

# What Are You After?

## (with your sales)

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### Minimum Level of Effort Recommended for Desired Outcome

What are you after?	Where to Sell	Presentation	Shipping/handling Charges	Other
<b>I make and sell in order to entertain myself</b>	Whatever's easiest	Recycled boxes, paper towels, plastic grocery store bags, etc	This is between you and your god.	If you have time, hang out in one or more beading groups
<b>I make and sell in order to make enough money to continue my hobby</b>	Whatever's easiest... most likely local craft shows and eBay	Bubble wrap, bubble mailers	You can pad your shipping charges a bit, but if you want to keep people happy (aka repeat customers), don't go overboard. Free shipping may even work out easiest for you if your items are selling well.	If you have time, hang out in one or more beading groups, including online AND at your local bead shop
<b>I make and sell in order to help out with household expenses</b>	eBay, local craft shows, home parties	Bubble wrap, bubble mailers, invoice, notes or cards	You can pad your shipping charges a bit, but if you want to keep people happy (aka repeat customers), don't go overboard. Free shipping may even work out easiest for you if your items are selling well.	Research the competition and find out what works and what doesn't... see what YOU are attracted to in ads and listings. Join some organizations and participate.
<b>I make and sell in order to survive</b>	Anywhere and everywhere that has proven to be profitable <sup>1</sup> Including: eBay, other online venues, own website, home parties, local craft shows, boutiques, local barter/swap online venues (like Craigslist.org) etc	New cardboard or other jewelry boxes, nice tissue paper, ribbons, bubble wrap on the outside, new envelopes or shipping boxes, invoice, notes or cards	Don't try to charge \$3.50 to ship one (or a few) beads or other lightweight jewelry. People aren't stupid and will know you're not shipping it Priority (which is \$3.85), which only leaves the alternative that you're going to make a "handling" profit of just under three dollars. You will NOT be getting a lot of repeat customers.	Without being a time-waster, get involved with as many things as possible... you never know what will lead to jewelry sales: online discussion groups, local bead shop "work nights", carry your card, photos, and samples with you EVERYWHERE you go, wear your own jewelry constantly... people WILL ask you, read magazines and online articles, know your market and as much about your products as you can, become a knowledge whore and get excited about what you're doing

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<sup>1</sup> Profitable is NOT the same as money-making. Profitable means the money outweighs the work; if the work or time is substantial and the payoff is minimal, that's not profitable

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