

Craft Show Checklist

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Tips for a Successful Craft Show

You

- Dress stylishly, yet with comfort
 - You will be moving around a lot, so don't wear things that are too tight and/or restrictive
 - Your feet will ache at the end of the day, so wear something that will not make the pain even worse than it's going to be
 - Dress in layers; I more often find myself over-heating... dripping sweat isn't the most attractive look
- Plan small frequent snacks rather than meals.
 - You don't want to be sitting down, eating when a customer can walk up to your table
 - Have a big breakfast, then pack: nuts, granola bars, dried fruit, juice boxes, cut-up (non-messy, non-stinky) sandwich (no egg, no tuna!), etc.
- Be wearing some of your own jewelry!
- Don't wear perfume (it offends some people)
- Smile, no matter how tired and/or grumpy you feel
- Don't be over-bearing OR a wall-flower
 - If you have a perusing customer, let them know you're there should they have any questions, but otherwise don't hover while they're checking out the goods

Extras

- Have a bowl of hard-candies or something similar for the public
 - If it's near a holiday, you can gear your "treat" to the holiday
- If you are selling earwire earrings, provide clear "corks" or stoppers for your customers; they won't feel good about the purchase if they end up losing an earring
- Consider a small bowl of delicate potpourri (but not overbearing) at the table
- People like "freebies"... create some bookmarks or magnets with your logo (advertising!) as give-aways
- Another good freebie is informational literature
 - Make sure you're not re-printing copyrighted text
 - Make sure your logo and website address are on the page
 - Some ideas for informational literature are:
 - Information on cleaning and caring for jewelry

- Information on the attributes of gemstones
- Information on birthstone gems

What to take

- DO NOT forget a mirror.
 - People will want to see what they look like with your jewelry
 - A few mirrors works best
- Have a lot of business cards on hand
- Scratch paper and pens (a lot of pens)
- Small box with some office supplies (stapler, tape, push-pins, scissors, etc)
- Duct tape can be invaluable
- Cell phone is a good idea
- Headache medicine, anti-acids, gum, etc
- Table cloth, just in case you end up at a show that doesn't supply them
 - White or other basic, non-distracting color is best
- Take a special notebook for customers who want something you don't happen to have on hand at the show
- Take an extra box of items to re-stock the table when something sells
- Take your tools and some basic findings
 - You may have to make some small adjustments on the spot
 - I also occasionally offer free "fix its" on the spot... it's good customer relations to fix someone's jewelry whether you sold it to them or not
- Receipt book
 - Some customers will want receipts
- Jewelry zip-loc bags and/or small jewelry paper bags
- Jewelry boxes
- Calculator
 - If you're lucky, you'll get a customer who buys many items
- Paper grocery sacks
 - Many shows don't provide garbage cans!
- A pretty and/or decorated hardback "guest sign-in" book is really nice for getting people onto your mailing list

Ahead of Time

- Get change and lots of it.
 - Don't expect your customer to have exact change and don't risk losing a sale because of it.

- Find out if there will be electricity and/or telephone jacks where you'll be selling, in case you need your laptop or credit card machine
- Send notices to your current customer list of your upcoming show
 - Offer them incentive to go, like: "Bring this postcard with you and receive an extra 10% off your purchases!"
- Arrange an assistant
 - You will lose some customers if they have to wait around to get their item and/or ask you a question.
 - If you know it's going to be a highly trafficked show, you may want to actually hire someone to work your booth with you
 - If you're unsure, see if you can get a friend or relative to just be there with you... in case
- Inventory list
 - You can mark off items as you sell them in order to keep track or write special notes (or see if anything got swiped during the show)
 - Don't panic if you have more than one customer at a time; remain calm and finish with one order first, while letting the second customer know you'll be with them shortly (while smiling!)
 - Don't ever not jot something down (like what you just sold) and say to yourself, "Oh I'll remember to write that down later."
 - If a price should come off an item, you can always check your inventory list to see what the price is supposed to be.
- Invest in a large suitcase on wheels or other dolly-type contraption
 - Carrying your items from the car to your booth gets old... fast
- Plan on arriving earlier than you think you need to
 - Unless you're a pro, setting up can take a lot longer than you think
 - Sometimes early birds refuse to take no (or a posted starting time) for an answer

Displays

- You want levels
 - One way to achieve this is cloth-laden boxes
- Think ahead of time if you want a "motif"
- If possible, drape your table cloth so that it goes all the way to the floor in front of the table
 - You don't want customers seeing the mess you're making under the table... heh

Pricing your products

- Make sure everything is CLEARLY marked with a price (unless you're one of those people who prefers to force the customers to ask about each and every item in which they're interested)
 - As a customer, I often bypass the booths where no prices are shown; I don't *want* to have to ask how much everything is... why is it such a secret?!?!
 - One thing I learned the hard way about pricing is what kinds of tags to use (or NOT use)
 - My first show, I used tags attached with string; by the end of the show the tangled mess almost had me in tears
 - Shark tags (those little fold-over stickers) are nice, but you can't "pre-print" them and I don't like hand-written prices
 - For now, what I'm using are my little cards where I describe the piece; I lightly pencil in the price on the back of the card, so that it can be easily erased should the jewelry be intended as a gift
 - Another option is having similarly priced items batched together ("All necklaces on this display are \$35", etc)

During the show

- During your free moments, continue to straighten up displays that get moved

Packaging

- Have your packaging items at the ready
 - When you've made a sale, take the jewelry, wrap it in tissue, place it in a jewelry box, put the box in a bag and hand the nice presentation to the customer

Your "neighbors"

- These will become your best friends so treat them with the utmost respect
 - NEVER encroach on their space, even by an inch
 - Go over and introduce yourself
 - Offer to "watch" their booth should they need a quick potty break (or whatever)

(Hit your BACK button to return to previous menu)