

## TIPS for a GREAT SHOW!

A little preparation can help you enjoy a beautiful day at our craft show while growing your business. Plan ahead for success!

Some things that I have found helpful for me in my craft business is:

1. Awesome tags! Make an impact with well designed tags for all your items including the price and your contact information. Many items are purchased for gifts and you'll want everyone to know how to order more!
2. Make sure you have a price range of items available. If you make a custom bags someone may want to buy a wallet to try today and decide to contact you in a month with a custom bag order. Offering smaller items will also help bring in the sales.
3. Business cards are a must! Shoppers might not be able to purchase from you right now, but you need to make it easy for them to order later. They could share your card with a friend that runs a little boutique... you never know how far that little card could go!
4. Give them something! A little sample or coupon can work wonders breaking the ice with shoppers. I know you work hard for your money and sometimes it's hard to part with samples without a guaranteed return... but try it!
5. Design your table ahead of time to make sure it will display all your items and it's not too heavy or hard to set up. Don't forget a nice sign or banner with your logo. Just setting up a bare table won't attract buyers... don't forget a table cloth!
6. Add a splash of colour and vary your height in display. This will get their attention and make it easy for them to see all your items. Pretty displays will make them stop and take notice... trust me!
7. Don't sit way in the back. Get out there and introduce yourself. They want to know you! Share your ideas behind your work or hidden features that make your handmade items awesome!
8. Wrap up purchases in pretty paper or bags with business cards. Buying handmade is better... make them feel special.
9. Have fun with it! You get to talk about your beautiful handmade items all day and meet loads of nice people.

### A handy checklist for the day

- Scissors
- Pens
- Tape
- String
- Safety Pins
- Push Pins and tacks
- Paper clips
- Clothespins or clamps
- Glue
- Zip Ties
- Pliers
- Screwdriver
- Tools of your trade to demonstrate your craft
- Camera
- Dolly to transport your supplies
- Plastic bins to transport your materials
- Water
- Snacks
- Directions to event
- Mirror
- Breathmints
- Signs
- Brochures
- Business cards
- Table cloths
- Baskets
- Shelving
- Pegboard
- Backdrop
- Banner
- Lighting
- Bags
- Tissue for fragile items
- Ribbon
- Signs with prices
- Price tags or stickers
- Calculator
- Cash box (coins, loonies, twonies, fives & tens)
- Square or other credit card reader for your phone
- Receipt book

Don't forget to bring your smile and interact with potential customers. Most importantly, bring lots of inventory!