



# How to Make Money at Craft Shows: Art Market and Craft Fair Tips & Tricks

*Mallory Whitfield*

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Have you ever wanted to sell your handmade crafts or artwork at local craft fairs, but have no idea where to start?

Or maybe you've taken the first step, and have tried selling your art at a craft show or two, but now you're looking for ideas on how to sell more, how to make your booth more appealing to customers, and where to find more venues to sell your handmade goods at?

You've come to the right place! I've been selling my own handmade creations, as well as the work of other artists, at a variety of craft shows and other events since 2004.

I've learned a lot of lessons the hard way, and now I'm sharing them here with you so that you can learn from my experiences!

In this book, I'll cover the basics of getting started selling at craft fairs, as well as how to design a great looking booth, how to give outstanding customer service & sell more, and even how to find and create additional events at which to sell your handmade work.

### WHAT IT INCLUDES:

- how to define your target market
- where to find good shows to sell at
- how much should I spend on a booth fee at a show?
- how to make your booth look great
- promoting your show & getting your customers there
- my craft show tips & tricks
- dealing with crazy weather & unexpected events
- theft prevention
- craft show supply checklist
- how to give great customer service
- how to use craft shows to create after-the-show sales
- alternative venues to sell your work, beyond traditional craft shows
- how to create your own events to sell at
- tracking your inventory
- how to create a personal & business spending plan
- big hunkin' list of craft show resources

### WHO THIS BOOK IS FOR:

This book will be most useful for someone new to selling at craft shows.

I do cover more advanced topics as well though, including how to define your target market, visual merchandising, inventory tracking, and creating a business spending plan.

The book includes worksheets along the way to help you.

The information in this book is based on my experiences, selling in the United States, mostly in Louisiana. However, most of the information contained here is useful to anyone around the world who is interested in setting up a booth at craft shows, festivals or conventions.

#### WHY I KNOW WHAT I'M TALKING ABOUT:

I did my first craft show in 2004. It was the Alternative Media Expo, put on by Antigravity Magazine here in New Orleans. I sold a few things, and learned a LOT of things. And I haven't looked back!

I've done all sorts of events since then. I have sold regularly at the Frenchmen Art Market, and have done festivals around the New Orleans area including Bayou Boogaloo, Gretna Heritage Festival, Freret Market, New Orleans Earth Day Festival, and many, many more.

As one of the founding members of the New Orleans Craft Mafia, I've even organized a variety of events, both with the group and on my own. As a group, we've created a monthly art market and the annual Last Stop Shop holiday market. On my own, I've also hosted home shopping parties, trunk shows and pop-up shops.

In 2007, as one of the winners of Etsy's Upcycling contest, I even traveled cross-country to San Francisco to participate in Bazaar Bizarre at Maker Faire!

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