

# Sell Your Greeting Cards at Craft Shows

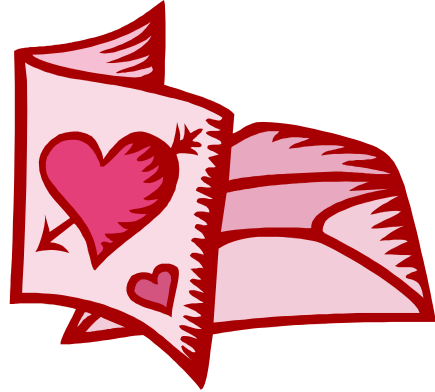
Special Report

Courtesy Of

[CraftShowSuccess.com/GC](http://CraftShowSuccess.com/GC)

## Great place to sell greeting cards!

Just when you think you have exhausted all of the possible markets for your greetings cards, I'm here to tell you there is one more... and it's probably one that you have never thought of.



### Sell your greeting cards at craft shows!

Here's an interesting statistic – **The craft market is a \$14 billion industry, according to a recent Craft Organization Directors' Association survey.**

Let's just do the math on that... If you sell your greeting cards for \$2 each, you would have sold 7 billion of them in that year. OK, that's a little far fetched – even Hallmark doesn't sell that many cards in a year. But, how about just a little piece of that pie?

How do you do it? How can you get your just rewards by selling your greeting cards at craft shows? This special report is going to put you on the right track towards getting in on a rapidly-growing cottage industry – and make your name as a greeting card icon... actually, let's just get you through your first craft show.

### **We're going to take a look at four key areas:**

- **Getting yourself started**
- **Finding the right craft show**
- **The booth basics**
- **Establishing sales at craft shows**

We'll provide you with the foundation of what you are going to need in order to get yourself into the craft shows and tell you how to sell. But, I've only got 5 pages to show, motivate, encourage and build excitement in you to sell your greeting cards at craft shows.

Once you've got the bug, you may need more information on craft shows themselves. If you do, you can always check out the website: [Craft Show Success/GC](http://www.CraftShowSuccess.com/GC) in order to get a more in depth look at how you can get into the craft show circuit and make it a full-time business.

## Getting yourself started

OK, for so long you have just been in the mentality of marketing your greeting cards through such places as distributors, single shot deals with your local card store, or you might simply sell them as packages to family, friends and by word of mouth.

Simply put, you may not have been exhausting all of your avenues to sell your greeting cards. We're going to change that by showing you how you can make a great profit by hitting the local craft show – and why you should be doing it!

### Why craft shows?

Here are four good reasons why you should be involved with craft shows:

- **Low overhead**
- **Steady clientele**
- **No competition (in your booth)**
- **Decent profit margin, no cutting prices for distributors**

Here are four things you need to do in order to get started:

- Put together a solid inventory of greeting cards
- Have an initial plan for your first show (a minor business plan of sorts)
- Come up with a plan for your craft show booth (this is important)
- Prepare for your craft show

This is something new for you, but you still need to take the same overall approach to it as you would the rest of your business. Planning how you are going to do things at the craft show might not take as much effort as peddling the cards to distributors and card stores, but you still need to have a strategy when you set about selling the cards at a craft show.

You just need to think of this as another opportunity to sell you greeting cards. The only difference is that you will have your own booth where it is just your cards on the line – and nothing else.

While we can't go into too much depth on starting your craft show business with greeting cards, there is a more you can learn about the start up costs, setting up a craft show business plan, and getting involved in the craft show circuit. It is easier than you might think.

Check out the best-selling e-book [Craft Show Success/GC](http://www.CraftShowSuccess.com/GC) for a few more hints and details on getting your greeting cards into craft shows – and how you open up a whole new stream of income for your business.

## Finding the right craft show

If you haven't been to a craft show before, you might not know exactly what to expect from your first visit. But, you might be interested to know that you have a variety to choose from – **there are nearly 600 craft shows a weekend in the United States alone!** According to the National Endowment for the Arts, approximately 70 million people a year make their way to craft shows per year.

You don't have to be a marketing genius to know that the prospect of millions of people seeing your greeting cards is an attractive one. But, which one is the right one for you? That's the million dollar question, isn't it?

While the best selling e-book [Craft Show Success/GC](#) gives you an in-depth look at how the craft show industry works – and hint by hint access to craft show selection, we've just got a few moments to give you a crash course on what you are going to look for in the craft shows:

- **Keep it simple to start** – You don't need to go to the Grand Daddy of craft shows to start. If you haven't had the opportunity to get to too many craft shows to sell your greeting cards, you'll find that something a little smaller and more discreet might be a good place to iron the kinks out of your new operation.
- **Cost counts** – You probably don't want to spend \$500 for a craft show that is only going to bring in 25 customers. The bottom line is, you need to do your research on the shows that you should go to – and there is a criteria of things you need to consider when selecting the first show you go to.
- **A good promoter** – Once you locate the promoter, you can ask all of the questions you need to, in order to make an informed decision on whether or not selling greeting cards at this craft show is going to be a lucrative proposition for you. There are no less than 15 questions you should ask **every** show promoter – and they will help you decide if you have selected the right show for your product.
- **The type of show** – You have shows that range from church bazaars to flea markets, to the larger, convention style shows. Which one is going to be the best market for your greeting cards? This is what you need to find out.

Surprisingly, craft show selection is a determining factor in how much profit you can make – so you need to choose well! You can make a fortune at craft shows with the right approach – starting with the first show you attend.

## The booth basics

If you go into a store that is a little cluttered, a little messy, a little drab... aren't you a little more likely to go and shop somewhere else? I know that I would be. People need to take pride in the places and spaces where they are trying to sell products.

That philosophy needs to be applied to your craft show approach – if you want to sell more greeting cards at these shows. That means that you are going to have to put some thought into what your craft show booth is going to look like. But it can be more than just how everything looks.

Here's what else you need to consider:

- How your products are merchandised (laid out for customers to view)
- What every craft show booth needs to have
- Payment options
- Good flow through the shop
- A reason to attract them to your booth

If you want to make profit in the craft show industry selling your greeting cards you have to put a little more thought into the craft show booth than just setting up a table with a rack or two of your cards. This is where your marketing prowess comes in; this is where you get to use your imagination to lure people into the booth so they can see your talents.

It's important to treat your craft show booth as your very own store. The ways you design it, decorate it, and attract the attention of the average craft show go-er are essential to your success in the craft show industry. This is a completely different audience you are catering to – they might not specifically be going to the craft show for a greeting card – so the appearance of your booth is the first step to drawing people to your work.

That's just one of the challenges covered in the section on the craft show booth in the book, [Craft Show Secrets/GC](#). You'll find everything you need to get started: lighting, displays, pricing, security, customer service, etc.

The booth is where everything happens at a craft show. It is your store and the place where you are going to sell your greeting cards, so you need to put your best foot forward with your booth – if you want to make a profit selling cards.

## **Establishing sales at craft shows**

Isn't that a loaded headline? Once we get someone into our booth, how are we going to get them to purchase the greeting cards. I mean, you might have some experience selling to a distributor – who never really sees the cards they are selling half the time – but now you are selling to the end user.

If you are at your first show, this might be a little daunting – but you are a salesperson at heart. Once the first person comes in to your booth, the sales instincts will kick in, and you will begin to show them the features of your greeting cards. But, is that where it ends? **No way!**

You have so many more options once you establish your craft show business. As you go through each show, you are going to learn more, adjust prices, learn marketing tools and other ways to build upon the successes that you have at each show.

### **Here are a few key things to look for to improve your success at craft shows:**

- Take time with customers – they will love it!
- The craft show is just the first contact – there are ways to make the first sale at a craft show just the beginning of more sales to come!
- Make sure you are prepared for everything that can happen!
- Don't be caught without inventory!

You probably have dozens of questions about how you can get started in this great market for your greeting cards. It is a new market – probably one that you never thought of – but one that you can now explore for a new stream of profit for your greeting card business.

There are answers to these questions, but for the time being I just wanted to make you aware of the untold potential that exists in craft shows. You can sell your greeting cards at most craft shows, and it is a market that is dying for new and interesting gifts, crafts and most of all... a piece of you.

Take a look at the best-selling e-book, [Craft Show Success/GC](http://www.CraftShowSuccess.com/GC) for more answers to the many questions you probably have, now that the door to greater profitability for your greeting card business has been opened! You'll learn everything you need to get things started down the road to success!