

Training Outline: How to Sell Your Crafts at a Craft Show

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1. Introduction to Craft Shows

- Overview of Craft Shows: What to Expect
- Benefits of Participating
- Types of Craft Shows (Local, Regional, National)

2. Preparing Your Crafts

- Selecting the Right Products: What Sells?
- Pricing Your Crafts: Strategies and Considerations
- Quality Control: Ensuring Consistency and Appeal

3. Booth Design and Setup

- Designing an Attractive Booth: Layout and Display Tips
- Creating a Welcoming Atmosphere
- Necessary Equipment and Supplies (Tables, Shelving, Signage, etc.)

1. Themed Display:

- Choose a theme that complements your handmade bags. For example, if your bags have a bohemian vibe, decorate your booth with natural elements like driftwood, feathers, and plants.

2. Tiered Displays:

- Use tiered shelves or risers to create different levels and add visual interest. This allows customers to see more of your products without overwhelming them.

3. Interactive Elements:

- Include a “Design Your Own Bag” station where customers can choose fabrics, colors, or embellishments. This engages visitors and makes your booth more interactive.

4. Lighting:

- Use string lights, fairy lights, or spotlights to highlight key products and create a warm, inviting atmosphere.

5. Professional Signage:

- Create clear, attractive signs with your brand name, prices, and product information. Use cohesive branding elements like colors and fonts to create a professional look.
- I use CANVA for this exact process- and they can print and mail you the posters / business cards / flyers / etc...

6. Live Demonstrations:

- Set up a small workspace where you can demonstrate the making of your bags. This not only draws attention but also showcases your craftsmanship.
- Only do this if you have the space, safety guards in place, and the brain capacity. NOT advised if you are alone.

7. Eye-Catching Backdrop:

- Use a striking backdrop, like a colorful fabric or a branded banner, to make your booth stand out from a distance. I love our custom neon sign, which I purchased online for a couple hundred bucks. Google it – I'm sure they are cheaper now!

8. Props and Accessories:

- Use props that complement your bags, like mannequins, hangers, or vintage suitcases, to display your products in a creative way. Wooden crates can stack and are cheap, as are thrift shop bookshelves and file cabinets. THINK outside the box!

9. Seasonal Decor:

- Incorporate seasonal decorations that match the time of year. For example, use autumn leaves for a fall show or pastel colors for a spring event. *I tend to stay away from religious holidays, as I want to stay true to my brand which is a Hippie Vibe. ALL are welcome.

10. Customer Testimonials:

- Display printed customer testimonials or reviews to build trust and show potential buyers that others love your products.
- This can be very powerful – try having an iPad with a scrolling slide show. You will need to lock it down for safety and theft prevention, but it is an outstanding way to capture attention.

4. Marketing and Promotion

- Pre-Show Marketing: Social Media, Flyers, and Word of Mouth
- Business Cards and Brochures: Essential Information to Include
- Engaging with Customers: Building Relationships

5. Sales Techniques

- Crafting Your Sales Pitch: How to Talk About Your Products
- Handling Transactions: Payment Methods and Record-Keeping
- Upselling and Cross-Selling: Maximizing Sales Opportunities

6. Managing Inventory

- Keeping Track of Stock: Inventory Management Systems
- Restocking Strategies: How Much to Bring
- Packaging and Presentation: Making Your Products Stand Out

7. Legal and Financial Considerations

- Understanding Sales Tax and Licensing Requirements
- Insurance: Do You Need It? Look at the fine print when signing up, many venues now require insurance.
- Budgeting for Your Booth: Costs and Break-Even Analysis

Don't get too bogged-down in the weeds of this until you have done 10 shows. Details can stall a lot of folks, and right now the goal is to DO the shows, gain experience, and have fun. The reality is no-one is depending on selling handmade items in order to eat. It's just not sustainable as a one-person sweat shop.

8. Post-Show Follow-Up

- Evaluating Your Performance: What Worked and What Didn't / take notes / what can you do better next time? Was anything said more than twice about your display or items?
- Customer Follow-Up: Building a Loyal Customer Base – you MUST be online. Make a Facebook page, an Instagram account, whatever – remove barriers for people buying your products. Death of a sale is when you type “Contact me for payment info”. NO NO

NO Give them a link to purchase on the social media post, or at the very least a link in bio. MAKE IT EASY. Nobody has time anymore to hunt you down.

- Planning for Future Shows: Continuous Improvement

9. Tips and Best Practices

- Time Management: Making the Most of Your Day
- Pack healthy snacks / Wear compression socks or leggings for blood flow / try NOT to sit EVER / schedule in breaks when other folks can help you out
- Networking with Other Vendors

Make friends—they are not your competition

- Staying Positive and Energetic Throughout the Show

Feel free to adapt this to your specific needs and experiences. Remember to keep your display organized and ***not overcrowded***. The goal is to attract customers and make it easy for them to browse and shop. 🌞 🛍️ 🎨

10 things to keep in mind when selling in-person

1. **Show Your Story:** People love knowing the story behind your products. Share your creative journey and what makes your “makes” unique.
2. **Eye-Catching Display:** Make sure your booth is visually appealing. Use attractive displays, colorful backdrops, and good lighting to draw attention to your bags.
3. **Engage Visitors:** Greet everyone who stops by with a smile and friendly conversation. Building a personal connection can make all the difference.
4. **Highlight Quality:** Showcase the craftsmanship and materials used in your bags. Let customers feel the quality and see the details up close.
5. **Offer a Variety:** Provide different styles, colors, and sizes to appeal to a wider audience. Variety can help attract more customers to your booth. BUT DON'T OVERDUE IT!!! Decision fatigue is REAL.

6. **Special Deals:** Create limited-time offers or bundle deals to encourage immediate purchases. Everyone loves a good deal!
7. **Accept Multiple Payment Methods:** Make it easy for customers to buy your bags by accepting cash, credit cards, and mobile payments. If you think you will be busy, it's best to have a "circulator" and a "payment person". Trying to do the two things together is very difficult.
8. **Promote on Social Media:** Let your followers know where you'll be and what you're selling. Post sneak peeks of your products and booth setup.

DO NOT overthink this. People see 1% of what you post, so keep posting and reminding of your event. It's not about YOU, it's business. "Get over yourself" as my business coach tells me. LOL!
9. **Professional Signage:** Use clear, professional signs to display prices and information about your products. This makes it easier for customers to make decisions. I am really bad at this, so please learn from my mistakes.
10. **Follow Up:** Collect emails or social media handles from customers to keep in touch. This can help build a loyal customer base for future sales.

Remember, a friendly attitude and genuine enthusiasm go a long way in making your craft show experience a success. Good luck, and have fun selling your beautiful bags! 😊 👛 ✨

-Natalie Santini sewhungryhippie.com

My TOP Selling items when I did shows:

1. Easy Zipper Cases in all sizes. Offer a triple size bundle at a deal, make it stupid easy to buy all 3. For Example, Large Easy Zipper Case by itself: \$25. Buy the bundle of small, medium, large for \$35. See what a non-choice that is? I mean DUH – I'd buy it!
2. Wrist clutches – be prepared to offer examples of "how to use" in many different scenarios.

3. Holiday Décor such as Pumpkin Softies, Table runners, napkins, and buntings. These went like gangbusters for me. ONLY PUT OUT 3 at a time to prevent decision fatigue. DO NOT accept orders for future makes or you will hate yourself later.
4. Household items like doorstops—something useful and cute. My OWL doorstops were such a hit when I was in England I couldn't keep up with demand. It was wild! What is it that everyone in your area needs? Maybe they don't even KNOW they need it until you show them!
5. Santorini Bags – all sizes and explain the large is PERFECT for traveling on the airlines.
6. Seasonally, my Passport Holders went wild in the late Spring because everyone is prepping for Summer travel.

Remember—if people say “I can make that” –just smile and say “but you won't! There's not enough time!” Don't get hurt feelings, people say the darndest things and can be so rude. It's NOT about YOU. That behavior is a defense mechanism because they don't feel adequate. Keep that in your back pocket- because IT WILL HAPPEN.

If they put down your fabrics or color choices, keep smiling and walk away to another customer. You don't have to take rude behavior. You can rechannel it though. I used to LOVE taking my friend Yvonne with me to shows, because she has this knack for rechanneling people. Someone put down my business name- told me it was “horrible and awful” to my face--as this person was fondling my passport wallet make. Yvonne cheerfully said “That'll be 5 pounds please” (\$12 at the time) – and the lady PAID IT! She walked away with that item, having just been rude to me – me startled into silence, and Yvonne smiling as she handed me the money. UNREAL , and such a life lesson.

Know your strengths and weaknesses – I am fully aware rude behavior sets me off, so I try not to acknowledge it. Often this means I say nothing and walk away, acting like I didn't hear. It's a skill to hone, I'm still working on it. Sometimes I wonder how these people were parented, don't you?

TABLE/PHYSICAL KEY POINTS:

1. **Table Size:**

- Most craft show tables are 6-8 feet long and about 2-3 feet wide. Make sure to leave some space for any display props or signage.

2. **Product Size:**

- If your bags are large, you might display fewer items to avoid overcrowding. Conversely, if they are smaller, you can fit more on the table without it looking cluttered.

3. **Variety and Depth:**

- Aim to display a good variety of your products to show off the range of your work. A mix of different styles, colors, and sizes can attract more customers. Keep it to 3 of a kind. For example, 3 sets of Easy Zipper Cases, 3 Santorini Tote, 3 Passport Holders, 3 Pumpkins, etc...

4. **Visual Appeal:**

- Keep the display balanced and visually appealing. Too many products can look messy, while too few can seem sparse.

5. **Inventory Rotation:**

- Have extra products stored under the table or in nearby storage. As items sell, replenish your display to keep it looking full and fresh. DO NOT put EVERYTHING out at once.

Remember, the key is to create a visually appealing display that encourages customers to browse and buy without feeling overwhelmed. Good luck at your craft show! 🛍️✨

My LIVE Video talk about this subject will be on my YouTube channel for you always. I will title it “How to sell your handmade bags”.

Everyone is capable of selling their items – but please, DO KNOW THIS – if you think selling is gross, you won’t sell anything. If you think your makes are less than perfect and point it out to people, you won’t sell anything. If you don’t smile and feel joy inside – you won’t sell anything. Energy is REAL. Attitude matters. A smile goes a long way. You don’t have to be pushy, but you DO need to engage.

I see booths year after year at big shows where the Vendors sit in a chair and look at their phone. It’s no wonder they sell hardly anything. In my booth, I am searching for people’s eyes – I smile and greet them. I don’t push them to buy anything, I simply answer questions and feel good knowing even if they don’t purchase today, they will remember me.

This isn’t easy. If it was, everyone would do it.

I KNOW YOU CAN DO IT.

Do YOU know it?

Do YOU believe it? It’s not enough to dream. You have to TAKE ACTION.

I'm giving you everything here, in honesty and truth. Stop getting in your own way.

Love you as one human being to another,

-Natalie

How to find shows:

1. Often the BEST shows are put on my local schools. They do a fundraiser so the booth fee goes toward the school. I've had some of my best sales at little shows like this. Contact your local schools for information, or go in and ask the desk staff.
2. Pumpkin Patch events, Fall Festivals – these were amazing for me. I would make sure my offerings “matched” the event. So if I was doing a Pumpkin Patch event, I'd have Pumpkin softies, pumpkin table runners, fall vibe buntings, seasonal décor.
3. State fairs often have tables for Vendors. This can be a weird experience because fairs are usually in the hot months – prepare with shade/tents, fans, coolers, etc...
4. Your local business bureau might have insight into local art shows. Just because it says “ART SHOW” doesn't mean it's all paintings. Get in there and ask! Take a sample of your works so they know the quality of your offerings. When people hear “handmade” they often associate low quality with it – so prove them wrong!
5. Google national shows if you're so inclined. These are often expensive and not the best profit wise, but ANY experience is EXPERIENCE! You just never know what will happen. AGAIN, your profit/sales/revenue is NOT a reflection on YOU as a person. Don't forget that.

Canva (for making posters and flyers/ cards) www.canva.com

Check thrift shops for display furniture like bookshelves and tables.

Take phone payments with Square / Paypal / etc... Cash is often a barrier.

Be sure to TELL FOLKS “I MADE THIS”. People don't understand – this isn't Walmart. This isn't made in China. This is a fabulous one-of-a-kind piece. OWN IT!