

# TIPS FOR A SUCCESSFUL SHOW\*

- If you can, wear or use something you're selling.
- If you can be making something at the show, do so. This provides a nice visual and opens up conversation possibilities. It doesn't have to be a big project or even something related to what you're selling – just something that displays your vision.
- Work out a plan ahead of time to make sure your booth is as functional and friendly and as cute as can be. For some ideas check out Flickr which has groups dedicated to show booth and table design. Maybe set up in your home how you will set up. Make enough stuff to fill your space at least two times so as you sell things, you can replace them. Never put everything out, even if you think it doesn't look cramped.
- Think about how you will accept payment from people and bring appropriate supplies, i.e. a bank to keep money, a receipt book, inventory, etc.
- Pack a box of miscellaneous supplies. See "Craft Show Supplies Checklist".
- Tell the stories behind your creations. People want to hear them.
- Look welcoming. Stand up in your space and ready to interact with people.
- Start conversation. Even though people may not buy anything, take the opportunity to sell something in the future. Have people sign your mailing list, give them a business card or postcard, educate them as to how your items will work for them.
- Give thanks for those who purchase, maybe with a complimentary smile. You don't have to lie. Be genuine and interact. Think about yourself and how you like to be treated.
- Bring a friend for support. If you're shy, bring someone who is supportive and believes in you. They will be doing most of the interacting. They can also be logistical help in moving items or when that potty break rears its head.

\* From Kari Chapin's "The Handmade Marketplace"