

"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

How to Get Higher Prices for Your Crafts

by James Dillehay

Almost all craft artists tend to under-price their work when starting out. Partly, under-pricing comes from shyness and / or a lack of confidence. Not charging enough can also be a sign that you are neglecting factors that influence the customer's perceived value of an item. In this issue, we look at several ways to *up* the perceived value of your work so you can ask for and get more money for your handmade products.

"If you think you can match or sell below your competitor's prices, you need to understand that you will have an ongoing, lifetime gun battle of survival which, sooner or later, you are going to lose. There is nothing that is ever going to make that go away."
~ Lawrence Steinmetz

The Offer

There is a concept used by successful big businesses that we artisans can profit from, too. The idea is that when a prospective customer shops, they look at the price of an item in relation to the total offer. In other words, it is not just the item itself that goes into the perception of value, but a combination of additional factors like availability, choice of colors or sizes, convenience, speed of delivery,

packaging, guarantee, and any bonuses.

Thinking of raising your prices? Get your customers to love how you over deliver with service.

Quality

Handmade items are valued because they are crafted by individual artisans. Craft products must be constructed with the highest quality, if you hope to generate customers who buy from you again and again over time. When describing your pieces, elaborate on the time and effort it takes to make each item. Consider including a "Certificate of Authority" with each piece.

Packaging

Displaying and packaging your items with attention to details not only increases sales but adds to the total offer, allowing you to raise your prices without scaring off buyers. When researching prospective stores to sell my handwoven scarves to, I found another weaver had positioned his scarves to sell for twice the price of his competitors. Every scarf came with a

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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



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 served on the advisory boards of the National Craft Association and ArtisanStreet.com.

brilliantly designed box and included a letter on parchment paper from the artist describing what made his work unique.

Theme Lines

Add exclusivity to your crafts by developing one or more theme lines. Some customers may never remember your name, but they clearly remember buying the special craft you made, if it relates to their personal interest.

Themes allows you to identify niche trade shows, public events and specialty retail shops who attract customers looking for items they can add to their collection.

Developing a theme line has propelled some artists to the top of their genre. Anne Geddes’ themes are babies and mothers; she sells millions of books and calendars containing her photography.

Personalize the Product

Many artisans have boosted profits by personalizing products with engraving, embroidering, painting, burning, or otherwise applying the customer’s name

on the item. *“When you give somebody something with their name engraved on it, they know you didn’t just pick it up along the way,”* reports Colonel Littleton whose personalized products are owned by Bill Clinton and Robert Redford. *“And a pocket knife with your granddaddy’s name engraved on it, now that’s something that you’ll treasure forever.”*

People Want What is Scarce

The scarcer an object is, the greater the desire. For creators of art and craft, promoting the one-of-a-kind aspect of your work contributes greatly to perceived value. Customers want to possess what no one else can have. One way of accenting scarcity is through creating a “Limited Edition” series.

Including as many of the above ideas in your craft promotions will add value to your total offer, allowing you to ask and receive higher prices for your handmade treasures. Rather than compete on price, a losing battle, focus on increasing value.

CRAFT MARKETING OPPORTUNITIES

Now a regular feature, each issue showcases one promotion idea and one selling venue from the new ebook, *Sell Your Crafts Online: More Than 500 Free and Low-Cost Ideas for Artisans to Get More Sales.*

Promote From: Wetpaint.com Wetpaint lets you build features of wikis, blogs, forums and social networks into a community based around the topic you choose. You can link from your articles your custom Wetpaint URL to your other sites, thus sending PageRank where you choose.

Sell From: Zibbet.com Zibbet connects buyers and sellers of handmade goods, fine art, vintage items and crafting supplies. No up front costs. It’s free to set up shop and list as many items as you want. When you make a sale, they take 7.5 percent commission off the sales price.

