

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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If you've wanted insight into growing or starting a crafts business online, here's an opportunity to hear how its done. James Dillehay will share tips and tactics on Entrepreneur Magazine's E-Biz Show, Monday, Oct. 31 at 11am EST. See Craftmarketer.com for details.

Craft Marketer

NEWSLETTER

How to Get Your Crafts to Stand Out

20 Ways Your Art or Crafts Can Rise and Shine by James Dillehay

Craft shows have probably tuned you into the reality that you aren't the only one making and selling pieces in your media. It's easy to think that to be one jeweler or woodworker or weaver among many is a losing situation.

That all depends. In many shows I attended where I was the only weaver, my work did not get as much attention. There may have been other factors but experience over many events showed that whenever there were several booths with weavers, I always did well.

What makes you stand out

The quality of your work should always be a priority. When customers can see your craft items up close, every detail stands out.

When you've created the highest quality craftsmanship, you need ways to get you and your arts and crafts to stand out in a crowded show. Below are 20 tactics that have worked well for others.

1. Stagger shelving so customers find it visually pleasing to scan your arts and crafts pieces.
 2. In your craft show booth, use a small podium for transacting sales instead of a table that takes up space.
 3. Build rapport with customers who stop by and visit. Aim to build relationships, not just make sales.
 4. If you have won art or crafts competitions, post your awards where they can be seen.
 5. Whenever possible, engage the customer's senses; i.e., touch, sound, smell, taste, sight.
 6. Build your display so that your best crafts work can be viewed at average height eye level.
 7. Use track lighting or overhead spots focused on your crafts. Work with halogen light bulbs for 'whiter' light.
 8. Write your personal story in three to four paragraphs and include it on your brochures, catalogs, flyers, hangtags, and somewhere visible to customers.
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James Dillehay
Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

9. When appropriate, make it easy and quick for customers to be able to touch your craft pieces (if unbreakable).

10. Brand your business by creating banners or signs with a consistent design theme to hang around your display.

11. Give prospects something for free that has your arts or crafts pictured along with your contact info on it and make sure you get their contact information in return.

12. Promote urgency by making it known the arts and crafts pieces on display will not be available locally after the show.

13. Provide a broad range of unique craft items. People like to feel they have choices.

14. Develop a theme line (like cats or unicorns) of art or crafts and become known for your theme.

15. Whenever you show, wear or

display some piece you've made or transfer your art with your Web address onto clothing you can wear.

16. Create a media kit with your bio, your story, CD, best head shot photo of you, best photos of three pieces, business card, copies of articles or reviews.

17. If you take on special orders, promise and keep to speedy delivery.

18. Use all of these: hangtags, flyers, catalogs, brochures, postcards, business cards, certificates of authority, order forms, business signs, newsletter.

19. Always show a positive attitude and enthusiasm.

20. Provide a toll-free number customers can use to order or inquire about an art or crafts item after the show.

The above tips are excerpted from the forthcoming, *Guerrilla Marketing for Artists and Craftspeople*, by Jay Levinson and James Dillehay. Publication will be announced in this newsletter.

They Made It!

Born in New York City in 1949 to a German immigrant, Gary grew up to become what he terms "a true child of the Sixties." In 1979, Gary and his wife, Tina, moved to rural Boyds, Maryland to open an antique shop – their first step in establishing The Boyds Collection. Their first successes came with antique reproductions of wooden duck decoys followed by detailed miniature houses known as The Gnome Homes. The Boyds Bears came to be when Gary designed a 12-inch, fully-jointed, wool bear named Matthew. Matthew was the first huge success in what is now a long and distinguished assortment of bears and friends. The Boyds Collection, became one of QVC's Top-Selling Collectible Brands.

Got a story to share? We love highlighting successful craft artists. Send your story to jamesd@craftmarketer.com