

Etsy

Guide to selling in person

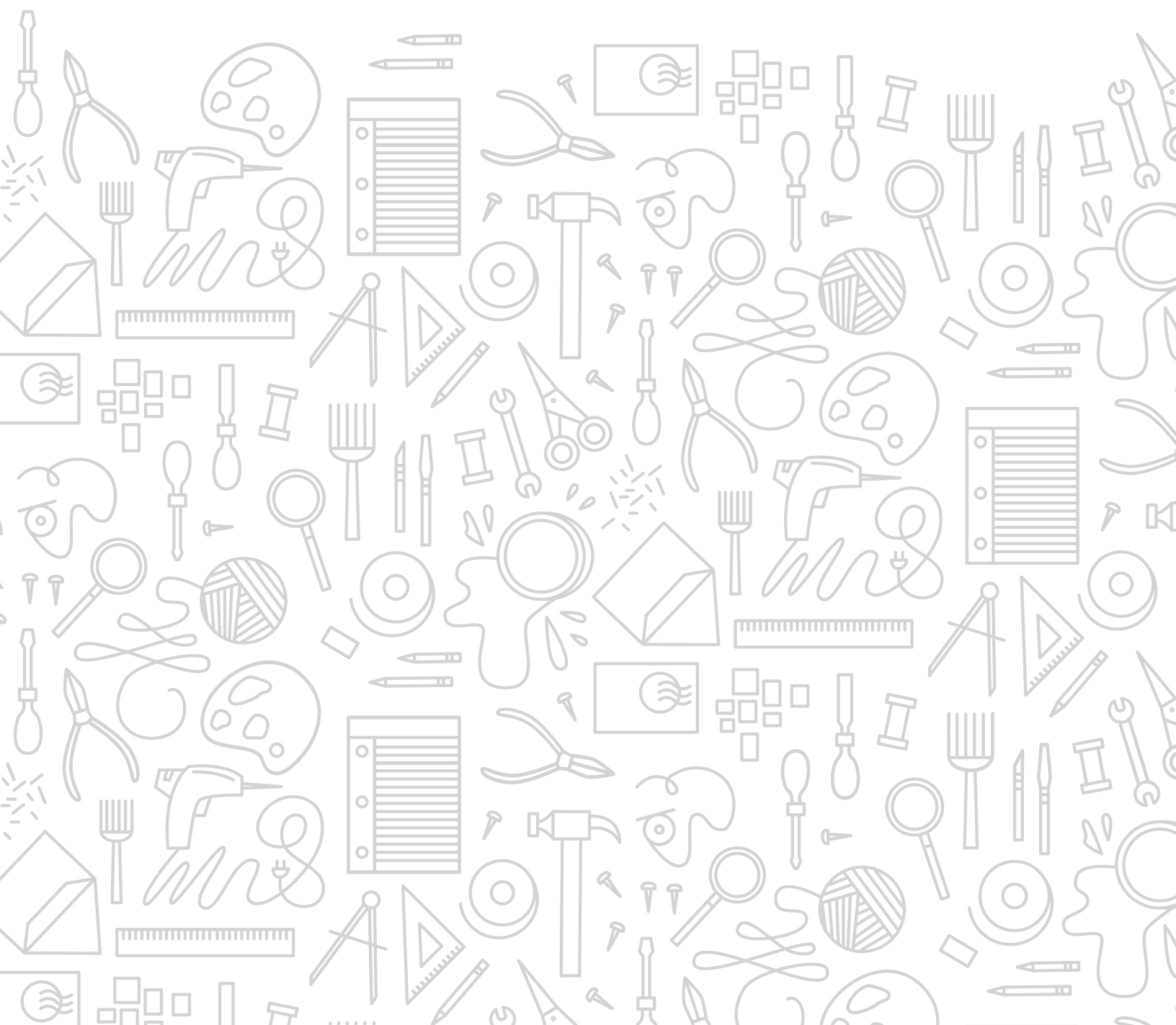


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BEFORE THE SHOW

Gearing up for craft shows can be overwhelming. The following steps will help you lay the groundwork for a successful event. Start your preparations as far in advance as possible, tackling one or two tasks a week to make the process manageable.

Set Goals

Spend some time thinking about how many products you hope to sell at any given event. Close your eyes and visualize how you'll feel after you've accomplished your goals. Check out our SMART Goals worksheet on the next page to set a goal that will help guide your decision-making throughout the planning process. Your goal should be specific, attainable and work within seasonal time constraints – all while staying true to the spirit of your business.

Get Organized

Create a spreadsheet to keep track of all your craft show details. If possible, include performance stats from previous events, including the number of items you sold and how much revenue those sales generated. Doing so will give you a clear idea of how many products you need to make for your next event. If you've never participated in a craft show, make an estimate based on your sales goals and how many items you can produce.

Take Inventory

Do you have stock or materials left over from last season? Go through all of your supplies and inventory and repurpose whatever you can to save time and money.

Create a Production Schedule

Think realistically about the amount of work you need to accomplish before each event and use a calendar to schedule your production hours. If you map out your hours ahead of time and stick to them, you'll be less stressed.

Organize Your Show Gear

Make a master list of all the supplies you'll need to bring to the event. (Don't forget to pack some snacks!) Then, organize everything in clear, stackable plastic containers, taping a list of contents to the side of each one.

Alert Your Networks

If you have a website, post information about the shows you'll be attending, including dates and locations. Post announcements and regular updates on your favorite social media networks so customers know exactly how to find you.

Join the Event on Etsy Local

Help online buyers find you anytime you sell in person by joining or creating an event on [Etsy Local](#). The page, which promotes upcoming craft fairs and markets featuring Etsy sellers, is easily accessible on mobile devices, so buyers can discover your events whether they're on the go or browsing from home.

Pitch Your Story

Read [How to Win the Hearts of Bloggers](#) for tips on pitching journalists and bloggers about your show participation. If you've written a press release, ask show organizers if they'd like to incorporate it, along with photos of you and your products, in their marketing materials. Also, tell show organizers that you would be happy to participate in press interviews about the show. Talking to the press can be intimidating, but the publicity is invaluable.

WHAT'S YOUR SMART GOAL?

Not sure how to set goals for an in-person selling event? Follow these steps to create a SMART (Specific, Measurable, Attainable, Relevant and Time-bound) goal that's both ambitious and realistic.

Step One

Get started by writing out your goal. For example, you might want to create a new product before your next show, make a large amount of your most popular item or make a small amount of a wider array of items.

Don't worry – your goal doesn't need to be worded perfectly just yet. The exercise below will help you polish your initial nugget of an idea into solid gold.

Step Two

Fill out the chart below to refine your goal.

GETTING SMART	KEY CHARACTERISTICS	YOUR GOAL'S KEY CHARACTERISTICS
SPECIFIC	Pinpoint the details. What do you want to accomplish and why? What research do you need to do? What materials, tools and knowledge will you need?	
MEASURABLE	How much time will it take to accomplish your goal? How will you know you've reached it?	
ATTAINABLE	How can you accomplish your goal? Will it challenge you to develop your shop? Is it something you can realistically accomplish given the timeframe and necessary assets?	
RELEVANT	How will your goal enhance your business? How will your shop benefit as a whole? What helpful business lessons will you learn?	
TIME-BOUND	Mark your calendar! By which dates will you need to achieve each element of your goal? When do you need to complete your goal?	

Step Three

Taking into consideration the elements you brainstormed above, craft your goal into one or two memorable sentences. They will serve as your North Star as you work toward your desired result.

YOUR BOOTH

Think of your booth as your own boutique within an event. A great layout and display can mean the difference between a mediocre selling experience and a wildly successful one. Read on for tips on designing and executing a booth that is inviting to shoppers, delivers your brand message and shows off your products. Then, [get inspired](#) by exceptional booth displays compiled by the organizers of the Renegade Craft Fair.

Keep it Simple

When gathering props for your display, try not to overwhelm shoppers with too many tchotchkes (or too much work!). There's something inviting about a neat, orderly booth. A few vintage pieces might be all you need to add that certain je ne sais quoi.

Vary the Height of Your Display

Displaying some of your items on risers will allow shoppers to see your booth from far away. It will also allow more shoppers to browse through your items at the same time. "If you notice shoppers touching and picking up your items, then your display is working," says Pamela Dowdy of Dowdy Studio, an Etsy shop in Dallas that sells t-shirts and tank tops with hand-drawn designs. The most important thing to think about is what products are at eye-level, according to Dowdy. "That's where someone is looking when they are gazing across a room," she says. "Pay very close attention to which elements you place in this spot – maybe it's a banner with your shop name or your main item display."

Use Noticeable Signage

Creating brand awareness at events is just as important as selling products. Make the most of your booth by hanging up your business banner, press clippings, signs with information about your products and photos of your items in use. Don't forget to hand out business cards with information about your Etsy shop to encourage in-person shoppers to buy more products online after the event.

Do a Test Run

Well before the show, pull out some folding tables and set up your entire display in your studio or home. Ask yourself if your booth will stand out in a crowded market. Think about what you might want to add or take away. Then, fine-tune your display accordingly.

Hot Seller Tip

"We like to visually entice someone into our booth, rather than holler at them to come in. Putting our favorite pieces out front, and arranging them in a way where people are welcome to touch and interact with them lets people feel at ease with looking at more."

- PAMELA DOWDY, FOUNDER OF [DOWDY STUDIO](#) -

PLAN YOUR BOOTH

A great booth will set the stage for a stellar selling event. Use this worksheet to plan (or revamp) your setup.

Booth Components

Well before the show, pull out some folding tables and set up your entire display in your studio or home. Ask yourself if your booth will stand out in a crowded market. Think about what you might want to add or take away. Then, fine-tune your display accordingly.

What size is the booth for your event?

EQUIPMENT	TIPS	YOUR PLAN
TABLE	Folding tables are easy to transport. Choose the size & weight that best suits you. What height best shows off your products? You might consider adding risers. Choose a table covering to match your brand!	ex: I will order a folding table.
SEATING	Market days are long. Bring something to sit on.	ex: I'll bring a folding chair I already own.

DISPLAYING YOUR WARES

This is the fun part! How will you show off your items? Use display props that represent your brand's aesthetic. Some decisions will depend on your products; others will be based on your personal preference.

Step One: Ideas

Write down several keywords that describe your brand's aesthetic.

Now, let's decide how those words translate into actual display ideas.

Step Two: Your Display

Jot down some props that represent your keywords.

BONUS TIPS

Practice Makes Perfect

To save time and reduce stress during the event, practice setting up and breaking down your display.

Prepare for the Unexpected

Bring a few extras for your booth. Here are some suggestions:

- **tape**
- **safety pins**
- **pens**
- **extra pricing materials**
- **zip ties**
- **twine**
- **scissors**

Be flexible

Aim for a great start on show day. Understand that things may (and probably will) need to change as you sell at more fairs. Selling in person is always a learning experience. Stay flexible and enjoy it.

PACK YOUR BAGS – A CHECKLIST

- Inventory**
- Displays - tables, chairs, tent, risers**
- Signage**
- Power strip, extension cords and lights**
- Rolling carts for loading in and out**
- Display emergency kit - safety pins, bungee**
- Cords, zip ties, scissors and tape**
- Change - don't miss a sale because you don't have correct change**
- Business cards**
- Mailing list sign-up sheet**
- Your Sell On Etsy Reader**
- Business license or permit**
- Receipt or sales book**
- Packaging material**
- Cash apron or fanny pack**
- Pens**
- Water and Snacks**
- Personal Safety Kit - lip balm, band aids, sunscreen**

IN-PERSON MARKETING

Selling events are a great opportunity to tell your business story to shoppers and talk about your processes, materials and inspirations. Distinctive labels and packaging also play a key role in creating a great shopping experience for customers, whether you're selling in person or online. With that in mind, consider the following tips for creating great marketing materials for your booth.

Label Your Products

Labels help make your items easily recognizable for buyers and gift recipients, allowing them to find your shop online more easily after an initial sale. What kind of label you choose depends on how you hope to communicate your brand to customers and the nature of the products you're selling. Below are a few suggestions.

- **Stick to it.** Add a removable sticker with your logo or shop name to the back or base of your products.
- **Get crafty with hang tags.** Perfect for vintage items, hang tags add a professional touch that reminds buyers you've got a whole store full of wares.
- **Order a custom stamp.** Custom stamps are a great, affordable option if you sell paper goods. Find a design that matches your overall aesthetic and use it as a subtle reminder to guide customers to your shop.

Make Your Packaging Pop

The care you put into packaging everyday orders is an extension of your brand. Use the same care when planning packaging for in-person events, including shopping bags.

- **Define your style.** Consider how you'll reflect your brand message with your packaging choices. When ordering shopping bags or bag labels, think about colors, materials and overall composition carefully.

- **Keep it green.** Take a minimalist approach to product packaging whenever possible. Think about ways to charm your customers while carefully considering your consumption. Are there any household materials you can reuse for packaging your items up for buyers at the fair, for example?

- **Leave a calling card.** Use a business card to tie your branded elements together. You can get started with [MOO business cards](#) or design your own using a personalized stamp and blank card stock. Consider including a coupon code on your business card to encourage shoppers to visit your online shop after the event. Pre-stuff all of your bags with these freebies to save time.

Go Viral

With the popularity of mobile devices on the rise, think of new ways build buzz for your shop online. Create signage and offer incentives that invite shoppers to check in to your booth, increasing your visibility to their followers. Plan for photo opportunities and ask shoppers to tag your business on social media. Give shoppers a reason to snap a photo with your business name clearly in the shot; when they're swiping through their photos at home, they'll remember to check your online shop.

THE SELL ON ETSY READER

Selling the same items on Etsy and in person can be a juggling act, but as you expand your business, you get invaluable brand reach by representing your shop seamlessly across channels. With the Sell On Etsy Reader, you'll be better able to manage your creative business, both online and off, at the same time.

The Sell On Etsy Reader allows you to accept credit card and cash payments on your iPhone, iPad or Android device. It also provides great ways to synchronize your brand in multiple places. Here's a look at some of the benefits:

Seamless Inventory Integration

When you're selling one-of-a-kind items in person and listing them in your Etsy shop, it can be tricky to manage your inventory. In the past, many Etsy sellers put their shops on vacation while selling in person to make sure they did not sell too many of any given item. Now, when you use the card reader, you'll no longer have to worry about unwittingly overselling your online inventory. With the reader, you can sell items in person directly from your listings and the sale will be reflected in your online Etsy shop.

Increase Sales Numbers on Etsy

You put a lot of time, effort and care into your in-person sales. Previously, your online buyers have not been able to see the number of sales you at markets and fairs. Now, you can instill more trust with your online buyers by showing how many items you are selling, not only online but in person. With every purchase made through your Sell On Etsy Reader, the number of sales in your Etsy Shop will increase.

Get More Feedback

Every sale should be an opportunity to get a rave review. With the reader, it's now possible to capture that feedback on Etsy from your in-person customers. When you sell items listed in your shop to in-person buyers, they will have the ability to leave feedback if they choose to receive an emailed receipt at the time of purchase. Be direct and ask buyers if you can email a receipt to them.

They can enter their email address right on your mobile device directly and get a receipt right away.

Keep Those Backlinks

If you've put in time pitching your products to bloggers, you may have articles online that link to item listings. In the past, if you sold a one-of-a-kind item in person, you'd have to deactivate that listing. Unfortunately, any links leading to that item from features in blog posts, social media and other publications became dead, potentially confusing someone trying to find your shop.

Bring Your Offline Customer Online

Flyers, business cards and product labels all work to bring your in-person customers online to your Etsy shop. Now, Etsy will help as well. Whenever buyers choose to receive a receipt during their purchase with the Sell On Etsy Reader, they'll receive an emailed receipt containing other images of your items and a link to your Etsy shop. Make sure your in-person customers explore your online presence by offering them receipts.