

DISPLAYING YOUR CRAFTS FOR SALE

A major factor in selling your crafts is the manner in which you present them to prospective buyers. Whether you are selling at a local fair or bazaar or are setting up for a large craft show, an attractive booth can give you a big boost.

1. **PREPARE YOUR SPACE TO BE AS CONVENIENT AS POSSIBLE** for buyers. People need to be able to get in and out of your booth and they need room to move around.
2. **THE BOOTH SHOULD BE STAFFED AT ALL TIMES** so a place to sit for you or the person taking care of the booth is necessary.
3. **PROVIDE A PLACE TO WORK**--to write checks, take orders, display business cards, price lists or catalogs and any other illustrative materials.
4. **KEEP IT NEAT!** Provide storage for excess items and extra supplies as well as your coat, handbag, etc.
5. **KEEP IT SIMPLE!** Avoid clutter. Keep additional stock in a storage area and display samples.
6. **HAVE A SIGN OR BANNER IDENTIFYING YOUR PRODUCT.** It is a good idea if you can carry out a theme that will accentuate your logo.
7. **ARRANGE ITEMS IN APPROPRIATE GROUPINGS.** Consider proportion and relationship of items to each other and to the display background. If you have many small items, arrange them in a basket or a tray. Keep seasonal things grouped. You might pin small lightweight things to your table skirt or backdrop. If you have many large things to be hung, consider a self-standing folding screen with panels of chicken wire or lattice board.
8. **PLACE CENTER OF INTEREST NEAR EYE LEVEL**--approximately five feet high. Items placed above seven feet or below three feet won't be seen as well.
9. **UTILIZE SELLING AIDS.** Wearable items call for a mirror. Magnets should be displayed on a piece of metal. Display book marks on an open book. Christmas ornaments can be hung on a small tree or you can make a tree out of peg board and paint it green.
10. **DEMONSTRATE YOUR WORK** when possible. When people know about the work involved they become more interested, are willing to pay more and less likely to complain about the price.
11. **CONSIDER THE LIGHTING** and effect you would like. A person who is selling lamps may want a dark corner whereas a lot of light may be necessary for other craft items.

12. CHOICE OF BACKGROUND MATERIALS is important to the effectiveness of your display. Don't let props dominate your work. Background material may be cardboard, wallboard, plywood, pegboard, corrugated paper, bark chips, gravel, fabric, barn boards, cork, bark, sheeting, etc. Be sure whatever you use is clean and pressed.
13. COLOR will attract people to your booth. Color can also tie a display together and create a pleasant view. Use a color scheme of not more than two or three colors with neutral shades for background, intense color for emphasis. Consider arranging items in color groups. Choose color combinations that have good visibility.
14. CONSIDER EASE OF TRANSPORTING YOUR DISPLAY materials. Booth materials that are truly portable and can be put together quickly and easily are desirable. Many selling situations are outside so wind and rain resistant materials are necessary. A system that breaks down into component parts enables you to lift small sections at a time. A collapsible hand truck or laundry cart can be valuable for loading and unloading if you often work alone.
15. PRICES SHOULD BE VISIBLE. If you are selling at a retail market, price mark your items or use a sign showing prices. If you are sharing space with someone, your price tags should be coded. If you are selling at a wholesale market you should be able to provide a catalog or price list. Be sure to include your name, address and phone number.
16. IF YOU ARE JUST GETTING STARTED, you can always use folding tables or a table made from horses with boards across them. Cover these with some inexpensive fabric, a table cloth or a bed sheet in a complimentary color. If the cover can reach to the floor it looks neater and you can store your boxes under table. Do not have everything lying flat on the table. Vary your display by placing a box or a block of wood under your cloth. Easels in all sizes help to vary your display. Additional space can be achieved with a ladder or some take-apart shelving material.
17. FOR THE PROFESSIONAL WHO IS ROUTINELY NEEDING A DISPLAY BOOTH, it may be a worthwhile investment to purchase a permanent, attractive, portable unit that has been designed specifically for the display of three-dimensional craft objects.

Sources:

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