

# Preparing to Sell





# HOW IT ALL BEGAN..

From a Small Village in Devon to  
Strengthening the National Market





# WHAT MAKES US DIFFERENT?

Great Makers  
Great Venues  
Great Content





# OPPORTUNITIES FOR SMALL BUSINESS

StartUP



# MATERIALS & MAKING

PASSING IT FORWARD  
LEARNING THROUGH MAKING



# CRAFT Festival

MILL MARSH PARK BOVEY TRACEY 17 - 19 JUNE 2022

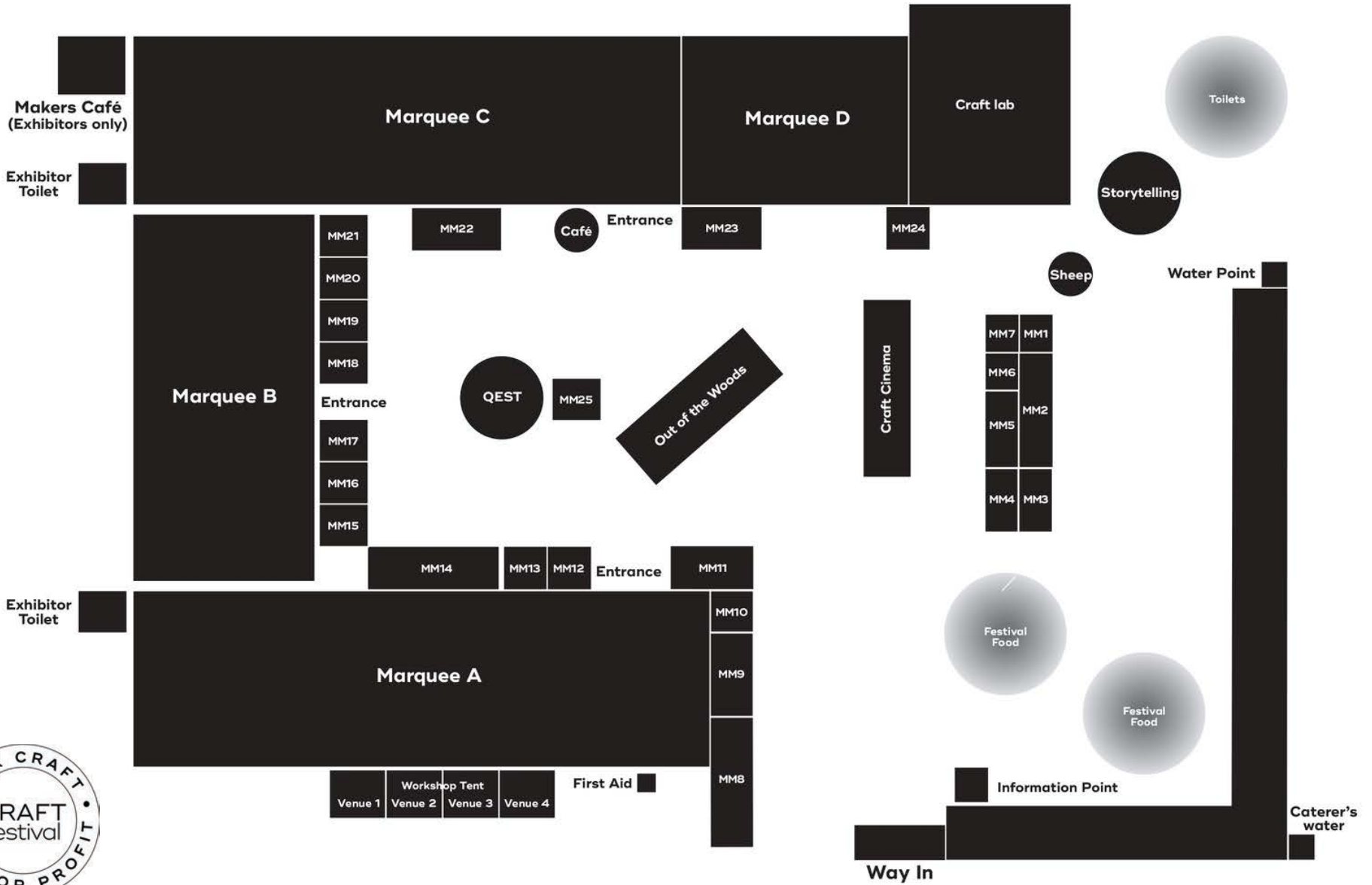


Ultimately, it's about  
Meeting The Makers



# CRAFT Festival

## SITE PLAN 2022





# RESEARCH

Visit First

Ask exhibitors what they think

Sign up to newsletters of all craft fairs

Applications are many months before the event.





# GOOD IMAGES ARE THE KEY TO SUCCESS









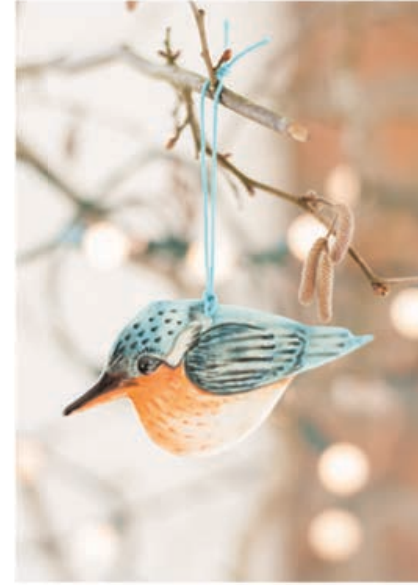






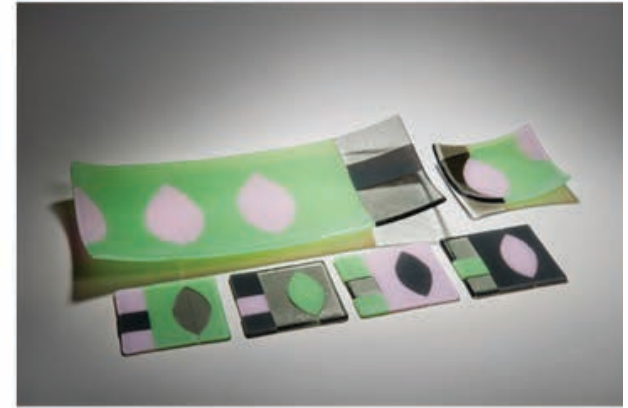
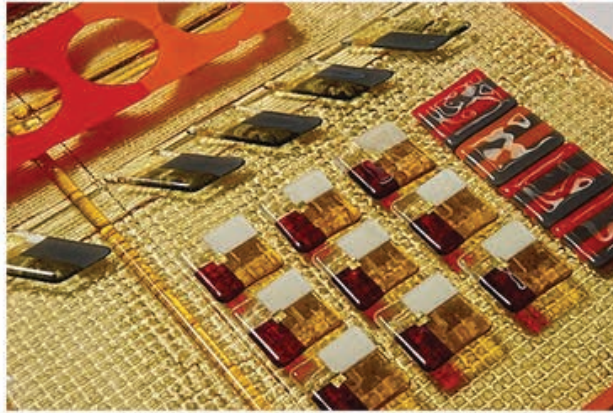
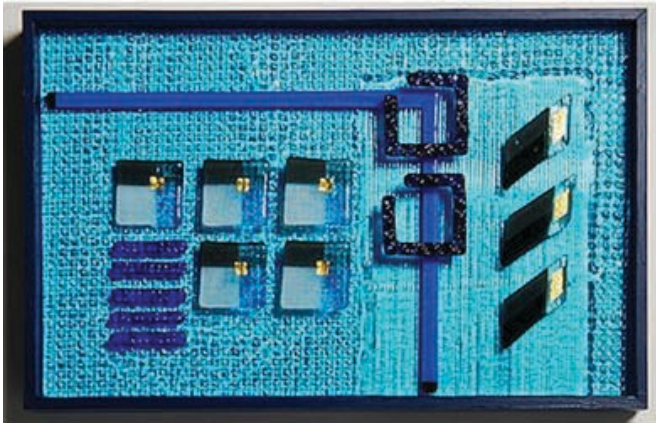


HANDMADE IN  
CORNWALL  
at the  
FIEREK  
studio  
POTTERY









THE ART OF  
SELLING STARTS  
WITH GREAT  
CUSTOMER  
SERVICE



HOW TO SELL...

EYE CONTACT,  
SMILE & SAY  
HELLO



TELL YOUR  
STORY

BE PREPARED TO  
TALK ABOUT  
YOUR WORK



WHAT'S YOUR  
STYLE?

YOUR STAND  
SHOULD  
REFLECT YOUR  
BRAND.



HAVE A GOOD  
RANGE OF  
PRICES



KEEP IT SIMPLE





HAVE A MIRROR  
ON YOUR STAND  
IF YOU SELL  
ANYTHING THAT  
GOES ON THE  
BODY



ALWAYS ASK FOR  
CUSTOMERS  
CONTACT  
DETAILS  
(OR KEEN  
BROWSERS)

AND KEEP IN  
TOUCH!



# TRICKY CUSTOMERS...



BE INVENTIVE, AT EYE LEVEL AND SPOT THE MIRROR...

But, no sitting please!



# A CASE FOR JEWELLERY BEHIND GLASS



# GIVE THE WORK SOME SPACE



DISPLAY  
STANDS  
DOUBLES AS  
STORAGE



USE THE  
WHOLE  
SPACE

BUT DON'T  
BLOCK  
ACCESS!





# WIDE AISLES MANAGING NUMBERS IN TENTS





# HOW TO CREATE AND DELIVER A MARKETING CAMPAIGN





# MAKE A SIMPLE PLAN





## A SIMPLE PLAN

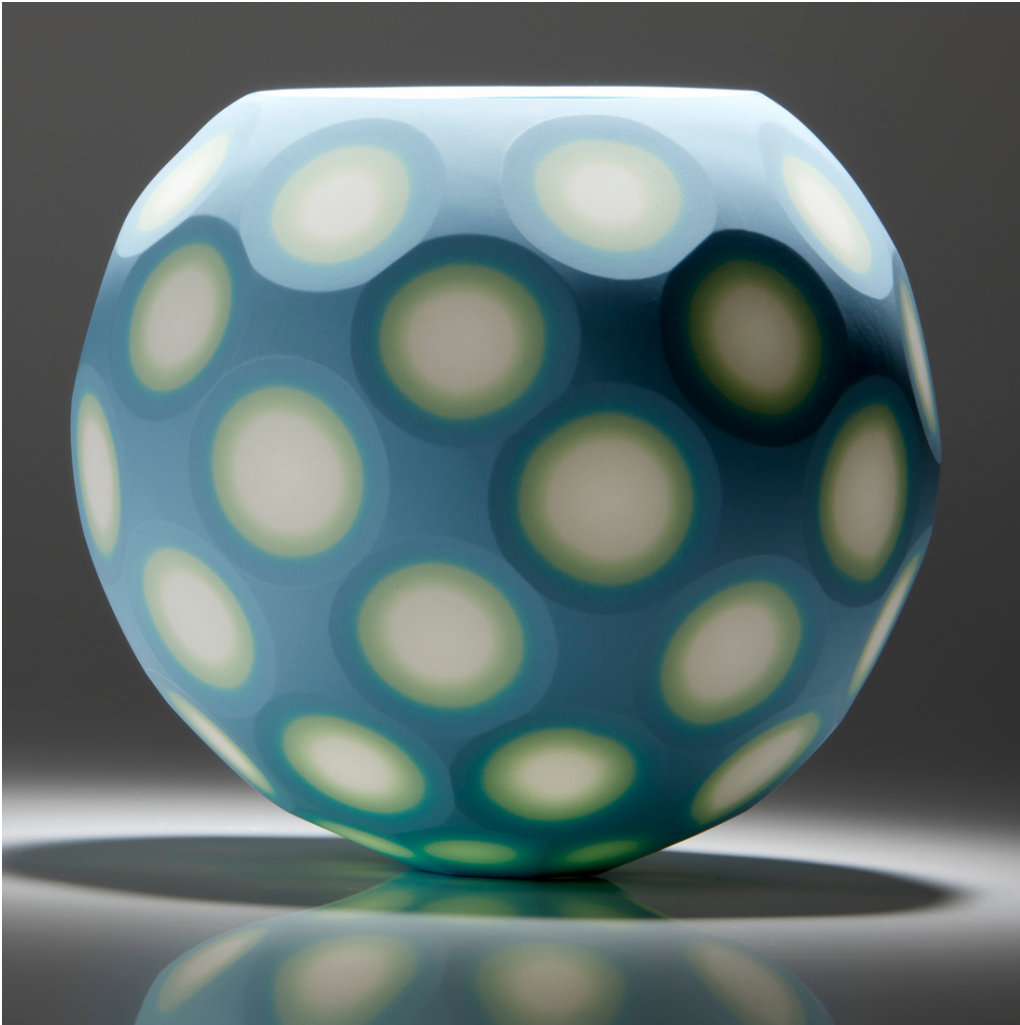
UPDATE YOUR  
WEBSITE & ADD  
OUR LOGO



## A SIMPLE PLAN

UPDATE YOUR WEBSITE &  
ADD OUR LOGO

ADD OUR TICKET LINK TO  
YOUR LINKTREE/WEBSITE





## A SIMPLE PLAN

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SEND NEWSLETTERS





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UPDATE YOUR  
INSTAGRAM BIO





## A SIMPLE PLAN

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YOUR LINKTREE/WEBSITE

SEND NEWSLETTERS

UPDATE YOUR  
INSTAGRAM BIO

POST ON SOCIAL  
MEDIA (LOTS, VIDEO  
IS BEST)







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YOUR LINKTREE/WEBSITE

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INSTAGRAM BIO

POST ON SOCIAL  
MEDIA (LOTS)

CREATE TICKET  
GIVEAWAY

ORDER POSTCARDS  
/BUSINESS CARDS

# WHATEVER YOU DO:

ALLOW PLENTY OF  
TIME!

START AT LEAST 5  
WEEKS BEFORE THE  
EVENT

(MUCH LONGER IF  
YOU PLAN TO SEND  
A PRESS RELEASE)



# HOW TO MAKE YOUR BOAT GO FASTER (TO RECAP)

- YOUR MAILING LIST IS GOLDEN-**USE IT**



# HOW TO MAKE YOUR BOAT GO FASTER:



- YOUR MAILING LIST
- POST MULTIPLE TIMES ON SOCIALS



# HOW TO MAKE YOUR BOAT GO FASTER:



- YOUR MAILING LIST
- POST MULTIPLE TIMES ON SOCIALS
- TAG US & USE HASHTAGS

#CRAFTFESTIVAL  
#CRAFTFESTIVALBOVEYTRACY  
#THECAPITALOFCRAFT





# HOW TO MAKE YOUR BOAT GO FASTER:

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#CRAFTFESTIVALBOVEYTRACY  
#THECAPITALOFCRAFT
- POST YOUR POSTCARD





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- POST YOUR POSTCARD WITH OUR FLYER
- ORDER ILLUSTRATED BUSINESS CARD



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- POST YOUR POSTCARD
- ORDER ILLUSTRATED BUSINESS CARD
- PUT WHOLESALE PRICES TOGETHER







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- POST YOUR POSTCARD
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- PUT WHOLESALE PRICES TOGETHER
- PLAN YOUR STAND



## TIPS AND HACKS

- SIGN UP TO MAILCHIMP
- USE SOCIAL SCHEDULERS: LATER, PLANOLY, META BUSINESS SUITE
- USE LAYOUT APP
- USE CANVA TO CREATE YOUR MARKETING
- USE VISTA TO ORDER YOUR POSTCARDS/BUSINESS CARDS
- CREAT VIDEO FROM STILLS ON VIDEOLEAP
- CREATE BROCHURE ON ISSU





ENJOY YOURSELF  
YOUR ARE AMONGST FRIENDS



# SO WHAT HAPPENS AFTER?





**\*\*\*FOLLOW UP ALL LEADS\*\*\***

THANK YOUR MAILING LIST

THANK ON SOCIALS

SEND BACK YOUR EVALUATION

SALES OFTEN COME AFTER

CONSIDER WHAT YOU MIGHT

DO DIFFERENTLY NEXT TIME

**GET SOME REST**





## Lots of Shows to Consider National:

Craft Festival, Bovey Tracey  
Craft Festival, Cheltenham  
Lustre, Nottinghamshire  
Made Brighton  
Great Northern Contemporary  
Craft Fair  
Goldsmiths (jewellery only)  
Ceramic Art London  
Potfest  
Craft in Focus

## Local:

Crux Craft Fair  
Native Makers  
Nourish Festival





CRAFT

Festival

BOVEY TRACEY

17 - 19 JUNE 2022