

PHILLIP DANE



THE ART OF THE CRAFTING BUSINESS



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Turning your Hobby into a Business

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How To Start A Successful Craft Business

How To Start A Successful Craft Business

If you have you ever wondered how to start a successful craft business, you need to listen carefully. Homemade craft items have become more and more popular as gifts and home accessories. It doesn't matter what your craft is, you can start your own successful craft business. Follow this simple guide to learn how to start your own successful craft business.

Who Can Start a Craft Business?

Craft businesses are really popular for moms to work on a part time basis. Most people start a home based craft business as a part time job or for extra income on the side. But a successful craft business is certainly not limited to moms. Anyone with a particular gift or skill can start a successful craft business.

Where Can I Sell My Crafts?

Whatever your skill is, from making candles to holiday ornaments for the Christmas tree, you will need to know where you are going to sell them. If you have smaller priced items, you may want to consider selling them at craft fairs or flea markets. If you have expensive handmade sculptures or heavy items that are very big, selling them at a craft fair might be impossible. Another option to consider would be selling them on the Internet, either on your own website or at an auction website such as Ebay. Finding the right way to market your crafts is important, because if no one sees your crafts, they can't exactly buy them.

What Are Some Ideas for a Craft Business?

Depending on your particular skills, which I am sure you already know, there are many ideas for craft businesses. Just to mention a few:

- Candle Making
- Scrapbooking Business
- Greeting Card Business
- Seamstress
- Homemade Jewelry
- Soapmaking
- Furniture Design
- Gift Basket Business
- Pottery - Clay Figurines

A thought to consider when starting craft home businesses is that you need to carry a variety of products. For example, if you are making clay figurines, make sure that you have a variety before you beginning selling them. This will make sure that when people visit your booth or website, they can choose from a variety of products, to find exactly what they want.

How To Start A Successful Craft Business

When pricing your crafts, you'll need to make sure you're making a profit. Add the cost of all material used to make your craft, then determine what your time is worth. Add these two together then determine how much profit would make it worth it for your time and effort. Add it all together for the total price.

A successful craft business doesn't have to be a big business, but it can be if you choose. It may be something that you do for fun or something that earns you a sizeable profit. Remember, the hardest part of anything is getting started, so you must make a commitment to the success of your new business. Always remember, it does take time to establish a business, no matter what kind.

If you are interested in starting a craft home business, there are many to choose from.

With a craft business, you will have the opportunity to let your creativity shine.

Capturing the Craft Show Market

Capturing the Craft Show Market

Finding the right product to sell at a craft show is extremely important in finding success on the craft show circuit. You may already have an excellent craft product or line of products you are creating or even selling, or you may be looking for a craft to produce in order to enter the business. In either case, market research is going to help you find a craft show product that you can produce at a low enough cost to net a profit - and one that you will enjoy making. If you don't spend time looking into what everyone else has at their craft show booth, you might repeat what others have, or create a product no one really wants.

What exactly is a craft? The dictionary definition of "craft" is to make by hand, therefore, theoretically anything handmade is a craft. Although that's true, a craft typically falls into a category of items that are normally sold under the umbrella of arts and crafts that are either decorative or useful or both-and that consumers generally purchase for ornamental or practical use. The endless creativity of new craft show items is nothing short of remarkable. The product you choose will likely be one you enjoy producing or have a natural affinity for. It might be a skill passed down from generation to generation in your family, but you can also learn it on your own. You may decide to take classes or apprentice to a master to learn a new skill for producing a craft show item. Yet in order to make your craft business a success, you should consider doing a little bit of homework about what craft show item to make, ahead of time.

Market research

What sells? Wouldn't you like to have the answer to that question before putting all your resources into creating a product? How can you get the answer? Market research. Any large company that manufactures products utilizes market research before developing new products. You can use the Internet as well as common sense. You can ask friends, visit craft shows, galleries, retail stores, eBay and other websites to see what is selling and what isn't. Ask other artisans and craft show booth owners. Study trends by reading consumer magazines, trade journals, the fashion section of the newspaper or even watching TV.

Product ideas also come from everyday life-find a niche and fill it - and you will most certainly find success in craft shows. But, you need to make sure you stay on the cutting edge. Children, animals and nature can provide inspiration as well. Jot ideas for craft show items in your notebook or computer whenever you come up with something you think would be a hot seller. Compile a list of possible items and compare it to what you might enjoy producing. Then ask yourself if the craft show item is practical, decorative, unique, can be priced right (for profit), has a personal touch, is of excellent quality and offers exceptional value.

Capturing the Craft Show Market

You might also want to check out the competition in any category you select. How can you put a spin on your product to make it distinct and stand out from the others? If you're a crafter, you're probably highly creative, so use your creativity to come up with something imaginative. Without plunging into it full on, see if you can make a few samples and solicit feedback from friends or store owners. Do a small craft show and gauge customer response. If all systems seem to be saying "go" then go for it!

Find a craft you enjoy making, that you can construct efficiently and cost effectively, and one you can sell, and you have the craft show market cornered. But, you probably aren't going to land the perfect product without some groundwork done beforehand. If you want to find the utmost in craft show success, then take the time to deliver a product that you have researched, and watch craft collectors flock to your booth!

**Can You Turn Your
Art Or Craft Into A
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What kinds of things do you do for enjoyment? Do you paint on canvas? Do you paint on furniture? Do you knit, carve, make scrapbooks or jewelry, or make any other creative item? Any kind of craft or art can become a business. Turning your craft into a business can make it affordable to do more of what you enjoy. It can make your materials more affordable. You may have also been needing or wanting to earn more cash. Sometimes these side businesses become very profitable over time. You might have the option to quit your job one day and do your craft full time.

To explore this idea of having your own craft business, list the things you can make on the left hand side of a piece of paper. In a middle column beside each craft or item, put 1 - 5 stars to represent any positive response you have received for them, or a question mark if you don't know what people think of it. Which items received a positive or enthusiastic response? Could any of those items be sold for profit? In a third column put a number of dollar signs that you would guess is the potential for profit. Even though an item is admired, it may take too much time to make or cost too much in materials to make it profitable. This is just a preliminary assessment based on what you know or can guess now. You can test your items in detail later.

There are many ways to market your crafts. Some people sell them to friends and co-workers. Some crafts, like painting murals, might be done when someone asks you to do it for them. But many crafts today are sold in galleries, at art shows, and online. So explore all your options and think about what you can do to start earning money from things that interest you. Good luck.

The Migration of the Craft Business to Online Marketing

The Migration of the Craft Business to Online Marketing

It might seem like an oxymoron-being one of the nation's premier handcrafters of wooden jewelry boxes, as well as an online entrepreneur who e-tails the majority of my products. The evolution of the handcrafting world and its migration to online marketing may sound like a strange juxtaposition, but in fact, has become a significant contributing factor to the sustainability of the craft industry in the US. I should know; my business wouldn't be here today if I had not made the transition. If you are in the craft business and have not created an online presence, read on.

A little background may be helpful, as my career path was somewhat unique. In the mid-80's I dropped out of law school and moved to a monastery in the northeast. Lucky for me, it had an incredibly well-equipped woodshop. What began as a contemplative hobby quickly evolved into a vehicle for me to explore and express my connection to spirit. As I entered into a quiet and meditative state, details that might escape others' notice became prominent and called for my attention. My love for the spiritual qualities of balance, beauty, and getting things "naturally right" helped me through the difficult years of mastering the disciplines of woodworking.

My passion for woodworking soon found an outlet when I was asked to create some designs for jewelry boxes for a friend. As I experimented with various design features for the jewelry boxes, I began thinking about the possibility of making a living by building containers for precious objects. A vision of making outrageously beautiful pieces that would touch people's hearts and remind them of their interior lives began to take hold in my mind. In 1994 I moved to Durango, Colorado and started my business, Russell Pool Fine Woodworking. My prototypes for jewelry boxes quickly became popular as I began to wholesale them to high end craft galleries and museums around the United States.

In order to reach as many galleries as possible, I attended numerous juried wholesale shows, such as the Rosen Group in Philadelphia and the American Craft Association show in Baltimore. I also attended some local retail shows in the southwest. While I was successful in attaining my goal of having my boxes sold in the very best galleries in the country, I found that despite hard work, long hours, and outstanding product, it was difficult to make ends meet and to justify the amount of personal and financial investment.

The Migration of the Craft Business to Online Marketing

In 1999 the world wide web, as it was called then, was just beginning to be taken seriously as a marketing tool. I began to imagine what it might be like to sell directly to the customer instead of through galleries. While it concerned me to give up the security of the standing orders each show generated, the business to business marketing model and accompanying margins simply were not sustainable. I decided to create a web site and my wife and I worked together to design, write copy and create product photographs. I felt a bit like an explorer in the New World, not a lot of maps and no one in my situation to ask for advice from. But the business case for the site was compelling-selling my products directly to customers at twice their wholesale price made the margins a lot more workable. The site went live that fall and I spent most of the Christmas season on the phone selling product-my site delivered solid financial results. And the rest is history.

Here in Durango I still spend a lot of time focused on the work I love best-making stunning wooden products, getting the details right, and talking to customers who are looking for something more than the drab, machine manufactured designs that populate most of the web. I have also had to learn a lot-about search engine optimization, for example, and how to work with web designers and other marketing experts who can ensure that I continue to use cutting edge technology in service of the enduring legacy of handcrafting. Handcrafting and online e-tailing-it is an odd juxtaposition and yet without it, my work as a handcrafter would have been curtailed many years ago.

**A Thing of The
Past or The Wave
of The Future?**

A Thing of The Past or The Wave of The Future?

The world of small businesses started crashing down in the recent past and continues to do so. Not long ago many home businesses were thriving, but now they're caving in to a faltering economy.

Let's take, for example, handmade crafts. While crafting was a lucrative home-based business as little as two or three years ago, it's seen nothing but a decline in sales since then. Many crafters have gone completely out of business in the past year alone.

Why? Because the average American has less money to spend on luxuries and unnecessary items. The "down-sized" world we live in today has caused a snowball effect in many aspects of our lives.

Let's continue to use the example of handmade crafts. Craft supplies are a necessary expense, of course. And for those who travel each weekend to sell their wares at out-of-town craft shows, there are other expenses to take into consideration. The average cost for one craft show can easily run \$75-\$100, not including the cost of the supplies.

And so the crafter starts a vicious circle. S/he spends money trying to make money, but doesn't make enough to cover the expenses, let alone turn a profit.

On the other hand, many other small businesses are booming. The Internet has given many people the opportunity to start and build successful home-based businesses, with very few overhead costs.

There are plenty of businesses that can be operated from home using little more than a computer and the Internet. While the craft business used to require the "personal" approach, it can now become less so.

Crafters who can no longer afford to travel to sell their products, can sell via a website instead. More people are shopping online than ever before. Now they don't have to wait to attend the local craft show to buy their handmade goodies. They can simply visit their favorite website at their convenience.

I used crafts as one example only. There are many other businesses in the same boat. But with a little effort and know-how, small business owners can turn their failing businesses into successful Internet businesses.

Business owners who currently rent office space can eliminate that expense by turning a room in their home into an office. Naturally, if clients need to be seen personally for services, that wouldn't work. But if it's possible, changing the location of the office will put more profits in the pockets of the business owner.

Small businesses *can* still survive. They just might have to adapt to changing times. So go with the flow!

Five Basics Of Supply And Demand In The Hand Made Craft Business

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As is with all other successful business principles, marketing hand made crafts also involves knowing the market trends and customer needs. But since this is a business which you operate from you home, it is essential to learn the supply and demand equations, to achieve your financial goals.

The supply and chain, simply means knowing what your customers are looking for, and supplying the specific items. Given below are five tips on how to assess customer demand and how to supply the right item accordingly.

1. Know customer trends/customer needs. This means that you must know whether what you make is preferred by the customer. If you have your own niche in style and design, you can always keep a good amount of stocks, to last a long time. You can take note of customer trends, not only by observing what they buy but also through many organizations who provide valuable information on various aspects of the hand made craft business. Since trends have a short life-cycle, you should continuously focus on the niche that you have built. Trends will naturally follow these items.

2. Build up extra stocks. There are many ways to know how much you should make and how much you should stock. Taking orders from home or online is simple. If you participate in a handicraft show, keep ready stocks available. Talk to people who have taken part previously and also the organizers of these craft shows, to get a first hand feel of the purchase patterns. Moreover, always know what items are your best sellers. If they are seasonal products, make sure that you have enough stock in that particular season. Since customer demand may not remain the same every year, studying the fluctuations over a period of time, gives you a fair idea of the customer choices.

3. Stay ahead. Whatever your niche may be, make sure that you have adequate stocks of items that sell or may not sell. This gives you the advantage of a faster turn around time when in need. A professional always keeps enough stocks. Especially when potential customers make enquiries about an item which is gaining popularity.

4. Keep a tab on what you sell. To know what stocks you should keep is to know what you are selling. Not only should you do this for your on line sales but also all the craft shows you have participated in and the goods which were popular during that time. Since demand for a particular item can grow through word of mouth publicity, it is possible that the popular items of last year will become even more popular this year.

5. Get hold of more relevant information. If you are a novice in the handicraft business and not too sure what sells and what does not, you must get in touch with people who do know. There are many organizations as well as individuals who can help you with valuable information on the subject. The other information sources for sales estimates and inventory levels are online, magazines, daily newspapers etc who can throw more light on the matter of handicraft business.

Five Basics Of Supply And Demand In The Hand Made Craft Business

Irrespective of which handicraft you decide to business in, which niche of the market you wish to capture, where you wish to sell your products, the most critical element is to maintain adequate stocks of your products at all times, so that there is never a stock out situation. If you can assess the market trends and customer preferences and make products accordingly, you will soon become a successful professional in the field.

Work At Home Craft Business

Work At Home Craft Business

An at home craft business would be like a dream come true for many people who have that creative flair. They would be able to do something they love, and earn their living by doing it, the best of both worlds.

There are many different kinds of at home craft businesses, all of which can be very successful for the owner. Many artists have made their favorite craft into a business for themselves, crafts such as woodworking; flower pressing, soap making, candle making, crocheting, and beading all have turned profits.

If you are a man, don't automatically assume that you couldn't have a successful at home craft business. It is often thought that crafting is something that only women are good at, but that simply is not true. All you have to do in order to have a successful at home craft business is to focus on your talent, use it to create beautiful items, and then enjoy gaining the profits from the sale of those items.

Woodworking is often thought of as an old-fashioned craft, but the reality is, that very few people can turn down a beautiful, handmade wooden piece. From furniture to handmade wooden toys, you shouldn't have to worry about people not wanting your crafts, as they are all very popular, especially of late.

You should be familiar with all of the ins and outs of woodworking, and it should be something that you really enjoy doing. If this description fits you, then you would likely be very happy with your own woodworking business. You should be able to earn a living with it as well!

If you like the art of flower pressing, and consider yourself to be good at it, then you could probably make a good profit by turning it into a home based business. Pressed flowers are used for many purposes, including gifts for special occasions, weddings, and home decor.

The art of flower pressing is pretty simple and quick to learn, and you don't have to be a famous artist or even have a lot of creativity in order to be good at it. You can do something that is pretty easy, and still make a nice chunk of change doing it.

One home craft business that is sure to give you plenty of profits and enjoyment is a soap making business. People are gaining more and more interest in all natural products, so if you make special soaps that contain only all natural ingredients, you are filling a need that not many people in business recognize or cater to.

There are many resources that can teach you the basics of soap making; you can find them on the internet, or in your local library. Your local craft store may also have a soap making kit to help get you started.

Many people have become successful with their own at home candle making business. It is a very popular craft, so expect a lot of competition. But, the good news is, candles serve many purposes, one of which is great gifts for all occasions, so you shouldn't have any problems with not having customers.

Candles can be scented, and used for relaxation purposes, as well as beautiful home accent pieces as well. Any size, shape, or color that you think of can be made into candle form, so let your imagination run wild.

Work At Home Craft Business

As of late, beading has been regaining in popularity, and now is one of the most successful types of at home craft businesses that you can have. If beading is your thing, chances are you can turn out many lovely, high-quality pieces each day.

Now all you have to do is sell them for a decent profit, and you are in business. You probably even have pieces that you have done just lying around, that could be sold for a tidy profit as well. To be successful with a beading at home craft business, it has to be more than just your hobby; you have to be skilled enough to make your work unique.

People who buy crafts are looking for something that is different, something that no one else has, so making your work stand out above all others in quality and design is the key to you having a successful business.

How To Sell Your Crafts

How To Sell Your Crafts

The cash register rings, and the person across the counter from you smiles as they take the bag you're handing them. As they walk away beaming with excitement, they're chattering with their friend that this is exactly what they were looking for, but just haven't been able to find.

You're beaming with that deep sense of satisfaction that comes from knowing someone else just walked away with one of your crafts, with a big smile on their face. You're reminded again that starting your own craft business was one of the best things you ever did.

For years people were telling you that your crafts were wonderful, and you should sell them. They told you that you had a real gift and that you should share it through your own craft business. Turns out they were right, and you're sure glad you listened to them. Now you're doing what you love, and making money at it.

As you read the above paragraphs, do you have that sense of longing to have your own craft business? Do you want to be the one hearing the cash register ring and watch people walking away with your crafts smiling as they go?

The difficult part can be just knowing how to get started. How do you go from the idea, to actually selling those crafts. While I can't cover everything in this article, I can give you some basics as to how to get started.

Decide On A Craft To Sell

One of the first things you need to do is come up with an idea of a craft to sell. If you don't already have an idea, there are lots of things you can do to get an idea. Here are just a couple of ideas.

* Solve an everyday problem - Look around you and see what it is around you that's a problem, and come up with a solution for it. It doesn't have to be complex, just something simple. For example, at our house, we always have tons of pens everywhere. You could come up with a great idea for a nice looking pen holder. There are lots of everyday things like this that can give you ideas.

* Improve on an existing product - Look at a product you already own, and do a variation of it. Take the idea of a paper towel rack. You could make really fancy paper towel racks and sell them. Maybe make a set of kitchen items centered around a theme. Paper towel rack, napkin holder, salt and pepper shaker holder. This would be improving on something that already exists.

Decide On The Price Of Your Craft

Something else you will need to do is price your craft. This is where a lot of people make a mistake. They don't consider all of the expenses really involved in producing a craft. You need to consider not only the cost of the supplies, but also the cost of being in the show, gas, and lodging if you are staying away from home. Make sure that you take into consideration all of your costs when coming up with a price.

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How To Sell Your Crafts

You also need to determine how much you want to pay yourself an hour. You certainly have to be realistic, but you don't want to short yourself either. You really do need to get paid.oddmarket.live

When you come up with a price that you think is realistic, compare it to other products that are similar to see if you are in the ballpark. Also, ask friends and family for honest feedback. This can be a great way to get an idea if your price is likely to work.oddmarket.live

Decide Where To Sell Your Craftoddmarket.live

Third, you are going to need to decide on where you will sell your crafts. You need to consider the types of crafts you are selling, and fit them to specific shows. If you are selling items that don't fit into the show, you may spend money for space, and end up not selling anything.oddmarket.live

There are lots of smaller shows that you can get started with, in order to keep the costs down. This will also enable you to test your products and prices without too much investment.oddmarket.live

There are lots of websites that will help you locate craft shows. Just type craft shows into Google to find some of these sites.oddmarket.live

You can also check with schools, churches and farmers markets to find more possibilities to sell your products.oddmarket.live

Once you get rolling you will have more ideas than you can follow.oddmarket.live

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A PLAN

A Plan

It's a common thing nowadays that most people are earning good money by starting their own home crafts business. Making your favourite crafts can be fun but you also need to have a good understanding of what products will sell and how one goes about selling them. If you are going to start a craft business, you need to know how to come up with ideas for which craft to focus on, how to maximize profits for your business, where and how to sell your products, and especially how to market your new business. One of the things that can kill a business faster than a natural disaster is not knowing the ins and outs of running a successful business.

Now obviously most of us think that you don't need to develop a business plan for your new craft business. But, a business plan will help you work out the financial aspects of your business before you've invested any time or money on a losing proposition. And let's face it, general business books don't go into enough detail about the specifics of starting, running, and marketing a successful craft business. At the end of the day without customers, your craft business will never take off and quickly die. Having said that I would like to talk about a guide called "How to Start Your Own Craft Business." The information given in this Home craft guide will not only provide information on how you can run your own successful crafts business with advertising and promotional techniques as well as how to control your finances but will also provide you with a large database of how to make a variety of about 250+ crafts. Whatever it is that you are interested in making, the chances are that this guide will have it. So if you would like to find out more information on this guide please visit my homepage below.

