

"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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"Art produces ugly things which frequently become beautiful with time. Fashion, on the other hand, produces beautiful things which always become ugly with time." ~ Jean Cocteau, French poet, novelist, director

Craft Marketer

NEWSLETTER

Promoting Your Craft Site with a Small Budget

by James Dillehay

Promoting your craft products through a website doesn't have to cost a fortune. This issue gives tips for low-cost marketing of crafts online.

Designing Your Site

You have two choices when it comes to designing your site. You can hire someone or learn the skills to layout your own site. If you choose to hire someone else to compose and upload your web pages, you must then rely on that person for making future changes, unless you learn how to update pages yourself. Not only will the hired designer work on his own schedule (not yours), you will probably be charged a fee whenever you need the designer to edit pages or images.

A cheaper and more satisfying alternative is to learn the basics of creating web sites and do it yourself. Putting up your website can be fun and creative as well as cost free. Plus, when you know the basics, you can always hire a designer for the overall look of the site and later go in and make updates yourself without paying additional fees.

Two free resources for learning basic web design are www.htmlgoodies.com and www.webmonkey.com.

Handling Transactions

When making sales from your own website, you'll need a shopping cart and a merchant account provider to handle credit card payments, both of which incur monthly fees. Or, you can save the fees by using PayPal (www.paypal.com) as your provider and pay a small commission on each sale as its made. If you are selling on eBay, it's almost a necessity to offer PayPal since so many users of eBay have PayPal accounts.

Getting Search Engine Traffic

How do prospective customers find your site? At no cost to you, you can send visitors to your site through including your web address on all your order forms and promotional material.

Get your customers to promote your website for free by offering a tote bag as a bonus with your domain name printed on the side. Other ways of getting visitors to your site include organic search engine results, pay-per-click ads, incoming links, blogs that mention and link to you, discussion groups, social networking sites, posting a video on the growing number of video sites, and podcasting.

“You will recognize your own path when you come upon it, because you will suddenly have all the energy and imagination you will ever need.”
 ~ Jerry Gillies



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.

Selling Crafts on Other Websites

If you don’t have your own website, you can post your product images and descriptions on other craft related sites which already get traffic and customers. Popular sites for art and craft items include www.wholesalecrafts.com , www.guild.com , and www.artisanstreet.com .

eBay

eBay.com is an online world of its own, attracting millions of shoppers daily. When you have a shoestring budget, eBay may be a good option to explore because listing fees are relatively cheap and you pay only a small commission to eBay when items sell. For a small monthly fee, you can choose to have an eBay store, where you can list all the items you make. eBay provides detailed help instructions for setting up to sell.

Getting Mentioned in the News

Promote your website by getting mentioned in newspapers, magazines, and on TV and radio. Have you ever wondered how it is that there is always just enough news to fit in the current issue of Time magazine or in your daily paper? Experts say that approximately 75% of everything we read in magazines and newspapers is placed PR. Busy editors need stories and

news. Submit a press release to sites like www.prweb.com and www.prnewswire.com .

Browse through the TV cable channels and you can find several shows which feature craft artists and their work. Go to the show’s website and look for the link on how to be a guest on the show.

Magazines like *Family Circle* regularly feature interviews with craft makers. Even *The Wall Street Journal* included an article back in December, 2002 on craft artists selling online. The article included web addresses of the artists mentioned. Cost to the craft artists for this free promotion? Zero. Send your news release or story idea to the editor of the department that best matches your craft and what you want to tell the world about.

The full version of the above article appears in the Spring issue of *Create the Dream*, a print magazine for artisans of soap, candles, home fragrance, personal care, and herbal products. Every issue is packed with great tips. Subscribe at www.createthedream.com.



James Dillehay is a professional craft artist and author of seven books including *The Basic Guide to Selling Crafts on the Internet*. *The Crafts Fair Guide* said, "This book is so useful, we can hardly stop using it long enough to review it. If you're considering establishing or improving a web presence, invest in this book."