissors, cut the soda cans open. Cut out a rectangular piece of aluminum and smoothen it down. Use a marker to draw a flower design on the piece of aluminum. Cut out your flower, using steel wool to soften out any rough, jagged spots. Use an awl to curl petal edges, and punch out holes if your design calls for it. Attach a metal rod to your aluminum flower to act as a stem. You can create a lovely bouquet, if you wish!

Make and sell truly unique art mailboxes. You can purchase used metal mailboxes very inexpensively at thrift stores, and then decorate them to make a profit. You can also personalize these mailboxes for your clients!

### **Sew Far Sew Good – Five Basic Tips for Threading Your Way to Success**

Being a professional dressmaker is a very hands-on craft. You work with your hands on a daily business, creating wearable masterpieces out of nothing but fabric and thread. Professional dressmakers, like other artisans, often focus on the art of their craft, to the detriment of their business. If you enjoy sewing and are considering making a business of it, read these five basic tips to avoid the pitfalls of the business, and to thread your way to success.

**1) Never be afraid to talk with the experts.** Sure, you know all there is about sewing. When it comes to your work, you don't need to rely on the advice of experts. You know how to sew and are able to create exquisite creations that put a smile on your customer's faces. But knowing your craft well doesn't necessarily make you an expert at everything else that affects your business. Don't be afraid to consult with advisors, financial planners, insurance agents, lawyers, loan officers, accountants, or any other type of advisor. In fact, experts recommend that all small businesses meet with, at the very least, an accountant once a year for tax planning.

If all these experts sound costly to you, you're right. Hiring a marketing consultant, for instance, would probably cost you thousands. Fortunately, with a bit of research you can find many low-cost options for expert financial and small business advice. Many local colleges and universities offer such services, as well as certain government agencies. Although it's definitely not the most enjoyable aspect of running a small business, seeking professional advice is one of the most responsible things you can do. And remember: it's always better to seek advice when everything is relatively OK, rather than when you are in desperate need for it.

**2) Make a list of your expenses.** The reason most businesses fail is simple: a lack of funding. Avoid this pitfall by making a list of your projected expenses for one year. Include the cost of raw materials, sewing equipment, overhead costs, advertising, accounting, and any other expenses. Remember that your estimate will probably fall short of the real number. Be honest with yourself about whether you are currently able to handle the cost of launching your business.

**3) Don't under price!** One of the most common mistakes dressmakers make is under pricing their work. So how would you avoid this common error? First, calculate the total cost of producing your work. Calculate the cost of raw materials, overhead, labor, and labor. At what price can you make a comfortable profit? Make a decision about the lowest price that you can accept. Don't go below this number! It is very tempting to do this—many dressmakers often fall below this number in the urge to sell. Remember that under pricing is detrimental for your business. If you find yourself consistently under pricing, expect your business to go into the red soon enough.

When pricing, keep in mind that you also have to consider your competitor's price. Do research. If your competitors seem to be selling lower, try to pinpoint exactly where they are cutting corners. If your client's mention your competitor's pricing, be prepared to demonstrate how your work is priced a bit higher because you haven't cut any corners in production.

**4) Keep an open line of communication between you and your customers.** Learning to communicate well with your customers is one of the most important things you can do to establish a good business. Dressmaking is often fraught with stress and personal emotions. Try to diffuse any potential conflict by keeping the line of communication between you and your clients open at all times. Ask for feedback on a regular basis. Ask lots of questions and listen carefully to what your customers say.

Before beginning a project, talk to your client and learn their expectations. Even if they don't contact you, make a serious effort to keep them informed at all stages of production. Finally, follow up after the project has been completed to make sure that the client's expectations have

been met and that everything has been delivered.

Just because you finish a project and never hear any complaints from your client, don't assume that they are satisfied. Very satisfied customers are some of the most vocal—they will often contact you to say thanks, or to do more business with you. Customers who aren't satisfied, however, will rarely make contact. They will just make sure never to do business with you again, and spread bad word of mouth. Try to avoid this type of situation by having a clear sense of how a customer feels about your work at all times.

**5) Don't take on more than you can handle.** Another common mistake made by dressmakers is to accept too many new projects. This mistake can seriously jeopardize your burgeoning business. Taking on too many projects not only places an enormous amount of stress on you, but also makes it more likely that you will have unsatisfied customers. Keep your expectations realistic. The idea of making more money is very tempting, but the stress you put on yourself and your clients is not worth it. Limit yourself to what you know you can handle.

## **Square Off - How to Choose a Quilting Design That Sells**

Quilting is a huge hobby industry right now. While in the past, many quilted purely for pleasure and only gave their quilts to family members, people are now seeing lots of business opportunities. With advances in technology, it is easier than ever to sell your quilts for profit.

But making a quilt, especially making a full size quilt is a big investment of time and money. You have to buy the fabrics and spend a great deal of time designing, sewing and quilting. You want to be sure that there will be a market for the quilts you design. Here are a few simple suggestions of things to keep in mind when trying to decide on a quilt decide you hope will sell.

### **1. Size Matters**

When just starting out on your homemade quilt business, you might want to start with smaller quilts. You can start out trying to create lap quilts and wall hangings. See how those sell and what your most popular color and patterns are – this will make it easier to know what kinds of full quilts to design when you take that next step.

### **2. Tradition**

Though there are always new and exciting techniques and patterns to try out, a lot of your customers will be looking for traditional types of quilts. They are purchasing something that will hopefully stay in the family for generations so they will be looking for a quilt that is timeless. Your customer will probably not be as excited by these new trends as you are, but you should try any new items you feel comfortable with.

The majority of customers are looking for a family heirloom, not the latest quilting craze. Log cabin and double wedding rings are two of the most classic patterns and will appeal to a really wide range of customers. It's important to try new things and not lose your passion for designing, but it might be best to try some of these new designs on smaller pieces – just until

you see how your customers respond.

### **3. Stick to Safe Colors**

Many of the same things apply to your color selection. You want to try and select fabrics that will appeal to a lot of different customers. Not everyone is going to like the same things, but there will probably be very few customers interested in a quilt of hot pink and fluorescent yellow. You also need to try and keep your personal preference out of it. The colors you like may not appeal to a lot of your customers.

It is important to know about current interior design trends, but you do not want to base all of your selections on the “in” color of the moment. It can change so quickly and as was discussed earlier, your customer is looking for something that will last many years and through a dozen interior re-designs.

Softer colors or “safer” colors are best when designing quilts with no specific buyer in mind.

### **4. Research**

It is good to get as many different viewpoints as you can. Be sure to talk to family and friends when you have a new design or color scheme in mind. They can often bring a different perspective to the mix. Also be sure that you are in touch with your customers. Talk to as many customers as you can at local craft shows and see what kind of designs and colors they like.

### **5. Diversify**

Making large quilts is quite an investment of time and money and the result is that your price point is quite high – not in terms of the work put in to them, but in terms of what the average craft show customer is willing to spend in one weekend. Try to diversify your products. There are lots of things that you can make applying the techniques and methods of large quilting products. Consider creating placements and table clothes for your next craft show. This can be an excellent way of using up all of those bits of material you gather over time and these smaller, less expensive products will appeal to a broader range of customers.

Wherever you sell or market your quilts, be sure to specify that you will do customer orders depending on size and the customer’s time frame. Your customers will appreciate knowing that they can customize their own quilt design and colors – if they’re willing to wait a bit for that personal touch!

## **’Tis the Season – Ten Ways to Market Your Hand Made Christmas Crafted Items**

With the Christmas season approaching, many customers are looking for unique gifts that will be just right for their family and friends. Following are the top ten ways to make a profit off of your hand made Christmas crafted items.

**1. Find Christmas shows in your area.** One of the easiest ways to sell Christmas crafts is by finding the craft shows or fairs that take place. These are especially popular around the Christmas season, as many are looking for crafted gifts. There should be several local, regional and national shows available where you can easily rent a space or booth and set up your crafted items.

**2. Sell online.** There are several websites that will allow you to list your Christmas items on their site. This will allow a network to move to your specific items and browse what you have available. If you decide to sell through another website, it is much like renting a booth at a craft fair. You should have all of your information available, as well as pictures of the crafts that you are selling.

**3. Sell at Craft Malls.** These are a third way to sell Christmas items. Shows, fairs and festivals are usually offered in craft malls during this time of the year and are an easy way to set up for a short time to sell.

**4. Organize your website.** If you have already established a place online to sell your crafts, change it for the holiday season. This not only means adding graphics and designs, but also pointing out special items and discounts for this particular time of the year.

**5. Know What to Sell.** While many will be looking for a craft that is simply unusual, it is also good to keep stock of crafts that are for Christmas only. This not only means specialized crafts for the holiday season, but also knowing what the interests will be of those that will want to buy your crafts during this particular time of the year. It's also important to keep in mind the amount of money that one will want to spend on your items. Because of the time of year, this is often different than other times of the season.

**6. Keep in Touch.** If you already have customers from previous years, it is always good to send them a holiday card before the season is over. This will remind them that you are available with crafts if they are in need of a last minute item. It also keeps good relations and networks open for other times of the year.

**7. Offer discounts.** Whether you decide to work on increasing sales over a website, or if you are going to a craft show, remember to offer customers deals on your Christmas items. You will be more likely to sell more than if you offer your regular around the year prices. Everyone is looking for the bargains and special deals that are offered at this time of year.

**8. Look at the Predictions.** Every year after Thanksgiving, several sites and news programs will predict what the sales and the largest markets will be for this year. While these are only estimates, it is best to keep them in mind when you are working on selling and producing your crafts. It can help to not only determine which market will be attracted to your sales, but will also help to determine what discounts will work best when selling your crafts.

**9. Make sure you are prepared.** It is hard to tell what you will be selling at any of the craft shows or online places. Because of this, make sure that you have plenty of Christmas inventory. Often times, one person will see your craft that was bought by another, and you will end up selling more of one product than expected. Be sure to be over prepared with what you

think will and won't sell. If you have done Christmas crafts in the past, it is also important to sell some of the same things, as well as new items.

**10. Create an Environment.** Whether you are at a craft show or online, make sure to draw attention to your booth and your Christmas items by decoration or by the way you organize your display. This always helps to sell your Christmas items.

Making sure you are successful when selling your crafts for the holiday season will mean being prepared and offering the right types of products and sales. It also means going to the right place and being aware of what customers will be looking for. With this in mind, it is possible to have a successful Christmas season.

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