

"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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Craft Marketer

NEWSLETTER

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"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

How I Got Here

by James Dillehay

This issue is long overdue. I was in the planning stages of a make-over for www.craftmarketer.com in May, when an out-of-control forest fire swept through the area where I live in New Mexico.

The fire took down power lines, phone lines, bathroom and kitchen facilities and several buildings I shared use of. Fortunately, my little studio cabin was spared.

Getting back to what passes for normal taught me a lot. If you've been through any kind of natural disaster, you know what I mean. Surviving and recovering makes you stronger, and in my case, it also gave me a greater ability to focus.

How I Got Started

I originally moved here to New Mexico several years back in order to study weaving and fiber arts. I grew a business selling my wearable art at craft shows and to galleries around the country.

I found myself teaching the business side of crafts to new apprentices ever few months. When I kept repeating the same lessons again and again, I put my ideas and those of other successful craft artists

into a series of books. Many of you have bought and read my guides at Craftmarketer.com. Thank you!

I've long felt it was my mission to keep up to date with low-cost ways craft artists can increase their sales and profits. Along those lines, Craftmarketer.com will soon begin offering more support in using the Internet for selling your crafts.

According to BIGResearch survey, 74% of women and men regularly or occasionally said they research one or more products online before purchasing in a store.

Guerrilla Marketing

Perhaps like you, I continually look at any and all ways to improve my business results. The marketing approach I found that has made the biggest difference is popularly known as "Guerrilla Marketing."

For many people selling crafts, the most challenging part of being in business is the unpredictability of income. You don't know how much money your next show will bring in, but you still have to pay bills on time and buy supplies to keep working.

Guerrilla marketing reduces stress because it fosters predictability. Instead of the pressure of the unknown, you feel the confidence of knowing precisely how you

“An artist is a creature driven by demons. He doesn’t know why they choose him and he’s usually too busy to wonder why.”

~William Faulkner



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.

will spend your marketing dollars, and after a short time, how you’ll be able to forecast your earnings with faith.

Guerrilla marketing is preferable to conventional marketing in several more important ways.

Conventional marketing requires money to be effective. Guerrilla marketing works when applying time, energy and imagination.

Conventional marketing is designed for large businesses with big budgets. Guerrilla marketing is perfect for the art or craft business owner with big dreams and a small bank account.

Guerrilla marketing encourages exponential growth by getting more business from people who’ve bought from you in the past because people tend to do business with people they like and are familiar with. And it’s five times cheaper to sell to someone who has bought before.

Conventional marketing advocates competition. Guerrilla marketing promotes cooperation because it’s more productive.

Conventional marketing says focus on one form of promotion that works best. Guerrilla marketing knows it takes marketing combinations to get customers to notice you.

Conventional marketing records how many customers you’ve sold to this year. Guerrilla marketing emphasizes counting how many relationships you’ve grown.

Conventional marketing is cold, difficult to understand and somehow always out of reach. Guerrilla marketing is user-friendly and always under your mastery.

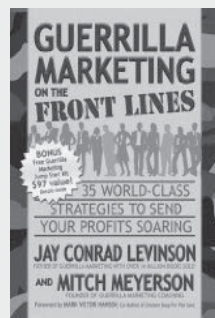
When I came across the guerrilla approach, I knew it had much to offer to my business. I even took a course and became a certified Guerrilla Marketing coach. Within two months of beginning the course, my business revenue had increased 50 percent and I was only applying about 10 percent of what I’d learned.

Because I had written books for craft business owners, I was asked to contribute a chapter in the newest *Guerrilla Marketing* book series, reviewed below. Check it out.

New Book Review: *Guerrilla Marketing on the Front Lines*

Customer Ratings on Amazon: ★★★★★

Guerrilla Marketing on the Front Lines genius is that it acts as a kind of double guide. It is a collection of stories about how men and women who have been in the trenches of small business are making great strides in their respective industries through investing time, energy, and imagination, instead of big money. The book provides scores of inspirational quotes and stories to support start up business owners in being able to navigate the rocky economic landscape of the future — it’s like having 35 Certified Guerrilla Marketing coaches, all on your team.



Craft artists ready to take their profits up a couple of notches will be interested in my chapter, called "Eleven Ways to Get Your Marketing to Stand Out." Order a copy of *Guerrilla Marketing on the Front Lines* here at 25% (www.craftmarketer.com/frontlines)