

"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

## Alternatives to Etsy and Ebay

by James Dillehay

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When Etsy first opened up, they found many unhappy Ebay sellers flocking over. But as many of you know, it's easy for your items to get lost among the crowd at Etsy. This issue gives you a list of alternatives to Etsy and Ebay excerpted from the 500 sites listed in my book, *Sell Your Crafts Online*. You may find your art or craft lends itself to the buyers shopping other sites.

Webstore.amazon.com — Amazon sells much more than books. At the time of this writing, I found more than 4,000 handmade jewelry items for sale and more than 15,000 handmade home and garden items. Amazon takes a percentage of each sale.

Ecrater.com — Ecrater provides a free Web store builder and a free online marketplace. Sellers can set up an online store in minutes. Buyers browse between thousands of products. All products are posted to Google Product Search as well.

Dawanda.com — Dawanda is an Etsy competitor. You can set up a

store on free and they don't currently charge a per listing fee, though they say that will eventually change. They charge 5 percent commission on sold items. List any "unique, customizable and/or handmade" items.

Bigcartel.com — With a PayPal business or premier account, you can sign up, add your products, customize your store, and start selling. There is a limit of 100 products. Big Cartel does not charge any fees per transaction.

Rubylane.com — Rubylane is a long time e-commerce site designed to connect buyers and sellers of antiques and art, vintage collectibles and jewelry. There is a one time setup fee per shop, cost of \$20 per month per shop, and a one-time low fee to list an item.

Artfire.com — Sell your art or craft here with a seller's account that costs \$12 a month, but you can list your first ten items free. No final value fees.

Artfire runs ads in publications, social networks, broadcast and other places to draw in buyers.

Artprice.com — Storefronts for selling art and design works here start at around \$50 a month. You can mention and link to your other online stores.

Trocadero.com — This is a popular site for antiques and collectibles, but they also have a category for "Artisan



“Art is making something out of nothing and selling it.”

Frank Zappa

(1940 - 1993)



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 and is the founder of CraftsU.com, a social network for craft artists.

and Design.” Fees for a store run from \$20 to \$70 per month depending on features. Additional paid ad options are available.

Silkfair.com — This online marketplace has no start up or listing fees. There is a 3 percent commission fee when items sell. Each store can create and maintain its own forum and blog.

Handmadespark.com — A marketing service for handmade sellers. You can post your latest creations in their Studio and get your own Mini-Site and product pages. Blogs feature tutorials, featured artists and business trends. Seller’s fee is \$6 per month.

Bonanza.com — Show items that you don’t find mass produced on Amazon, like purses, clothing, antiques, jewelry, memorabilia, and collectibles (their niche is “everything but the ordinary”). Negotiate with shoppers, browse through hand-picked items, visit a virtual garage sale.

Yessy.com — Yessy is an escrow service for buyers and sellers of art.

When Yessy secures the total payment from the buyer, they notify you when you can ship the order to the buyer. When the buyer receives the order, funds are released to you. Annual fee is \$59. For each transaction, a 10 percent processing fee applies.

SupermarketHQ.com — To get onto this site, you must e-mail them with photos and descriptions. Only accepted artists can list items. Payments from buyers go through PayPal.

FarmersMarketOnline.com — Booth spaces here cost \$75 for 5 months or \$120 for a full year for one featured product (which you can change.) You can also put a listing in their business directory. Don’t let the name fool you, they also have craft artists listing handmade items here.

Zibbet.com — Zibbet connects buyers and sellers of handmade goods, 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.



**About Microenterprise Funding**

Microenterprise is a term used to describe small unincorporated businesses with fewer than ten employees that do not have access to traditional bank financing. Most craft businesses would be described as microenterprises. Microenterprise programs administer small loans made to low-income individuals to begin or expand their small business. Micro-loans are much smaller than loans made at banks, some starting at as low as \$500 while banks often won’t loan less than \$10,000. One of the largest examples is ACCION.org, which has helped build 62 microfinance institutions in 31 countries. Those institutions are currently reaching 4.9 million clients. The U.S. ACCION Network has loaned nearly \$277 million to over 24,000 clients and currently serves more than 5,100 active borrowers in 46 states. The U.S. ACCION Network is the largest microfinance network in the country.

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