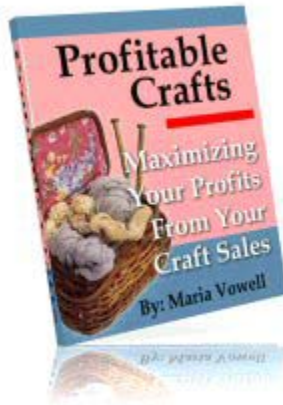


# Profitable Crafts

By Maria Vowell

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# Table Of Contents

Introduction .....	3
Deciding What Types Of products To Create .....	5
Pricing Your Products For Maximum Profits .....	14
Selling Your Products .....	24
Recommended Resources .....	29
Pinky Thread Bear Pattern .....	30
Merry Marionettes .....	33
Safety Pin Holder .....	38
Three Curtain Pulls .....	39
Heart Sachet .....	41
Whisk Broom Holder .....	42
Towel Ring Holder .....	43
Sewing Kit .....	44
Square Sachet .....	45
Small Pin Cushion .....	47
Large Pin Cushion .....	48

## **Introduction**

Thank you for your purchase. I sincerely hope that you enjoy this volume of Profitable Crafts. Volume two of Profitable Crafts will be available May 1, 2004 and can be obtained at the following URL:

<http://www.aismarketing.com/ProfitableCrafts/vol2/>

I'm sure that you'll find helpful tips, techniques and information throughout this manual, to help you maximize your profits from the sales of your own items that you create.

You will also find included with this manual, 10 wonderful projects that are quick and easy to crochet, and that have proven to be wonderful sellers for others and myself in the past.

If you crochet then I'm sure that you realize the difficulties we face when trying to make a good profit from the items that we spend so much love and attention on when we stitch them together.

The patterns provided in this manual sell very well, require little investment, and can be crocheted quickly enough to where you realize a nice profit from the sales of the items even if priced rather low. These items can easily be sold for \$3.00 to \$10.00 each, with most of them being easy enough to where you can crochet several items in an hour for maximum profits.

Even if you love crocheting afghans, I'm sure that you realize that by time you've invested quite a bit of money in yarns, and quite a bit of time in stitching (sometimes weeks per afghan) then you can't profit much on your afghans because few are willing to pay enough to cover the costs of your yarn, much less for your time in creating your wonderful item.

That's one of the worst things about trying to sell handmade items. Few appreciate the work involved in making them, and very few are willing to pay enough for our items for us to show a nice profit.

You'll find that the projects included in this manual are not only fun to make, but that they sell extremely well and your profit per item is very good so that you can finally start making what you deserve to make with your crocheted crafts.

If you like these 10 projects provided in this manual, then please visit the URL below to obtain 20 more, free vintage crochet patterns that can be stitched quickly and resold for nice profits.

<http://www.lyciall.com/patterns.htm>

I have also provided a wonderful thread bear crochet pattern in this manual for your enjoyment. If you're not sure what a thread bear is, well a thread bear is a miniature crocheted bear that's jointed with movable joints at the head, arms and legs.

Although thread bears are somewhat harder to crochet than the other projects included in this manual, they also resell for greater profits.

That is of course if you can bring yourself to sell adorable wee bears once they are completed. They are so adorable, that I find it hard to sell mine sometimes, because I just want to add tem to my hug collection (a hug collection is a collection of teddy bears).

If you find that you enjoy making thread bears, then I also provide a thread bear pattern of the month club at the following URL:

<http://www.beari.com/pattern.htm>

Club members receive a new thread bear pattern each and every month that they are free to use to create even more wonderful thread bears that they can keep or resell for profit. Thread bears also make wonderful gifts for your loved ones.

Once more, I hope that you enjoy this manual, and I would like to wish you many happy days of creating wonderful items for your home, craft shows and/or business.

Take Care And Keep A Smile,  
**Maria Vowell**

## **Deciding What Types Of Products To Create**

There are many things to be considered when creating craft items that you plan to resell for profit.

If you're just creating gifts for loved ones, then the cost and time involved in making your items really isn't relevant because you're making the items as a labor of love.

But when you're depending on sales of your items to pay your bills, then you must consider several factors when deciding what types of items to make.

First and foremost, you have to make sure that your item will show a good profit. If you spend 10 hours sewing a doll, that makes you a total of \$5.00 in profits, then you have done nothing but waste time and money on something that will not help you very much financially.

On the other hand, if you spend 10 hours producing 10 dolls that produce you \$10.00 profit per doll, then you're doing much better financially.

So deciding what type of doll to make would be a very important decision that you would want to consider very carefully.

When making your decision, you would want to consider first the cost of materials. There is no need to purchase silk for your dolls dress, when there are other fabrics that look much nicer that are available on the market.

You don't have to cut quality just to make a wonderful product.

Make sure that you choose materials because they are pleasing to look at, and not just because they are expensive. Your customers would much rather purchase a doll whose dress is made of cotton, that looks elegant, than a doll whose dress is made of silk that looks horrible.

Focus first on the quality of your products themselves and don't base your decisions thinking that the higher the cost of materials, the more people will be willing to pay for the product because this isn't so.

For example I am always looking at all the wonderful miniature bears being sold online. Miniature bears can be made of many different materials from what's called short pile fabric, to what's called long pile fabric.

Now short pile fabric is easy to obtain, and cheap to purchase whereas long pile fabric isn't made any longer so it's harder to purchase and costs much more than short pile fabric does.

I have seen some bear artists make horrible looking bears from the expensive long pile fabric, and not have their bears sell well at all. I have also seen the same artists make adorable bears from the short pile fabric and have them sell for crazy amounts of money.

Just because the material may cost more, does not mean you'll necessarily make more on your item. You should focus first on creating a high quality item that's pleasing to the eyes before you ever consider using expensive materials.

So one of the main things that you should consider when creating your items, is the cost for your materials, and making sure that your materials are not so expensive that it kills your profits.

You will also need to consider the time involved in making your items.

If you're selling at craft shows, then you will need to ensure that you have plenty of merchandise to stock your booth, and that you can quickly restock again when you sell a lot.

Empty booths do not profit, and you can't fill booths when you spend days making just one item.

For example, I visited a booth several years ago where a sweet old lady was selling crocheted doilies. Now this lady could crochet pretty fast, but she wasn't crocheting fast enough to replace her stock once she'd sold most of it.

She had a few other items on display as well, bed dolls with lovely crocheted dresses and some wonderful looking Afghans but they weren't selling very well.

Her doilies were her best selling items that year, and she was pretty much almost out of doilies by time I visited her booth.

Her booth looked drab, dreary and very bare by this time, and although she was crocheting on another doily while she sat there, you could see she was none too happy at the moment because she had nothing in her booth bringing in much income at the moment.

I also noticed that she didn't have any items for children, although her bed dolls could be considered suitable for little girls but usually these are not play toys that can be enjoyed and they were priced too high for a child to be able to afford.

When selling at craft shows, one must ALWAYS make sure they provide some nice dollar items for children because there are usually thousands of children at the shows whose parents give them a dollar or two to spend in any way that they like, and the children do enjoy picking out their own toys.

Sadly there are few crafters that take this into consideration when creating their products for their shows. They cater to the adults (usually the women) and forget that children want to smile too.

I'll discuss more about creating for children later, but right now let's get back to this sweet old lady. When I saw her working on her doily, I sat down with her and started talking to her.

I love talking to older crafters, especially seniors, because they really do put their heart into their work and they always have tips to share that you can't find in today's modern instructions and books.

Our senior's memories are full of helpful information that they LOVE to share, and if they don't share it with someone that appreciates their ideas, hints, tips and instructions then these techniques may be lost forever when they are gone.

I always find it a great joy to talk with seniors, and have always learned something amazing with every senior I have talked with rather it's been at craft shows or nursing homes.

As I sat there talking with this lady (I never did get her name, we were just talking crochet) I noticed that she did seem quite sad. That's when I found out the reason was because she had another day's booth rental for the show and nothing to stock her booth with.

She had driven a long way to attend the show, and hated the idea of packing and leaving early even though she had done very well with her sales.

Considering that these booths usually cost a small fortune to rent, and that refunds are not usually issued, I could understand exactly why she would be upset.

No one would want to lose a day of potential sales, or lose money paying the booth rental fee while not using the booth.

The whole time we were talking, she was crocheting steadily away on her doily, but I could tell that it would take her several more hours to complete it and this sweet lady needed something she could make right then, in a hurry, to stock her booth with quickly.

I asked her if she had ever made yarn dolls, and she surprised me by stating that she didn't even know what a yarn doll was.

I offered to show her how to make one, and told her I'd like to borrow some of her yarn, her scissors and a piece of cardboard.

It takes maybe 5 minutes to make a yarn doll, and they resell for \$1.00 to \$1.50 each and have proven to be great selling items for children because they are adorable little dolls that the children can afford to purchase using the dollars given to them by their parents.

I showed her how to make the yarn doll then attached a piece of paper onto the doll with a piece of yarn. One the paper was a safety notice informing the purchaser that the doll was not suitable for children under four with the price on the other side (\$1.50).



I then sat the doll on her table, and just sat talking with her to see how long we'd have to wait to see it sell.

That one little yarn doll sold within 2 minutes. A mother stopped by her booth to look at the bed dolls and her two daughters saw the little yarn doll and started fussing over which of them were going to purchase it.

I pulled my chair up to the children, and said that it would be OK, that we could make another doll in just a few minutes and if they weren't in a hurry they could both leave with one.

As I sat there making another doll, the mother spent her time talking to the lady that was running the booth until the doll was completed.

Once those customers left, I spent a bit more time with the sweet old lady, making dolls for her and making sure she knew how to make them herself.

We completed about 20 yarn dolls, then attached tags to them and set them on the table. It didn't take too long before the table was swamped with children buying her little yarn dolls.

As I was about to leave, this kind lady had pulled up her yarn basket and chair to the edge of her booth and was having a wonderful time making dolls while talking to children and their parents.

She was now creating a product that was quick and easy to make, that was very affordable, and that was selling as fast as she could make them.

So the moral of this story is to make sure that you create products that can be made quickly, in case you ever find yourself with an empty booth as well.

Another example I would like to share would be my own experience with one of my booths. I sell crocheted items and homemade soaps in my booths, and although I make sure that I have plenty of soaps to stock my booths with, I always run low before the craft show is completed.

Now my soaps are not the melt and pour kind that can be melted, poured, cooled and sold immediately.

My soaps are made using the cold process method and have to cure for several weeks before they can be resold, so it's not like I can just make more on the spot to resell immediately.

I instead depend on my bath salts to fill empty booth space once my soap stock gets low. I can mix up a batch of 100 bags of bath salts within an hour, and use these to keep my booths stocked with another bath related item easily so that my booth never gets bare.

My bath salts always sell extremely well at just \$3.00 per bag, and have proven time and time again to be wonderful for solving a lot of problems usually encountered when one comes to a show unprepared.

So when deciding what types of products to create, rather it's for your business, for a craft show or even for your online web sales, you want to make sure you have a nice selection of products that are super quick to make, affordable and that will sell well.

A well-stocked booth (or business) will have a bit of the following items:

A few expensive items, if you make Afghans, 3 or 4 Afghans would do well although you may not sell them all. See the pricing your products chapter below and **STICK** with your prices no matter what.

If you're selling Afghans, and have to put a price tag of \$200 dollars on it to make your profit, then price your afghan at \$200 and don't go a penny less.

There is someone out there that will gladly pay \$200 dollars for it, and you'd be cutting your profits thin if you lowered your prices just to get a sale.

You just don't want to fill you booth with nothing but your most expensive items. Providing just a few will leave you room for other

products that have a greater chance of selling, to better increase your profits.

Next you will want to provide a few different items that can be sold in the \$10 to \$25 dollar range. Usually 5 different types of products will provide a wonderful selection for your customers.

Make sure you include something for the men as well. There have been many times I have seen crafters neglect the children and men by not providing products that they would be interested in purchasing.

A man may buy a doily as a gift for his mother, but if you sell a nice fishing sign as well you'll increase your sales.

You must always remember that not everyone wants adorable dolls or pretty wall hangings. Now I don't want to sound vulgar, but penis warmers have sold extremely well for me in the past. These are made for men, and hunters actually LOVE these items believe it or not!

They are just articles of clothing, made for men, and I have never had a single person get offended when they would see me offer them for sale in any of my booths.

Usually when people see them, they burst out laughing and are so tickled at the item that they could care less about getting offended because it's supposed to cover a private area of a mans body.

Now I have had other crafters act offended, maybe from jealousy or whatever, but I have never had a customer get offended.

I see women selling crocheted thongs all the time, and my penis warmers are pretty much the same thing just made for men instead of women so the crafters that get offended have no right to get upset in my opinion. My penis warmers are as handmade as their thongs are, and made with as much care and detail as I give to my other items.

If they can sell thongs, then by golly the men need something for themselves as well and I will continue to sell my penis warmers until I sell completely out.

So make sure that you offer a nice selection of items in the medium price range, and make sure that you have items for women, men and children.

Next, you would want to offer a nice range of items in the under \$10.00 range.

When creating items for under \$10.00, remember once more to provide a nice selection for women, men and children.

And above all else, make sure that you have 1 or 2 items that can be made super fast, like the yarn dolls and bath salts examples that I shared with you earlier.

When all else fails, you can always rely on these items to make some nice profits if you happen to run low on stock in your booth, or if your items don't sell as well as you'd have liked them too.

There have been so many times I have heard other crafters gripe after a show, because they didn't make as much money as they would have liked.

One man I saw complaining one year had nothing but water fountain rocks in his booth that sold from \$50.00 to \$300.00 each.

He didn't sell many of his expensive rocks, because a lot of people don't have that kind of money to invest in pretty fountains.

He would have done much better if he had offered a better selection of his rocks.

He could have also provided "sprinkler" rocks where he glued glittery tassels attractively on the rocks, and sat them in front of a fan so that the tassels would blow nicely in the breeze. These could have been resold for several dollars and been quick to make, that children would have loved.

He could have dressed rocks in sweet little dresses, and sold rock dolls. There's hundreds of ways that he could have sold rocks affordably, while still providing his more expensive fountains.

But he neglected to do this, and in my opinion, he had no reason to complain. He should have shown more consideration for his customers by providing a wide variety of things for them to choose from, and then more people would have purchased more of his products.

As long as you follow these rules, you should never leave a show, disappointed by how little you made, and you should always show a nice profit.

### **Rules:**

Focus on quality because high quality should always be your first consideration.

Just because material may cost more doesn't mean you should use it every time.

Provide a nice selection of products instead of just a few items (or just one item).

Make sure you offer several products that are super fast to make in case you need something to restock your booths with quickly.

You can make a nice product in 30 minutes, just as easily as you can make one in 10 hours, so go with the one that can be made quickest without killing quality.

Don't forget to make items for men and children as well, because they make great customers also.

All of the patterns provided in this manual cover the basic rules. They are affordable to make, quick to crochet and fall within the under \$10.00 price range.

The free patterns provided at <http://www.lycials.com/patterns.htm> also follow these basic rules.

That concludes this chapter. In the next chapter we'll cover pricing your products for maximum profits.

## **Pricing Your Products For Maximum Profits**

Pricing arts and crafts products can be one of the most difficult aspects faced by most who intend to sell their creations for profit. Many times I'll see fellow crafters, lowering prices of their wares when they don't sell as many items as they would have liked to.

A good rule of thumb to follow when trying to make the difficult decision about what price to sell your products for, would be to first remember, If you are selling a doll at \$10.00 and \$7.00 is pure profit, then you make \$70.00 for every 10 dolls you sell.

If you lower the price of your dolls to \$6.00, where your profit is only \$3.00 per doll, then you would have to sell over twice as many dolls to realize that same profit.

When you lower your prices, not only do you make it more difficult to realize a good profit, but the perceived quality value of your products are lowered in your shoppers eyes.

If your shoppers believe that the quality of your items is not that good, then you still won't make many sales and will only find yourself heading home with a box of dolls and a head full of disappointment.

The best way to handle the difficult pricing issue, is first, calculate your prices well ahead of time. Price your products, and stick to those prices no matter what.

This way you can present your products with an air of confidence, and so that you won't spend your day wondering if your prices are too high, because you'll know that you priced them perfectly and profitably.

I make miniature bears and home made soaps, so I will use them as examples of pricing strategies I use, and situations I have dealt with in the past when faced with difficult customers.

A good point of reference when pricing projects is take the cost of supplies, say a piece of long pile you paid \$20.00 for, you know you

can get 4 miniature bears from. That would be \$5.00 in supply cost right there. Do the same for your eyes and any of the other expensive materials like buttons etc. Don't bother with things like floss or handmade joints since you can get hundreds of bears from a thing of floss, so it wouldn't even add up to a penny.

Calculate the cost you have in your materials, and set this as your first tentative price. This is how much you absolutely have to sell your item for in order to just break even.

Now how much are you worth an hour? Sit back and determine this carefully, remember that if a customer is interested in an item that means the customer does not know how to make it them self, and that means your knowledge and your skills are valuable to that customer, so don't cut yourself short.

Always remember that you are providing something someone wants just as much as recording company provides music you want.

My sewn bears I charge \$10.00 an hour for my time, whereas my thread bears are sold from \$25.00 to \$75.00 each since supplies aren't much and I enjoy making them so much, although it sometimes takes much longer to complete a thread bear than it does a sewn bears.

Now let's take my miniature Tizzy Bear as one example. It took me 4 hours to make him, and the cost to make him was, um, the cost of the eyes because I got the fabric free from a sofa found along side the road.

### **This Is Tizzy Who Stands At 2 1/8 inches tall**



Now Tizzy turned out much better than I had hoped, so if I were to sell him I would put a price of \$50.00 on him to cover my time and the bit of supply cost and time it took me to tear the sofa apart.

Now I know a lot of people who see Tizzy, are amazed, first at how small he is then at the price, BUT I don't back down from my price when they balk. They can buy him, barter for him or move on, I know there is an owner out there somewhere that will be happy to get him.

So when determining your prices, add cost of supplies, and your hourly rate, and **STICK WITH IT.**

I'm going to share a story about some wood dolls I sold at a craft bazaar once. I had them priced at \$12.00 each.

A lady came to my booth ohhing and ahhing over my dolls, and offered to buy the whole lot. She offered \$8.00 a piece for them and thought I would take her up on her offer because I had over 100 dolls there and it would have been a nice chunk of change.

I kindly refused, and told her they were \$12.00 each. She grumbled and griped about how she should get a discount if she purchased a lot of them, but I did not back down. Yes I think a discount would have been in order for such a large sale, but not a discount of 1/3 the original price (which would have been way too much) and this lady would not settle for paying more than \$8.00 per doll.

She left without any dolls, but came back the next weekend and purchased all of my African American dolls (a little over half my lot) at \$12.00 each.

So I still made my \$800 some odd bucks, and still had all my Caucasian dolls left that eventually sold at \$12.00 each. By time I was down to 6 dolls, I packed up, went home and put them aside to give them as gifts at Christmas, without short changing myself in profits.

If something doesn't sell by round four, look at as profitable anyways as it's saving you from buying a gift, for someone, sometime down



the line. You can try selling your item until it sells, or you can provide a wonderful gift for a special loved one.

If a customer wants something bad enough, they will buy it, and it's our jobs as crafters to make sure the quality and uniqueness of our products have them craving for our items.

A customer is just like a child. If they see something that they want badly enough, they will get it. It may be days, weeks or months down the line, but they will get it.

The key is to ALWAYS have your phone number handy, and for those that can place a deposit for layaway, go ahead and let them layaway.

I sold an old pastor's Bible once (I know a Bible isn't craft related, I'm just using this as an example) where the lady paid me \$5.00 a week for 14 weeks until she had paid it off.

She couldn't afford \$70.00 up front, but \$5.00 a week was much more manageable for her. I got paid, and she got her Bible. I'd much rather have an item sitting put up somewhere, getting paid off slowly, than to have it sitting on a table to never be sold.

When you do layaway, make sure they understand that the item stays with you until it's paid in full, and you can do yourself up a small booklet to keep track of payments made, and buy a cheap receipt book to give as payment receipts.

Another thing about your products is that they make GREAT bartering tools!!! For those customers that can't pay, barter instead. They may just have something you can use, need or have been wanting for yourself.

I once got a black medium pile loveseat (the fabric was type I use for making my mini bears) by bartering a small crocheted thread bear.

The lady had her sofa at a yard sale, and saw my Leah thread bear and wanted one. So we worked out a deal that kept us both happy, and that saved me a ton of money on fabrics.

The value of that loveseat to her as a sofa was \$25.00. The value of it to me as a bear maker was \$5.00 per 9 inch square times 20 squares I got that were usable, equals \$100 bucks. So I saved 100 bucks on my thread bear is how I see it.

So bartering is one method you certainly do not want to overlook. Although you may not make money off your products, the money saved will usually be worth the price of your product 10 times over.

Now every now and then you will get to a customer that makes you want to SCREAM. I had that happen once with a lady that wanted some of my soaps.

I price my soaps at \$2.00 to \$10.00 a bar based on the ingredients that are in each bar, and she had a fit about the price asking me "What's so special about them?" Now that hit me the wrong way, because she said that as if I NEEDED her to buy my soaps. I don't NEED anyone to buy anything I sell.

I'm grateful if they do, but by golly I am not going to give my products away. I calmly told her that they were not Ivory soaps where you get 6 bars for a buck, where each bar is full of chemicals and air, where a bar melts away within 2 days use if you have a full household.

I informed her that my soaps were chemical free, all natural and a bar will last much longer then 3 packs of air puffed Ivory soap anyways, and if she wanted me to measure 12 bars of ivory against my 1 bar of Apricot Freesia then by all means I would be more than happy too and she could see that my bars were still cheaper then Ivory because they lasted longer, and besides that they were safer for the skin.

I also tossed in "And ma'am I stood over a hot stove and cooked that soap for HOURS, now would you want a TV dinner or a home cooked meal? With my soaps, you get a home cooked meal and if you don't want it then please go to Wal-Mart and get your TV Dinner."

Needless to say, she didn't buy any of my soaps, but she got me hot and her words and tone just hit me the wrong way.

I'm not usually short with customers or shoppers, but this lady had been heeing and hawing and hogging up my table space for too long.

I always keep a basket of samples with my business cards embedded in them (I call them business bars of soap) for those that want to try before they buy, so that lady wasn't looking to try anything, she was just wanting to find something to gripe about.

Now back to pricing your products, I just wanted to share those little stories with you to explain a bit more about experiences I have dealt with in the past both with bartering, and one very difficult lady.

You must have an item, that people are going to want so bad that they will find a way to buy it, barter for it, or will at least want to put a deposit down for it.

There are 3 types of shoppers. Those that understand the value of our crafts that appreciate that and that will be happy to pay for our wonderful items. These are the shoppers that come up and purchase with no qualms about the price, but are sadly far and few between.

The second sort of shopper is the one that either can't afford a \$50.00 bear, but wishes they could, or the one that says "My goodness that's a lot".

Usually you can work with these shoppers by offering a payment plan, or explaining why your bears cost \$50.00.

Usually a statement like "Well I use a special fabric for bears that sometimes costs \$20.00 for a 9 inch square, if you can supply me with the fabric we can knock 20.00 off, so I can make another bear" is enough to explain why your bears cost that much.

You don't have to tell them that you can make 4 bears per piece, just letting them know the supplies cost more than the norm will usually do the trick.

These are the shoppers that we encounter the most, and you can usually turn 80% of them into customers, if not that day, then sometime in the future definitely.

The other set of shoppers are those that are going to gripe, fuss, bicker and try to get you to give them your item free.

Or worse yet, those that have miserable lives and think it's their job to make our lives miserable as well. Use your best judgment when dealing with these sorts, and don't waste much time on them, as most of them will never become a customer of yours.

Some will though, so be as kind as you can until they push you to the snapping point, when it gets to that point just tell them to go to Wal-Mart and get their TV Dinner.

NEVER send a potential customer off without your name and number, and if you can send them off with a small something to make them remember you better, that's terrific.

Like I use small soaps with my business card embedded in them as well as other items.

You could take those small plastic bears you get at Wal-Mart and make car window hangers out of them, attach a label, and they will put these in their cars and think of you every time they see it.

You can get a candy mold and also make scenters for the car and closets. Just think of something that they will keep, use and remember you by, that's cheap to make, and pass them out. Never give just a business card only, as they usually end up in the trash. There's more on making scenters and other items for advertising your products in the next chapter.

Then one day tax time will come where they may have received a refund back, they will see your little scenter hanging in the window and think "WOW I can go get me a bear now that I have a little money to spend."

Pricing is a difficult issue because most people are not into making crafts these days, and usually don't understand the quality of things we make versus those items mass produced and sold at Wal-Mart dirt cheap.

Me, I myself prefer homemade over Wal-Mart any day, and I will gladly pay hundreds for a quilt that's built to last a lifetime, rather than one mass produced for \$50.00, that usually tears up after 10 washings.

I would also much rather make my daughters dolls, and KNOW that the limbs and eyes are secure by double threading and making sure all the parts are installed properly.

My dolls are made much better, and are much more safer, than any dolls that come off a line where the ladies are rushing to pop eyes on, who do not care rather they are secure or not, whose only concern is when quitting time will arrive.

If more of our customers had that kind of attitude, we would never have a slack in sales. The only problem is that most crafters today want to toss together something and call it arts & crafts, when in fact the item is no more crafting related than a pile of dirt is.

This attitude by many fake "crafters" has devalued products for those of us that really put our hearts into our products.

It's our job as real crafters, to educate our customers about the value of our items. For example, at a recent crafts show I saw a lady who was selling pants suits that she had decorated by sewing buttons and beads in various areas of the shirts.

Now to me, this is not a real "craft" project. Some may feel differently, but to me this is just a lady tossing beads on shirts to make a quick buck.

If she had made the pant suits herself, then it would have seemed more like a craft to me, but just tossing embellishments on pre-made shirts is somewhat pathetic. It's these types of sellers that have devalued the perceived quality and value of our products.

Down the street a bit in another booth I saw a sweet old lady and her husband dressed in old timey clothes. He was cooking a batch of soap in a large cast iron pot while she was busy filling bags with soaps and collecting money.

Considering that soap making is one of my favorite hobbies, I always beeline towards other soapers at craft shows. Not only to talk about a hobby we both enjoy, but also to purchase a few bars myself to show my support in my own little way.

This lady was wracking up on sales, and I know her husband cooking in the pot had a lot to do with it. She also had an old fashioned wash basin set aside where others could try her soaps on the spot and she was handing out leaflets that educated others about the qualities of homemade soaps.

This couple left a lasting impression on me. You could tell that they truly loved making their products, and that they weren't cooking soap just to make a quick buck or two. Their attitude was fantastic, and I'm sure that a lot of customers left that day with a finer appreciation of homemade soaps.

This lady did all soap-makers a favor, because once one appreciates homemade soaps, you can bet before long they will also tell friends about how wonderful homemade soaps are.

As crafters we should all do as this couple does. Show our love for our products, and help educate others about how fine arts & crafts can really be.

If you do not LOVE making your products, then QUIT making them. Find something you can really put your heart into and put aside the dreary work you may do just to turn a quick buck.

I remember when the mile a minute afghan's first became popular. These afghan's sold like hotcakes so I decided to make one for myself. I hated it so much I have never attempted to make another afghan the "mile a minute" way again.

Me, I'd rather work on afghan's and bedspreads made of fine threads any day. Now I know some love the mile a minute afghans, and I'm not bashing this method, I just wanted to share a point that only do what you love. If you hate what you're doing then your crafting becomes "work" instead of "fun" and we want things to stay fun.

Hopefully you have a better idea now about how best to price your products, without shortchanging your profits. Remember, quality with a higher price is good, inferior work with low prices is bad, very bad.

Both for you, as well as for how your work reflects on fellow crafters.

Low quality inferior products are what make selling fine arts & crafts today so difficult.

That, and mass produced junk where people don't understand that a \$25.00 high quality hand sewn rag doll that will last for decades, is much better than a \$5.00 rag doll purchased at a store that is only going to be in shreds within a year.

If you'd like more information about making homemade soaps, I provide another eBook at <http://www.homemadelyesoap.com> that teaches how to make homemade soaps using a wide variety of methods, and also how to profit from your soaps created.

## **Selling Your Products**

There are many ways to sell the products that you create. Most crafters rely on craft shows so I'll cover this method of selling, and remember that most of the techniques mentioned below can also be applied towards your business if you own a store.

When selling at craft shows, you have to cover a lot of issues that could cause major headaches if not properly handled before hand.

If you're managing your booth alone you must consider how best to handle several tasks at once.

You may have a customer wanting to pay for your item, with a group of teenagers standing to the side trying to pick up one of your items freely and a mother on the other side with a child who has melted ice cream all over her wee little fingers.

The mother of course is too busy looking at your items to notice that her child is covering your prized white embroidered hanker chiefs with chocolate.

What do you do? Do you panic, freak out and get ill at those visiting your booth? No, that's not a wise thing to do because it'll kill sales.

What you do is prepare ahead of time so that you don't encounter such nonsense.

First you set your booth in such a way as to protect your smaller items for those times you have to focus on paying customers, so that you can safely turn your back for a few moments and know that nothing will be damaged or stolen.

Put your smaller items in the back of your booth, and always keep your money with you in an apron pocket. Have your larger items on the ends of your booth and outside of your booth, because it's much harder for people to walk off with your larger items than it is for them to the smaller ones that slip into pockets easily.



For your hanker chiefs, if it's something that can be stained by little hands, remember that children attend shows and that sometimes their parents aren't as attentive as they should be when they are browsing your booth.

Pack your hanker chiefs in plastic bags, and leave just one out for viewing and touching.

Make sure that your booth is also decorated attractively. A boring or depressing booth doesn't help your sales much. Make sure you tables are covered in attractive coverings that are colorful, and that you make your booth look as much like a comfortable home as you possibly can.

The more comfortable you make your booth for your customers, the longer they will linger and the greater your chances are of making a sale.

Make sure that you provide something to give to visitors of your booth, rather they purchase or not. As mentioned in the pricing your products chapter, you will always want to provide your phone number to help increase future sales.

If you sell crocheted items, why not crochet a small circle of lace and glue it to a corner of your business card. Laminate it attractively and glue a magnet on the back.

You will then be distributing your business card in an attractive manner, and the chances of your card being tossed in the trash are next to none. People will take your card home with them to display on their refrigerator.

If you're like me, and sell homemade bath products, then scenters are quick and easy to make that people keep for a long time because they scent cars very nicely.

**For scenter instructions please visit**  
**<http://www.lyciall.com/beautycourse.htm>**

By including your label on your scenters with your business information attached, you are advertising your products in an economical way that will have others remembering you for many months after the show has been completed.

If you sell sewn items, then you could sew up nice little sachets in a jiffy, attach a nice label, stuff them with potpourri and have attractive sachets that visitors can place around their homes to scent their rooms nicely with.

By providing little crafted items like these, to promote your products, you stand a greater chance of having repeat sales and have a better chance of people remembering you than if you just passed out plain business cards that are usually tossed in the trash soon after the people receive them.

Now when you put labels on your scenters or sachets, the chances of them being torn off are pretty good. One way to prevent this is to make attractive ribbon labels that they will want to keep in place.

To make these labels, you would print your business information on special paper made for iron on transfers. This paper can be obtained at any office supply store.

Next iron your information onto cloth ribbon. By using cloth ribbon instead of paper, your labels will last much longer and the chances of them being removed are much less than if you used regular paper labels.

Another thing you can do to help increase your sales, would be to do something creative with your booth that would draw more customers to it.

The lady making soaps as mentioned in the previous chapter did just that when she had a demonstration of her husband actually cooking the soap.

Another example would be puppets. I encountered a gentleman one year that was selling little puppets in his booth, but instead of just

sitting his puppets on a shelf he instead made his booth look like a playhouse and he gave little puppet shows to draw customers.

He even went so far as to teach the children how to use the puppets in a variety of different ways. The children loved this guy and his puppets so much that he really made a killing.

When you provide demonstrations for your customers, and get more involved with showing them how useful your products are then you'll definitely see an increase in your sales.

If you just sit in a chair all day with your products on a shelf, then you're not giving visitors much of a reason to stop by your booth. I see many crafters just sitting in their booths with this dull, bored look on their faces and this is truly something sad to see.

If you're not excited about your products, how in the world can you dare expect anyone else to get excited about them?

Get off your butt and show some enthusiasm about your merchandise and you'll certainly see an increase in your sales. On the other hand if you're already showing enthusiasm then forge that statement, but I have found that it's rare to see a crafter who really seems to enjoy selling their products.

If you own a store, you can also do demonstrations in it. Just because you have a storefront doesn't mean you shouldn't educate your shoppers a bit about how wonderful your fine products are.

Now I'd like to share with you one more tactic before I conclude this chapter. There is one thing that most crafters overlook, that could increase their profits 300% if they just applied this tactic.

So many crafters make it a habit of arriving to set up their booths early, then sitting there a whole weekend selling before they pack up and leave.

I have never seen another crafter promote their booth BEFORE the show, and although I certainly hope I'm not the only person that does this, it is a pretty sad thing for most crafters to overlook.

I guess most crafters expect people to just show up, and I know at most shows that plenty of people do arrive, but by time they get to your booth they could very well be broke.

So how can you ensure that they look for you before they look for any other booth?

A simple solution would be to distribute flyers. Create a simple one-page flyer that you can hand out to people in the area BEFORE the show starts. Make sure that your flyer includes adequate details about your items, and stresses the benefits of your items.

You're selling your products and you want others to know how wonderful your products are. Let them know that you'll be at the show, before the show even starts, without relying on the fact that they may eventually find your booth.

You want them at your booth early when they are still excited and still have money to spend. Not at the end of the day when they are tired, hungry, ill, broke and ready to go home.

Make sure that you include accurate details about your booth as well, so that they can find your booth easily. You'll definitely see an increase in sales if you practice this one small technique alone.

This concludes this chapter, and I certainly hope you enjoy your patterns below!

Also, please take a moment to check out the recommended resources section, for information on other wonderful manuals that are also craft related.

## **Recommended Resources**

### **Host4Profit**

If you've ever wanted to sell your products online, then you'll most certainly need a web-hosting provider. Sure there are plenty of free hosting providers to choose from, but free is about the worst thing you could ever do for your business. Free sites display annoying pop-ups and ads that discourage visitors, and if they go out of business all of your hard work goes down the drain.

It's also not very professional looking to use a free service. It makes your products and site look cheap. The web host I use for my sites is Host4Profit. When considering a web-hosting provider, Host4Profit is the one I highly recommend above all others.

### **Gel Candles 101**

Everyone loves gel candles. Now there's an ebook that teaches you how to make these wonderful products. The Gel Candles 101 ebook is a step-by-step guide with 51 recipes (gel candle projects) for beginners and seasoned gellers alike.

### **Start Your Own Machine Quilting Business**

How to Start Your Own Machine Quilting Business Helpful guide takes you step-by-step from starting your business to picking equipment and supplies to running and marketing your machine quilting biz. E-book for \$37

### **Complete Guide To starting Your Own Home Craft Business**

"The Complete Guide to Starting and Running Your Home Craft Business explains what you absolutely must know if you want to have a successful craft business"

### **Make Faces For Profit And Pleasure**

A cool way for Moms or Students to make honest, spare-time cash with a fun-business whilst making lots of kids very happy! I think you might be interested in taking a look. You can make up to \$400 a day in your spare-time, or easily turn it into a full-time income. No Selling. No Pressure. Can be local and/or distant. See for yourself, FREE, NOW!

# Pinky Thread Bear Pattern



This pattern is copyright protected © 2004 Maria Vowell. All Rights Reserved  
You may not be distribute nor share this pattern in any other format other than it's currently  
compiled format as in this eBook.

## Basic Instructions:

All crocheting is done in the round as a spiral.  
Finished bear measures 2 inches tall.

You can add joints using several methods. The head should be jointed with a small cotter pin or a make shift joint.

You can make a joint by punching a small circle out of thick plastic (butter tub lid, plastic cup etc.) and adding a hole in the center of it with a tapestry needle. Then insert a piece of thick craft wire in the center and twist one end into a circle to hold it in place. Insert the joint into the bottom of the head right before you stuff it, then add head to the body right before you stuff the body by adding another plastic circle to the other end and twisting into a small spiral until tight.

To string joint the limbs, run dental floss through the back of the bear into one side, then run into inside of one arm, then through center of body to other side, then through inside of the other arm, then back through side coming out of the back in same place as you started. Tie into a tight knot and run ends through same section you ran the floss through, and then pop the knot into the back to hide it.

For the facial features and ears, run threads up from bottom of head, sew features or ears on then run back down through bottom of head, tie into a knot and run ends through head. Cut ends off and the knots will be well hid when you attach the head.

For the muzzle, hold muzzle in place with a pin, on lower part of head (refer to picture for placement) and sew up using invisible thread or matching colored sewing thread. When it is  $\frac{3}{4}$  sewn up, stuff firmly, then complete sewing until closed.

To close the parts, sc 1 and decrease 1 until completely closed, then cut and tie off, and run thread through the part to hide ends.

### **Supplies:**

Size 10 crochet hook

Size 12 or 8 DMC Perle thread

Black Size 8 DMC Perle Thread (for facial features)

Small bit of fibre fill stuffing

Small embroidery needle

Waxed thread (dental floss works fine) for jointing the arms and legs.  
(if you don't have any, double up the DMC Perle and use it instead)

### **Muzzle**

**Rnd 1:** Ch 3 then sc 5 in 2<sup>nd</sup> ch from hook

**Rnd 2:** Sc 2 in each sc around (10 stitches)

**Rnd 3:** Sc 1 in 1 in each sc around (10 stitches)

**Rnd 4:** Sc 1 in 1 in each sc around (10 stitches)

### **Head**

**Rnd 1:** Ch 3 then sc 7 in 2<sup>nd</sup> ch from hook

**Rnd 2:** Sc 2 in each sc around (14 stitches)

**Rnd 3:** Sc 1 in 1, 1 in 1, then 2 in 1 in each sc around (18 stitches)

**Rnd 4:** Sc 2 in 1, 1 in 1 in each sc around (27 stitches)

**Rnd 5:** Sc 1 in 1 around (27 stitches)

**Rnd 6:** Sc 1 in 1 around (27 stitches)

**Rnd 7:** Sc 1 in 1 around (27 stitches)

**Rnd 8:** Sc 1 in 1, 1 in 1, dec 1 around (21 stitches)

**Rnd 9:** Sc 1 in 1 around (21 stitches)

Stuff then close

### **Ears**

(attach ears to head and sew facial features once muzzle and ears are sewn to head)

**Rnd 1:** Ch 3 then sc 4 in 2<sup>nd</sup> ch from hook

**Rnd 2:** Sc 2 in 1 to form oval (8 stitches)

Tie off

### **Body**

**Rnd 1:** Ch 3 then sc 5 in 2<sup>nd</sup> ch from hook

**Rnd 2:** Sc 2 in 1 around (10 stitches)

**Rnd 3:** Sc 1 in 1, 2 in 1 around (15 stitches)

**Rnd 4:** Sc 1 in 1 around (15 stitches)

**Rnd 5:** Sc 1 in 1, 1 in 1, 1 in 1, 1 in 1, 2 in 1 around (18 stitches)

**Rnds 6 through 10:** Sc 1 in 1 around (18 stitches)

**Rnd 11:** Sc 1 in 1, 1 in 1, dec 1 around (14 stitches)

**Rnd 12:** Sc 1 in 1 around (14 stitches)

Attaché head, then stuff and close



### **Arms (make two)**

**Rnd 1:** Ch 3 then sc 5 in 2<sup>nd</sup> ch from hook (5 stitches)

**Rnd 2:** Sc 2 in 1 around (10 stitches)

**Rnds 3 through 11:** Sc 1 in 1 around (10 stitches)

**Rnd 12:** Sc 3 in 1, 3 in 1 then 1 in 1 in last 8 stitches (14 stitches)

**Rnd 13:** Sc 1 in 1 around (14 stitches)

Stuff and close

### **Legs (make two)**

**Rnd 1:** Ch 6 then sc 1 in 2<sup>nd</sup> ch from hook, sc 1 in 1 for 2 stitches, sc 3 in 1 in last ch, turn, sc 1 in 1 for 3 stitches, sc 3 in 1 in last ch to form an oval

**Rnd 2:** Sc 1 in 1 in 3 stitches, 2 in 1 in next 3 stitches, 1 in 1 in next 3 stitches and 2 in 1 in last 3 stitches

**Rnd 3:** Sc 1 in 1 in first 2 stitches, 1 hdc in next 8 stitches, 1 in 1 in last stitches (forms toes)

**Rnd 4:** Sc 1 in 1 in first 2 stitches, 1 hdc in next 8 stitches, 1 in 1 in last stitches

**Rnd 5:** Sc 1 in 1 in first 2 stitches, then 1 in 1, dec 1 in next 8 stitches (decreasing 4 stitches total) then 1 in 1 in last stitches

**Rnds 6 through 13:** Sc 1 in 1 around

Stuff and then close

Visit <http://www.beari.com/pattern.htm> for even more wonderful thread bear patterns.

The patterns below have proven to be wonderful selling items that can be created quickly and affordably.

These patterns are now in the public domain, with expired copyrights so you're free to make as many products as you like from these patterns with no worries about limitations on your sales.

Although the patterns themselves are public domain material, this eBook is not and all copyright laws still apply.

## Merry Marionettes



### Alicia

Materials Required: AMERICAN THREAD COMPANY "AUNT LYDIA'S" HEAVY RUG YARN, Article 235: 1 skein each Cork and Black and "AUNT LYDIA'S" CARPET AND BUTTON THREAD, 1 spool Black, 1 yard Red ribbon, 1/4 yard Black material for skirt and 1/8 yard White material for Blouse, 2 sticks 6 inches long and 1/4 inch thick Scraps of White, Black and Red Felt for eyes and mouth. Cotton for filling.

**BODY AND HEAD SECTION:** Wind Cork 70 times over an 8 inch cardboard, tie both ends, slip from cardboard, then tie again 3 inches below for head. Fill head section with cotton. Cut eyes, nose and mouth from felt and sew or paste in place.

**LEGS:** Wind Cork 20 times over a 5½ inch cardboard. Cut a 12-inch length of yarn, tie one end of leg section leaving tying ends of yarn free, slip from cardboard, cut other end. Divide leg section in 3rds and braid tightly, tie and trim evenly. Work another leg to correspond, then tie legs together so that braided section and tying section are 16 inches long when outstretched. Tie legs in place to body section.

**ARMS:** Wind Cork 20 times over a 3½ inch cardboard and complete in same manner as legs but having the arms measure 13 inches when outstretched. Tie arms in place to body section.

**HAIR:** Wind Black 40 times over a 7 inch cardboard, slip from cardboard, tie in center, then cut both ends. Sew in position to top of head. Divide hair in half, pull hair under at side and tie with Red Ribbon to form puff. Complete other side in same manner.

**SKIRT:** Cut 2 sections of Black material 13 inches long and 7½ inches wide. Fold each section in half then graduate at sides to form 5-inch waist. Seam sides, then pleat to fit doll's waistline, and hem lower edge.

Work 1 chain each in Red, Yellow and Orange long enough to go around lower edge of skirt and appliqué in position as illustrated.

**BLOUSE:** Cut a section of White material 14 inches long by 6 inches wide. Fold in half lengthwise, cut out a section of material in center at fold large enough to slip over doll's head. Hem and gather to fit at neckline. Seam each sleeve for 3½ inches, then gather to fit doll's waistline. Seam sleeves at wrist. Finish with Red Ribbon at waist.

**TO ASSEMBLE MARIONETTE:** With "AUNT LYDIA'S" Carpet and Button Thread cut a 13 inch length and attach to head. Cut 34-inch length and attach to one wrist. Cut a 22-inch length and sew through skirt to one knee. Cut another length and attach in same manner to other knee. Form cross with 2 sticks, placing 1 stick 1½ inches below top of other stick. Nail sticks together at cross. Drill a hole (from side to side) about ¼ inch from each end of sticks. Taking care to keep threads from twisting, thread the free end of wrist thread through short end of cross at front and attach to other wrist. Attach head

thread to long end of cross at back. Attach leg thread to corresponding side of cross then attach other leg thread to other side of cross. To operate marionette, twist and dip sticks.

## Pedro

Materials Required: AMERICAN THREAD COMPANY "AUNT LYDIA'S" HEAVY RUG YARN, Article 235 1 skein each Cork and Yellow and "DAWN" KNITTING WORSTED 1 ounce Tangerine and "AUNT LYDIA'S" CARPET and BUTTON THREAD 1 spool Black and The Famous "PURITAN" MERCERIZED CROCHET COTTON, Article 40, 1 ball each Blue and Yellow, 1 pr. knitting needles No. 2, Scraps of White, Black and Red Felt for eyes, mouth and mustache, 2 sticks 6 inches long by ¼ inch thick, Plastic crochet hook size 1, Aluminum crochet hook size G, Cotton for filling.

**BOY:** Work same as Girl Marionette working face as illustrated.

**HAIR:** Wind Yellow Rug Yarn 50 times over a 7 inch cardboard, slip from cardboard, tie at center, then cut both ends and attach to top of head. Trim hair as illustrated.

**TROUSERS:** With Yellow "PURITAN" MERCERIZED CROCHET COTTON cast on 25 stitches (sts), Knit (K) 5 rows, then work in stockinet st (K 1 row, Purl (P) 1 row) for 6 ½ inches, bind off. Work another section to correspond. Seam 4½ inches of 1 section for leg, seam other leg section to correspond, and then seam both sections together at front and back. Sew in position to Doll. Work a chain in Red long enough for trouser leg and sew in place. Complete other trouser leg to correspond.

**SWEATER:** With Blue "PURITAN" MERCERIZED CROCHET COTTON cast on 30 sts, K 5 rows, then work in stockinet st for 3½ inches, bind off. Work another section for back of sweater in same manner. Seam each side from lower edge to within 1 inch for armholes.

**SLEEVES:** Pick up 20 sts around armhole and work sleeve in stockinet st for 2½ inches, then K 1, P 1 for ½ inch, bind off.

Complete other sleeve. Put sweater on doll and sew shoulder and sleeve seams.

**SCARF:** Work a 6-inch chain of Red, Yellow and Orange and attach at neck.

**HAT:** With "DAWN" Knitting Worsted in Tangerine ch 3, work 8 double crochet (dc) in 1st st of ch, join, ch 1, turn.

**2nd Round:** 2 single crochet (sc) in each dc, join, ch 1, turn.

**3rd Round:** 1 sc in each sc, join, ch 1, turn.

**4th Round:** 2 sc in every 2nd st, join, ch 1, turn.

**5th Round:** Repeat 3rd round.

**6th Round:** 2 sc in every 3rd st, join, ch 1, turn.

**7th to 13th Rounds:** Repeat 3rd round.

**14th Round:** 2 sc in every 4th st, join, ch 1, turn.

**15th Round:** Repeat 3rd round, join, cut yarn.

Sew hat in position.

**TO ASSEMBLE:** Cut lengths of "AUNT LYDIA'S" Carpet and Button Thread same as For Girl Marionette and attach to sticks in same order.

## Safety Pin Holder



5 sc; 1 pi; 5 sc over brass ring; ch 12. Fasten back in 1st sc. Over ch 12 4 sc; 1 pi; 8 sc; 1 pi; 4 sc. Over the ring make 5 sc; 1 pi; 10 sc; 1 pi; 5 sc; turn; ch 12; fasten back in 5th of the 10 sc; turn. Over ch 12 make 4 sc; 1 pi; 8 sc; 1 pi; 4 sc. Over ring make 5 sc; 1 pi; 5 sc. Break thread.

Over another ring; make 5 sc; 1 pi; 5 sc; ch 12; fasten back in 1st sc; turn. Over ch 12 make 2 sc; ch 7. Fasten in 3rd sc of loop of 1st ring; turn. Over ch 7 make 4 sc; 1 pi; 4 sc. Over ch 12 make 2 sc; ch 1. Fasten to pi of loop with sl st; ch 1; 1 sl st for pi; 8 sc over ch 12; join to next pi as before; 2 sc over ch 12; ch 7. Fasten in 3rd sc of loop of 1st ring; turn. Over ch 7 make 4 sc; 1 pi; 4 sc. Over ch 12 make 2 sc. Over ring make 5 sc; 1 pi; 10 sc; 1 pi; 5 sc; 1 loop; 5 sc; 1 pi; 5 sc.

Repeat.

Make last ring without loop. On this slip the safety pins. 6 rings, 5 rings and 4 rings respectively for the holder. Attach 3 bands to 1 large ring.

## Three Curtain Pulls



**MATERIALS:** CLARK'S O.N.T. or J. & P. COATS BEST SIX CORD MERCERIZED CROCHET, size 20: CLARK'S O.N.T.-1 ball will make 7 pulls, OR J.& P. COATS -1 ball will make 12 pulls. steel crochet hook No.8 or 9. Bone rings (one for each pull) 3/4 inch in diameter, measuring from outer circumference.

### **Curtain Pull A**

**1st rnd:** Make 48 sc over bone ring. Join with sl st in 1st sc made.

**2nd rnd:** Ch 1, sc in each sc around. Join.

**3rd rnd:** Ch 3, holding back on hook the last loop of each dc make 2 dc in same place as sl st, thread over and draw through all loops on hook (cluster made) ; \* ch 5, skip 2 sc, holding back on hook the last loop of each dc make 3 dc in next sc and complete cluster as before. Repeat from \* around, ending with ch 5, sl st in tip of 1st cluster (16 clusters).

**4th rnd:** Sl st in loop, ch 3, in same loop make 2 dc, ch 5 and 3 dc; \* sc in next loop, in next loop make 3 dc, ch 5 and 3 dc. Repeat from \* around, ending with sc in last loop, sl st in top st of ch-3. **5th rnd:** Sl st in next 2 dc, sc in next loop, \* ch 3, sc in 3rd ch from hook (p made) sc in same loop (p, sc in same loop) 3 times; ch 3, sc in next sc, ch 3,

sc in next loop. Repeat from \* around. Join last ch-3 with sl st to 1st sc made. Fasten off.

**CORD . . .** Attach thread between any 2-center p's and make a ch about 15 inches long. Now sl st where thread was attached, thus doubling ch. Fasten off.

### **Curtain Pull B**

**1st rnd:** Make 45 sc over bone ring. Sl st in 1st sc made.

**2nd rnd:** Ch 1, sc in each st around. Join.

**3rd rnd:** Ch 4, holding back on hook the last loop of each tr make 2 tr in same place as sl st, thread over and draw through all loops on hook (cluster made) ; \* skip 4 sc, holding back on hook the last loop of each tr make 3 tr in next sc and complete cluster as before, ch 10, cluster in same place where last cluster was made. Repeat from \* around, ending with ch 10, sl st in tip of 1st cluster made.

**4th rnd:** 15 sc in each loop around. Sl st in 1st sc made. Fasten off. Attach thread to center sc of any scallop and complete cord as for No. 4014 A.

### **Curtain Pull C**

**1st rnd:** Make 50 sc over bone ring. Join.

**2nd rnd:** Ch 1, sc in each st around. Join.

**3rd rnd:** Ch 1, \* sc in next 9 sc, ch 5, skip 1 sc. Repeat from \* around. Join last ch-5 to 1st sc made.

**4th rnd:** Sl st in next 3 sc, \* sc in next sc, ch 1, in next ch-5 loop make 10 tr with ch 1 between, ch 1, skip 4 sc. Repeat from \* around, ending with ch 1, sl st in 1st sc made.

**5th rnd:** \* Sc in next ch-1 sp, (ch 3, sc in next ch-1 sp) 10 times. Repeat from \* around. Join and fasten off. Attach thread to center sc of any scallop and complete cord as for No.4014 A.



## Heart Sachet



**MATERIALS:** CLARK'S O.N.T. "BRILLIANT," 1 ball each of 2 colors. Milward's Steel Crochet Hook No. 10. 1 yd. satin ribbon, 3/8 inch wide.

Sachet is made of two heart-shaped pieces, joined together with the ribbon.

Starting at top, with first color, wind thread 7 times around lower part of thumb. Remove from thumb (ring made), ch 3 and work 60 d c in ring; join.

**1st row:** S c in each of next 38 d c, ch 4, skip 2 d c, in next d c make 3 d c, ch 2 and 3 d c (a shell made). Ch 4, turn.

**2nd row:** In ch-2 sp of shell make 3 d c, ch 2 and 3 d c (shell over shell). Ch 1, skip 3 ch, s c in next ch, s c in each s c across (always pick up only the back loop of each s c throughout s c-section). Ch 4, skip 2 d c of ring, in next d c make a shell. Ch 1, turn.

**3rd and 4th rows:** Shell over shell, ch 4, skip 3 ch, s c in next ch, s c in each s c across, s c in 1st ch of next ch-4, ch 1, shell over shell. Ch 4, turn.

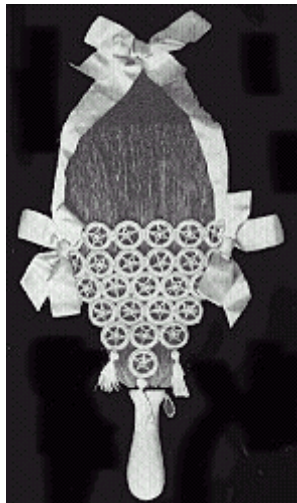
**5th to 9th rows incl:** Shell over shell, ch 4, skip 1 s c, s c in each s c to within last s c, skip last s c, ch 4, shell over shell. Ch 4, turn.

**10th row:** Shell over shell, ch 4, skip 2 s c, s c in each s c across to within last 2 s c, ch 4, skip last 2 s c, shell over shell. Ch 4, turn. Repeat the 10th row until there are 16 shells on each side. Ch 4, sl st

between last 2 s c of previous row. Fasten off. Sew together tips of last shells, with neat over-and-river stitches.

With second color make another piece same as this. Place one piece on top of the other. Pass ribbon through loops of both pieces in such a way as to have only the loops of the contrasting color appear on each side. Tie ribbon in a bow, and trim ends (see illustration). Stuff solid part with cotton, sprinkling sachet powder between layers of cotton, and sew top neatly.

## Whisk Broom Holder



44 sc over brass ring; make 25 rings; join with sl st or sew together. Fill center with needle and thread. For back cover a piece of cardboard with ribbon.

## Towel Ring Holder



Ch 15. 1st R: 2 dc in 5th ch from hook; ch 2; 3 dc in same ch; ch 9; skip 9 ch (3 dc; ch 2; 3 dc) in next ch. This is called a shell; turn.

**2nd R:** \* ch 3; 1 shell above shell; ch 5; 1 sc over 9 ch and over foundation ch; ch 5; 1 shell; turn.

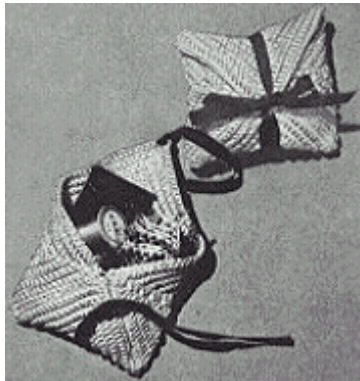
**3rd R:** Ch 3; 1 shell; ch 9; 1 shell; turn.

**4th R:** Ch 3; 1 shell; ch 9; 1 shell; repeat from \*.

Make 2 bands of required length.

Cover 2 large hoops and 1 small one with ribbon. Attach to band.

## Sewing Kit



**MATERIALS:** CLARK'S O.N.T. or J. & P. COATS PEARL COTTON, size 5, 1 ball. Steel crochet hook No. 6. ½ yard narrow ribbon.

**1st rnd:** Starting at center, ch 2, 8 sc in 2nd ch from hook. Sl st in 1st sc made. Ch 1, turn.

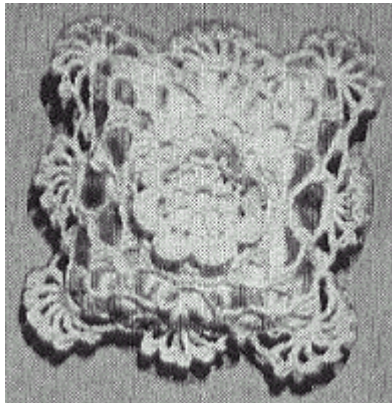
**2nd rnd:** 3 sc in same st where sl st was made, \* sc in back loop of next st, 3 sc in next st (working over both loops). Repeat from \* around, ending with sl st in back loop of 1st 2 sc. Ch 1, turn.

**3rd rnd:** Working over both loops, make 3 sc in same st where sl st was made, \* sc in back loop of each st to center sc of next 3-sc group, 3 sc in next sc (working over both loops). Repeat from \* around, ending rnd as before. Ch 1, turn.

Repeat the 3rd rnd until piece measures 5 inches square. Fasten off.

**FINISHING** . . . Fold 3 of the 4 points to the center of piece. Sew adjoining sides together, thus forming a pouch. Sew a 12-inch length of ribbon to point of flap. Sew remaining 6-inch piece of ribbon to bottom of pouch. Stick needles and pins through a piece of felt and put in pouch. Complete contents of pouch with an assortment of thread and a thimble.

## Square Sachet



TOP . . . Starting at center, ch 6. Join with sl st to form ring.

**1st rnd:** Ch 5, (dc in ring, ch 2) 7 times. Sl st in 3rd st of ch-5 (8 sps).

**2nd rnd:** Ch 1, sc in same place as sl st, \* ch 4, sc in 3rd ch from hook (a ch-3 p made), ch 2, ch-3 p, ch 1, sc in next dc. Repeat from \* around, ending with sl st in 1st sc made.

**3rd rnd:** Sl st in next 2 sts, sl st in loop (between p's), ch 3, in same loop make 2 dc, ch 5 and 3 dc; \* ch 3, sc in next loop, ch 3, in next loop make 3 dc, ch 3 and 3 dc. Repeat from \* around. Join last ch-3 to 3rd st of 1st ch-3.

**4th rnd:** Sl st in next 2 dc and in ch-5 loop, ch 3, in same loop make 2 dc, ch 5 and 3 dc; \* ch 2, p, ch 2, sc in next sp, the following sc and in the next sp; ch 2, p, ch 2, in next ch-5 loop make 3 dc, ch 5 and 3 dc. Repeat from \* around. Join.

**5th rnd:** Sl st in next 2 dc and in loop, ch 3, in same loop make 2 dc, ch 5 and 3 dc; \* ch 2, p, ch 2, sc in next sp (preceding the p), ch 1, p, ch 2, p, ch 1, sc in next sp (following the p), ch 2, p, ch 2, in next loop make 3 dc, ch 5 and 3 dc. Repeat from \* around. Join and fasten off.

**Now work petals to form rosette as follows:**

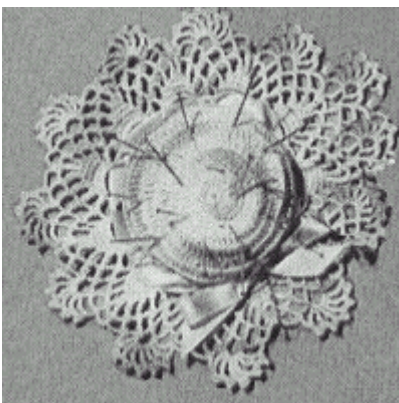
**1st rnd:** Attach thread to any ch-2 spot 1st rnd of Top, \* ch 5, sc in next sp. Repeat from \* around (8 loops). 2nd rnd: In each loop make sc, h dc, 5 dc, h dc and sc. Sl st in 1st sc. Fasten off.

Work under side of sachet cover same as top, omitting rosette at center. With satin make and stuff a sachet about 2¼ inches square.

Place pieces with wrong sides together and join them by working over corresponding parts of both pieces as follows: Attach thread to corner loop (2 loops together), ch 7, sc in 3rd ch from hook, in same loop make 6 tr with p between, \* ch 3, sc in next sp preceding the p's, ch 3, in next loop between p's make 6 tr with p between; ch 3, sc in next sp following the p's, ch 3, in next corner loop make 7 tr with p between.

Repeat from \* around, inserting sachet before opening becomes too small, complete rnd and fasten off.

## Small Pin Cushion



**MATERIALS:** CLARK'S O.N.T. or J. & P. COATS BEST SIX CORD MERCERIZED CROCHET, size 30, 1 ball of Self-shading or Variegated color. Steel crochet hook No. 10. ½ yard narrow ribbon.

**TOP . . .** Starting at center, ch 2.

**1st rnd:** In 2nd ch from hook make sc, h dc and 15 dc. Do not join rnds. Hereafter work only in the back loop of each st, work dc's around, increasing 12 dc in each rnd—to inc a dc, make 2 dc in 1 st—until there are 77 dc in rnd.

**Next 2 rnds:** Dc in each dc around without increasing, ending with h dc in next st, sc in next st, sl st in next st. Fasten off. Lay this piece aside.

**BOTTOM . . .** Make another circular piece as before but working in both loops of each st, until there are 77 dc in the rnd, h dc in next st, sc in next st, sl st in next st. Do not fasten off, but work edging as follows:

**1st rnd:** Ch 5, \* dc in next st, ch 7, skip 5 sts, dc in next st, ch 2. Repeat from \* around, ending with ch 7, sl st in 3rd st of 1st ch-3.

**2nd rnd:** Sl st in next 2 ch and the following dc, \* 9 sc in ch 7 sp, ch 5 Repeat from \* around, ending with ch 5 sl st in 1st sc.

**3rd rnd:** \* Sc in next 7 sc, ch 5 sc in next loop, ch 3, skip 1 sc. Repeat from \* around, ending with ch 5 sl st in let sc.

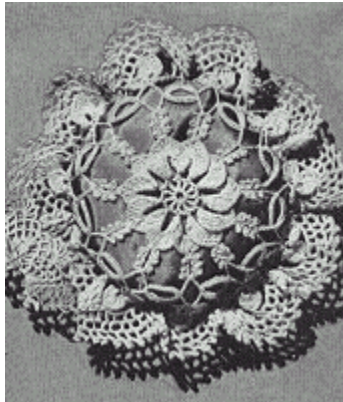
**4th rnd:** \* Sc in next 5 sc, (ch 5, sc in next loop) twice; ch 5, skip 1 sc. Repeat from \* around, ending rnd as before.

**5th rnd:** \* Sc in next 3 sc, (ch 5, sc in next loop) 3 times; ch 5, skip 1 sc. Repeat from \* around. Join.

**6th rnd:** \* Sc in next sc, (ch 5, sc in next loop) 4 times; ch 5, skip 1 sc. Repeat from \* around. Join.

**7th rnd:** Sl st in next 2 ch, sc in loop, \* ch 5, sc in next loop, ch 2, in next loop make 6 tr with a p between—to make a p, ch 3 and sc in 3rd ch from hook; now ch 2, sc in next loop, ch 5, sc in each of next 2 loops. Repeat from \* around. Join and fasten off. Sew last rnd of top to last dc-rnd of bottom, stuffing with cotton before opening becomes too small. Pass ribbon through sps of 1st rnd of edging and tie ends in a bow.

## Large Pin Cushion



**MATERIALS:** CLARK'S O.N.T. or J. & P. COATS BEST SIX CORD MERCERIZED CROCHET. size 30, 1 ball. Steel crochet hook No. 11. A small piece of silk for lining, and cotton batting for stuffing.

Starting at center, ch 9, join with sl st into a ring.



**1st rnd:** Ch 5, (dc in ring, ch 2) 11 times; join with sl st to 3rd st of ch-5 (12 sps).

**2nd rnd:** \* Ch 10, sc in next dc. Repeat from \* around (12 loops)

**3rd rnd:** In next loop make sc, h dc, dc and 8 tr (this completes half of petal and brings work to center of loop), then ch 5, sc in 3rd ch from hook (p made). Make 2 more p's, then ch 13, sc in 5th ch from hook (thus making a small ring), turn. \* (Ch 5, sc in ring) 3 times (3 loops made) ; turn. In each of these 3 loops make sc, h dc, dc, 8 tr, dc, h dc, and sc (leaf made). Ch 18, sc back in 14th ch from hook, then make 25 sc in ring just formed and join with sl st to 1st sc. Ch 4, sc in ch st just above 3rd p made. Make 3 p's as before, sl st in st just below 1st p made. Working in same ch-10 loop as before, complete petal by making 8 tr, dc, h dc and sc. In next loop make sc, h dc, dc and 8 tr; make 3 p's as before, ch 4, join with sl st to center sc of 25-sc ring, ch 9, sc in 5th ch from hook, turn. Repeat from \* around, joining last 23-sc loop to center of 1st ch-13. Fasten off.

## **EDGING . . .**

**1st rnd:** Attach thread to center tr of 1st petal of any leaf, \* (ch 14, sc in center tr of next petal) twice. Ch 4, -tr in 7th sc of 25-sc ring, ch 4, sc in center tr of 1st petal of next leaf. Repeat from \* around, making, last sc in same tr where thread was attached.

**2nd rnd:** Ch 6, \* skip 3 ch, dc in next ch, (ch 3, skip 2 ch, dc in next ch) 3 times; ch 3, skip next ch, sc and next ch; make dc in next ch. (Ch 3, skip 2 ch, dc in next ch) 3 times; ch 3, dc in next sc, (ch 3, dc in next ch-4 loop) twice; ch 3, dc in next sc, ch 3. Repeat from \* around, joining last ch-3 with sl st to 3rd st of ch-6 first made.

**3rd rnd:** Sl st in sp, ch 6, dc in next sp (ch 3, dc in next sp) 9 times; \* ch 3, dc in same sp, (ch 3, dc in next sp) 12 times. Repeat from \* around, joining as before.

**4th rnd:** Sl st into sp, ch 9, sc in 5th ch from hook, ch 2, dc in next sp. \* Ch 7, sc in 5th ch from hook, ch 2, dc in next sp. Repeat from \* around. Join and fasten off.

## **TO MAKE UNDERSIDE . . .**

**1st rnd:** With wrong side facing, attach thread to bar of center tr of 1st petal of any leaf. Ch 6, \* dc in ring of center petal of same leaf, ch 3, dc around bar of center tr of last petal of same leaf, ch 3, dc in 1st sp between petals, (ch 3, dc in next sp) twice; ch 3, dc around bar of center tr of 1st petal of next leaf, ch 3. Repeat from \* around. Join with sl st to 3rd st of ch-6.

**2nd to 7th rnds incl:** Ch 5, then make dc in each sp around with ch 2 between each dc. Join and fasten off after 7th rnd.

**CORD . . .** Make a ch to measure about 12 inches. Break off. Run cord in and out of last row of sps. Make a silk cushion about  $3\frac{3}{4}$  inches in diameter filled with cotton batting, and insert into lace. Pull cord and tie in a bow.

# Profitable Crafts

By Maria Vowell  
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# Table Of Contents

Introduction .....	3
Exactly What Are Consignment Sales .....	4
Approaching Storeowners With Your Products .....	5
Closing The Deal .....	14
Providing Pleasing Products .....	17
A Few Helpful Tips .....	23
Getting Your Projects Published .....	26
A Few Words About Copyrights .....	28
Submitting Your Projects To Magazines .....	31
Self-Publishing Your Designs .....	45

## Introduction

Thank you for your purchase. I sincerely hope that you enjoy this volume of Profitable Crafts. Volume three of Profitable Crafts will be available May 15, 2004 and can be obtained at the following URL:

<http://www.aismarketing.com/ProfitableCrafts/vol3/>

Volume one of Profitable Crafts has already been released and be obtained at the following URL:

<http://www.aismarketing.com/ProfitableCrafts/vol1/>

I'm sure that you'll find helpful tips, techniques and information throughout this manual, to help you maximize your profits from the sales of your own items that you create.

This volume of Profitable Crafts covers selling your products on consignment, and getting your projects published.

I'm sure you'll find a lot of helpful information that will prove to increase your profits and keep you from making costly mistakes.

If you've ever wanted to submit your designs to national publications, then you'll find that the submission process isn't as complicated as some may make it out to be. I show you how to submit to publications the proper way to greatly increase your chances of having your design accepted.

You'll find at the end of this manual, a quick step-by-step system that I use, that has been extremely profitable for me many times over, regarding self-publishing your own designs as well.

Once more, I hope that you enjoy this manual, and I would like to wish you many happy days of creating wonderful items for your home, craft shows and/or business.

Take Care And Keep A Smile,  
**Maria Vowell**

## **Exactly What Are Consignment Sales?**

When selling your products on consignment, you basically retain ownership of your goods while offering a percentage of the sales from your products to the person selling your products for you.

There are many ways to sell on consignment, with the main one being where storeowners provide space in their stores for your products.

You don't have to deal with consignment shops strictly. If you have a good product, that doesn't take up too much space, you will find that a lot of regular type stores will also be more than happy to provide a little space for your wares in return for a percentage of the profits.

There are also a number of websites popping up online, where the site owners offer consignment sales. To place your wares on the sites, it's usually as simple as submitting a photo of your product to the site owner, as well as your price, while coming to some sort of agreement that's mutually beneficial for both you and the site owner.

We will not be covering online consignment sales in this volume of profitable crafts, but will instead cover offline consignment sales and how to approach storeowners properly, as well as provide tips and suggestions for the types of products you'd like to provide for sale.

It doesn't matter what types of products you make, there is always several stores somewhere that will be more than happy to provide your products to their customers.

Although it can sometimes be difficult to get your wares into the stores, if you follow the guidelines in this manual carefully, you'll find it much easier to develop great working relationships with a wide variety of storeowners where eventually you will find that you're selling more products than you probably ever dreamed possible.

## **Approaching Storeowners With Your Products**

When approaching storeowners with your products, using a direct approach is always best. You never want to contact owners by phone, when trying to offer them your products. This is very unprofessional and won't get you anywhere other than to a lot of blunt no's, and hang ups.

The best method of contact for meeting storeowners, would be to mail them a letter explaining your products in depth, what you can offer them, maybe a photo of your best products and a brochure if you have any available.

Once you have mailed your information packet, wait a few days then call to set up an appointment that's most convenient for the owner.

Remember when making appointments, that the owners are doing you a favor if they agree to see you, and that you should always arrange your own schedule to meet their needs best.

Never show up for appointments late, and never show up too early. Usually 5 minutes ahead of your scheduled appointment is the best time to arrive. This gives you plenty of time to inform the owner that you are there, without making them feel "obligated" to rush with whatever task they are handling because you showed up too early.

When you're late, it shows a blatant disregard for their time, and they will not be as respectful of the time they grant you to speak with them.

If you prefer, you can always visit the storeowners in person without mailing an information packet. Although this can be a bit more time consuming, it's still beneficial because you have a better chance of receiving a "yes" than with any other method of contact.

The best day to meet storeowners, when meeting them directly without an appointment, would be on Tuesdays or Wednesdays, early in the mornings. Mondays are usually hectic, while other days and

during the afternoons are usually the busiest times for owners or when they are most tired.

Once you are in contact with the storeowner, you will first want to explain what you do, and how it would benefit them if they offered your products to their customers. Explain your pricing and make sure they understand that you don't expect payment up front and that they take their percentage of the sales out before paying your profits to you.

This way they will understand that the only obligation they have to make will be to provide space for your products and collecting payments for the sales.

Even if you approach them properly, you will find that few will still say no. You must always be polite, and never act as if they "owe" you a favor just because your products are so great.

For instance, when I operated my soap store, I had a lot of people approach me to see if I would let them sell their products on consignment. Most of them were told a hasty no, and were turned away pretty darn fast. Not because their products were junk, but because of their nasty, selfish attitude.

For instance I had a lady visit one day with cute little sun catchers made from lamp work beads. These sun catchers were very cute, delicate, and something that I just knew most of my customers would love.

This lady wanted \$12.00 to \$16.00 per catcher, based on which beads were used in each catcher. I could then mark-up the price to whatever was suitable for me, and I knew I could get \$20.00 each easily for them.

I mean these were some really nice catchers, and I really wanted to offer them to my customers because they were something new, unique and attractive that the people I sold my soaps to would love.



As the lady was lining the catchers up on my table so I could look them over better, she didn't pay attention very well, and didn't really know when to shut up.

I was already hooked when I saw the first one, and was ready to choose which ones I wanted to display for her before she had even shown me half of them.

This lady kept on and on about how beautiful they looked in the light, and every time I would try to get in a word of my own, she would interrupt me with another "sales" pitch.

She went on for about 10 minutes, explaining to me how wonderful her catchers were, and the whole time I was ready to close the deal and set them out.

But a person can have only so much patience, and I had customers that I needed to attend to and I didn't really have all day to sit there as she explained how wonderful her products were to me.

I know quality when I see it, and those catchers pretty much sold themselves, so she didn't really need to proceed with a single sales pitch.

The fact that she kept interrupting me was getting me a bit agitated. The fact that I had several customers waiting for me to help them agitated me even more, because she wouldn't even shut up long enough for me to attend to their needs.

The final straw was when she picked up a catcher, took it to my window and explained how much lovelier my window display would look with her catchers in them, instead of those "blocks of soaps".

Yes, she actually called MY SOAPS, "blocks of soaps" instead of the wondrous beautiful bars of glistening oils that they are.

That's when I finally told her politely that I wasn't interested, and that if she could excuse me I had customers that I needed to attend to.

I then thanked her for her time, shook her hand and walked away to help my customers.

There are several morals to this story here.

One, know when to be silent. Yes you're trying to convince owners to provide space for you for your products, but you should let the products sell themselves and be there to answer any questions they may have.

If the owner tries to talk, just listen until he or she is done speaking. Politely answer any questions, and then wait for a pause before you continue.

If they are not interested at all, believe me they will tell you once they take the first look at your products. If they are interested, they will ask questions or wait silently for you to continue.

Two, if you see that there are customers waiting for them to help them, step aside and let them know that you're in no hurry if they want to attend to their customers. Remember, they are doing you a favor by speaking with you and granting you some of their precious time.

You can either step aside and wait, or leave, but never cause them ignore their own customers. By politely stepping aside first and letting them know you understand that the customer comes first, you'll make a much better impression than if you try to hog their time all to yourself.

Third, NEVER insult the storeowner by offering any type of suggestion about WHERE they should display your products.

I don't care if you're trying to be helpful or not. The space you may be granted is up to the owner, it's their space and they will know where your products will do best in their stores.

Also never insult any of the storeowners own merchandise as this lady did for my soaps. My window display was one of the things I

was most proud of in my store, because I had it setup to where it pulled in window shoppers roughly 75% of the time.

I was already imagining how those catchers would help improve the appearance of my display, but I most certainly was not about to allot all of that space for them alone, and the lady was very out of place for even suggesting such a thing.

Yes I knew the catchers were nice, but not nice enough for a full window. Not when my soaps were already doing so well at pulling customers in from off the streets.

This lady lost my business, because she had an attitude as if I owed her something just to be able to provide her catchers.

She is the one that lost out on the deal, but not me. When she left, I really wanted those catchers. I just KNEW they would sell well, and I was going to find a way to provide them to my own customers.

After closing shop that day, I went home, did a search on eBay™, found a seller offering the same type of work and I was in business. I had 20 catchers in my store within a few weeks, and sure enough, they sold as fast as I could bid.

They also complimented my display quite nicely by shining wonderful rainbow lights on my soaps when the sun hit them just right.

If this lady had conducted herself in a polite, professional manner, she would have made a large number of sales.

But because she had an attitude as if I owed her a favor just to be able to offer her wonderful products to my customers, she lost out on a lot of business.

I had people come into my store all the time with their “sales” pitches like that. I understand that when trying to sell, you want to explain about your products completely. But you should always show wisdom also, and know when to listen instead of talk.

When selling your crafts, you'll find that if you are providing quality products, then the products will sell themselves where all you'll need to do is answer questions and sign on the dotted line and fill orders.

Now I would like to share with you one more story of a very polite lady that approached me one day with personalized "Day You Were Born" signs that hung attractively in frames on the wall.

I'm not sure if you have ever heard of the "Day You Were Born" signs, but they are nice little signs that give nice tidbits of information about things that have happened in history on people's birthdays.

Things like celebrities that share the same birthday, headline news for that day as well as how the weather was on the day you were born. They also have some that tell you the prices of certain products on that day like bread, gas and sugar.

Well one day this lady came into my store with a simple sheet of framed paper that she had printed from her home computer, on fancy stationery, and asked if she could have a moment of my time to show me her "Day You Were Born Wall Hanging".

Now at the time I didn't know what in the world a "Day You Were Born Wall Hanging" was, and so that alone peaked my interest enough to where I said sure.

She simply handed me her framed sheet of paper, and let me read the contents without saying a single word.

I thought the product was "cute" but I wasn't quite sure if it were something my customers would be interested in. Once I read the facts on the sheet, I asked her how I could help her.

She then proceeded to explain how I could make a percentage of the profits, from all sales generated from my store. She also explained how the display would take up virtually no space because all I had to do was just hang one sample on the wall with one sign underneath it with ordering instructions on it.

It would be as simple as me collecting payment, then providing a form for the customers to fill out with the needed information to have their sheets printed. She explained that she would call me daily to see if she needed to fill any orders, and would have the orders delivered the next day.

I asked her if she could give me a moment, and if she would like a cup of coffee while she waited. While she waited, I sat at my desk looking at the frame, trying to figure out if my customers would like this product or not.

It was very easy for me to hang what she asked of me on the wall, it was a cute product, and it was something that I thought maybe a few of my customers would like, but probably not many.

I finally informed her that I would be willing to give her product a try, but that because I wasn't sure how well it would be received by my customers I couldn't guarantee her many sales.

I also explained to her it was only because it took up none of my counter space that I was even willing to try her product for a while. I then asked her where she usually had her signs hang, and she answered with "It doesn't matter with me, you place it wherever you think best and I will be delighted with that".

So she had a new store to offer her product, and I had something for my wall that was cute but that I really thought was not going to sell too well. I was just saying yes because she had been very polite, and because it did not take up my counter space, which was reserved for products more suitable to what my store offered.

Now I will admit with much shame, that at first I hung her signs by the bathroom door. The main walls already had my pretty vintage soap signs, old pictures from the Victorian era, flowers and candles and I thought her signs looked very out of place, so I hung them basically in the only "empty" location left in my store.

Then I forgot about them. There were no orders for two weeks, because basically customers couldn't even see the signs because few ever asked to use my bathroom. Sometimes they used the

bathroom to try my soaps, but other than that, there was no traffic going by her signs.

Then one day a gentleman came in and wanted to try some of my plain unscented soap. When I directed him to the sink, he saw her sign and asked me if he could get 6 of them printed for his grand children. He thought they would make wonderful gifts that were within his budget.

I took his order, and told him that he could pick up his signs the next day, informed the lady when she called that she had six orders, delivered the signs the next day to the gentleman when he came to pick his signs up and once again I forgot about the signs.

A few days later another lady came in asking about the “Day You Were Born” signs, and asked me how she could order some. I was a bit shocked, because this was a sale that came by word of mouth advertising where the gentleman had told her about the signs, and we all know that word of mouth advertising is always the best form of advertising.

This lady ordered 3 signs, one for herself, one for her son and one for her husband. When she left, I quickly took the signs from beside the bathroom door, took one of my Victorian pictures off the space by my counter and placed the day you were born signs in it's place around my flowers and candles.

Needless to say, I started getting sales for these signs, and I had to apologize to the lady that was making them because I didn't give her adequate space on my walls where many of my customers could see them.

Over time, she finally got counter space where she could display 5 different types of signs, and we did very well with the sales of her products.

The moral of this story is, that if you're polite, and if you don't take up much space with your products, then you can still generate sales even if the storeowner isn't too enthused about your product and is

just giving your product a try to see if it held much interest for his or her customers.

Although I can't speak for all storeowners, I do know for a fact that politeness and consideration pays off and that it's always best to be polite and considerate when dealing with each individual storeowner.

There are also a few other issues that are very important when contacting business owners.

Try to locate a nice case, box or bag to carry your products in when you visit the owners. If you must use a cardboard box, then at least cover it nicely with pretty paper, or you can do much better by having your husband or a male friend build you a box of lightweight wood.

If your products are small, then a nice fabric bag would work wonderfully for carrying your wares. Never use plastic grocery store bags, or plain brown paper bags to carry your products in because this looks very cheap and unprofessional.

Always have an agreement in writing, signed by you and the storeowner, before you ever leave your products. This is covered in the next chapter along with other helpful tips for dealing with consignment sales once you've started working closely with each individual business owner.

When selling on consignment, you will determine a set price that you'll take for your products, then generally allow the storeowners to mark-up the prices to what they like, where they keep the additional profits.

Pricing your products is an entirely different topic that you should become knowledgeable about. This topic is already covered in the first issue of profitable crafts provided at:

<http://www.daintywork.com/crafts/>

Above all, just remember to be polite, and have fun because you're not only about to generate more profits, but you're about to make many new friends as well once you start selling on consignment.

## **Closing The Deal**

Once a storeowner has agreed to provide space in their store for your products then you must do several things to protect yourself, your products as well as the business owner from certain liabilities.

First and foremost, you must make sure that your products are safe.

If you make jewelry, and provide a necklace with a broken clasp, then you could cause one of the customers to scratch themselves badly if they tried on your necklace before purchasing.

If you make small wooden wagons, and leave a tire a bit loose, then a child could get hurt if they decided to go rolling around the store while their parents are shopping.

Now I know most crafters know better than to provide inferior goods to their own customers, but when dealing with consignment sales I have seen a few become very neglectful.

Never neglect your products, because not only could you be held liable for medical bills, the store owner could as well and you can bet that you would lose your space in that particular owner's store if one of their customers were to get hurt from one of your products due to inferior workmanship.

Always check over your merchandise before leaving it for the storeowner to sell.

Next, always make sure that you have an agreement signed by both you and the storeowner. Keep the original for yourself and provide a copy to the owner.

Your agreement should cover several things. You will find a sample agreement that you can use at the following URL:

<http://muextension.missouri.edu/explore/miscpubs/mp0597.htm>



As with any sort of contract or agreement, make sure that you consult an attorney first before using any agreement that you may draft, or if you use the above mentioned agreement as your own.

The university of Michigan does allow you to use this agreement for your own personal use as stated on their copyright page, but it's still best to consult an attorney first to ensure that you are covered properly in your own state.

You will also want to draft a basic inventory sheet that can be used each time your restock each individual store. The inventory sheet should include the amount of inventory that you're leaving at the store, your expected price for each piece, and a clause stating that your pieces are in fact covered by the stores insurance policy.

Also make sure that you provide enough room for you and the owner to sign your inventory sheets, as well as the date that you delivered more merchandise and how much you collected for the previously sold merchandise.

Once you have your agreement and inventory sheets ready, you must consider how many stores you can properly supply without getting in over your head to where you can't provide enough merchandise to keep the store properly stocked.

If you don't have much time to make your products, then it's probably best to stick with one or two stores. If you have plenty of time to stock more than 2 stores, by all means do so, just be careful that you don't overwork yourself by trying to stock more than you can handle.

Considering the fact that you never know how well your products will sell in each particular location, then I would suggest trying 2 new stores a week until you get a better idea of how well your items sell, and how much workload you can handle.

Once you have your agreement signed, and have left your stock with the storeowner, you will want to inquire as when the best time is to call the owner to see if restocking is needed of any of your merchandise. Keep a notebook handy to write in this information, and you're now done with your part.

You can leave knowing that you have some of your stock ready to sell, and wait as the profits come in.

Now as with the example of the “Day You Were Born” wall hangings in the previous chapter, you don’t necessarily have to leave a complete line of inventory to get started with consignment sales.

Sometimes a sample of your work is all that’s needed and a sample also increases your chances for great exposure of your products.

Sometimes it’s not cost efficient to make up a lot of stock beforehand for several reasons.

If your product is new and something that you’ve never sold before, or if you don’t know for sure if it’ll sell well, then you certainly don’t want to make hundreds of one item until you’re confident that it will sell.

By providing sample displays of your products, you can create the items and fill orders as they come in greatly reducing your costs in materials needed upfront, and also giving you a better chance of getting a bit of space in stores that don’t have much space to spare.

We’ll cover what types of products do best when offering them on consignment in the next chapter.

## **Providing Pleasing Products**

It doesn't matter what types of products you currently make right now, the wonderful thing about crafting is that your profits are only limited by your own creativity.

When making products to resell for profit, you determine what you want to make, and if a certain product bombs, then you will always have literally thousands of other projects to choose from for quick recovery.

This is one aspect of business that few can enjoy as well as we crafters can.

When someone develops a new widget to clean windows, they usually invest a lot of time in developing the product, patenting the product and manufacturing the product. If sales do not go as well as hoped or planned, then their new window cleaning widget could very well cause them to go bankrupt.

Luckily, smart crafters do not have this worry. Materials cost for our products are usually very low, so that we can afford to make a few mistakes without it killing our savings or breaking the bank.

With our talents and skill, we can offer consumers a dozen different items, or more, based on just how well we use a needle or paintbrush.

Let's take a look at the average sewer. Not only can a good sewer make clothing and quilts, but they can also make bookmarks, book covers, dainty purses, dish mats, toys, etc.

A painter can paint pictures, rocks, dolls facial features and many other items for profit.

Because there are so many venues that crafters can use to make money from their skills and talents, then one should never see a crafter go hungry or broke.

There are just way too many ways to create wonderful products for sale that can generate wonderful profits.

When dealing with consignment sales, you must always consider this because sometimes your products that sell well in one location will not do so well in another location.

For the locations that provide slow sales, you'll want to make sure you can use your space wisely by trying a different type of product until you find one that does sell as well.

For example if quilts are your main product, and store A on one side of town usually sells 2 of your quilts each week, whereas store B may sell one or 2 quilts every few months, then you need to find another product to place in store B because you're not generating enough profits for yourself or the storeowner.

First, you would want to take a drive around the neighborhood so that you can get an idea of the types of people in that neighborhood. Make sure it's a safe neighborhood first of course.

You can tell a lot about the people that shop store B based on just the types of things you see in the yards surrounding the store.

For instance if the yards around store A show lovely lawns and flower beds, neat yards and lovely chairs and swings for relaxing. Then you can bet it's a neighborhood of seniors or single couples, because the lack of toys and the neat lawns shows that not many children play there.

These types of people will appreciate your quilts much more than a hurried mom with 3 children running all over the house spilling chocolate milk all over the bedspreads. They are also more likely to purchase more than one quilt for their households.

Mothers with children may buy ONE quilt, but usually the quilt is then put in storage and never used because we all know that children have a knack for spilling things no matter how hard we try to prevent it.

Spills come with children and mothers with children are not going to use and display a 300-dollar quilt for everyday use. It just doesn't happen, and any mother that does this is either filthy rich or learns her lesson pretty darn fast once children's loving hands stain a quilt or two.

Now if you see that yard B has lawns with stomped grass, bare patches where a lot of children have played, swing sets, bikes and toys all over the place then you can guess pretty quickly why your quilts aren't selling as well in store B as they are in store A.

The shoppers in that neighborhood have children, and we all know the children are the ones that determine the cash flow for those households.

So do you remove your quilts, say good-bye to the business owner and call it quits with that store? Why heck no way you don't want to do that. You want to generate sales for you and the storeowner. You cannot generate sales if you neglect the space the owner has so generously granted you.

You would instead want to provide a product that's more suitable for children and families with children.

For instance you could sew up quilted toys (making sure of course that you follow all safety measures required by law), or make mini blankets for children with colorful characters on them.

Tic Tac Toe blankies do well also, where you sew clothes of fabric on a 3 ft by 3 ft quilt to match a tic tac toe game, then make bean bags with X's and O's on them so that the children can play tic tac toe easily on the blankie whenever they like.

These types of quilts are made for children, affordable to purchase, and made to be played with so that it won't harm anything if they get a bit dirty.

So whenever a product is selling well in one store, yet selling badly in another, you want to always try and find out why. It could be simply that each store caters to a different sort of neighborhood, and a

simple plan should be in order where you can quickly provide another type of product more suitable for the shoppers in that area.

You'll find that as you work with more business owners, you'll be able to determine better what types of products are suitable for each separate store just by seeing the types of merchandise already offered for sale by the owner.

You can then offer a selection for the owner to choose from, because no one knows the customers better than the one that deals with them on a daily basis as the owner does.

Now store owner B may have already known that your quilts weren't going to do very well with his/her customers. If you didn't offer a selection of different types of products, then the owner may assume that quilts are all you can provide.

Sometimes owners will allot some space just so they can generate the occasional sale, and they are usually quite content with one or two sales every few months. They have nothing to lose but a little space, and they get attractive décor to add to their business.

Although the owner may be content, we know you need as many sales as you can generate because you don't have a store full of many other things to generate sales from like the owner does, and this hurts your profits much worse than it does the business owner.

So if you see that sales are not as good as you would like them to be, make arrangements to provide something different so that you can both generate more profits. Usually storeowners are very easy to work with, and most are extremely pleased when you can provide a wide selection of products where one or two of them are more suitable for their customers.

Before I conclude this chapter, I would like to share with you techniques for selling products before you create them.

These techniques will prove to be very helpful if you have a low budget and can't make a lot of inventory to stock stores with.

If you are just starting out, and can't really afford to purchase several hundred dollars worth of yarn to make several hundred bookmarks that you want to sell in area Christian bookstores, then a simple solution would be to make one bookmark per store, and display each bookmark attractively in some fashion.

A nice display for your bookmarks would be to crochet one single bookmark, and then a small piece of cloth with a few rows of different colors so that consumers can see the range of colors they can choose from when ordering your bookmarks.

Attach the cloth to the bookmark with an attractive crocheted ribbon, and attach a small sign to the cloth with the price and a short note for consumers to ask the business owner for ordering information.

Make sure you have an attractive hook attached to the top of the bookmark for easy hanging (hooks with the suction cups work well) and you have a simple and attractive display that can easily be hung from a cash register (or wherever the storeowner would like to display your product) to help generate sales.

Provide a few order forms that the owner can use to take orders with, and crochet each bookmark as each order is delivered to you.

This is a very easy way to generate sales, with low start up cost, where storeowners are more likely to grant you a bit of space in their stores because bookmarks take up virtually no space, and none of the owners precious counter space.

You can do this with more than just bookmarks. I just used bookmarks as an example because mainly, this has proven to be very successful for me in the past and it's best to use a product that's proven to be successful in my examples so that you can try this method of selling bookmarks for yourself.

Other lightweight, smaller items that can be done this way are quilted Bible and book covers. Just provide a sign explaining what measurements you do your covers in, along with sample pieces of clothe. Or you can inform customers of how much clothe to provide and let them choose their own pattern.

Another item that has done very well for me in the past are PooPockets (patterns can be ordered at <http://www.poopockets.com>). In this day and age, people are more concerned with the environment more than they have been in the past, so poopockets have proven to be a wonderful selling item that takes up very little space when on display.

PooPockets are not only great for the environment, but they are also so well made that they are much better to use than store bought diapers. When displaying my poopockets, I always like to embroider my signs right onto the backs of the diapers.

This can be time consuming, so if you don't want to use the extra time to embroider your pockets then just make regular signs out of paper and attach them to the pockets attractively.

Doilies and other items that are flat and easily framed, make wonderful displays for walls.

Basically any smaller product can be displayed in an attractive manner, to help generate sales easily for yourself, as well as for the storeowners providing you space for your displays.

When displaying your products, you NEVER want to use your own ad to advertise your business. Always have your signs provide information for ordering your products through the storeowner, and no other way.

The storeowner is granting you space for a percentage of your sales, and not so that you can obtain free advertising at their expense. To try and use your space as free advertising is not only rude, but it will also cause you to lose contacts that you don't want to (or that you probably can't afford to) lose.



## **A Few Helpful Tips**

**1.** Before approaching storeowners about your products, first visit the store and shop around a bit so that you can get a general idea of the types of products the store provides. This will help you determine better which of your products to present when you do contact the owner.

This will also give you a good idea about how your merchandise will be handled if displayed in the store. You certainly don't want your products in a filthy store.

If the store is neat and clean, then you will know that your products will be treated with care. If the store is dusty and looks as if it hasn't been swept in weeks, then it's best to just bypass that store altogether because your products will just not be taken care of properly.

**2.** Always make sure that you visit established businesses. Sometimes new business owners setup shop, don't do very well and close their doors within months. When this happens, your products may walk off when they close for business.

I'm not saying that the owners intend to steal from you, but you stand a greater chance of them not "understanding" that your items should be returned to you if they do go out of business. New owners sometimes don't understand this.

To protect yourself, you can make sure that this is covered in your consignment agreement, or you can provide a simple display as discussed in the previous chapter, so that if they do walk off with your product then they would get your display only and not dozens or even hundreds of your items.

**3.** When delivering your items, make sure that you do not deliver any flawed goods. Also make sure that you point out to the owner that your items are in great condition, and that the owner is responsible for damage to your products. This can also be included with your consignment agreement if you like.

**4.** Agree on some sort of timeframe for your products to be displayed. 30 to 60 days is usually plenty of time to sell your products. If some items have not sold within 60 days, then you most certainly want to replace them with new or different items.

If it's just that certain colors sell better than others, simply providing more of the popular colors of your items will be enough to keep your products moving quickly.

**5.** Some stores that deal strictly with consignment sales only, will charge an additional fee along with their percentage of the profits. They may label this fee as a "storage" fee, "administrative" fee or "inventory stocking" fee. You would usually be charged this fee rather your items sell or not.

This is a cost that is tapped on by some that you honestly do not have to deal with. If a storeowner tries to charge a fee for their space, then tell them that you will be happy to pay this fee (if it's within your budget and if you don't mind paying it) but then that would eliminate their percentage of the profits and all of the sales proceeds are to go directly to you.

This is usually enough to cause them to waive whatever additional fee they try to charge you, and if they don't agree, just find another owner to deal with.

Although many think that additional fees are considered quite normal, and most do not mind paying these fees, I don't recommend crafters paying them.

The storeowners are usually receiving a hefty profit already for the sales of your products, and in my opinion those that charge additional fees are just a bit greedy and taking advantage of those that work hard to provide their customers with fine merchandise.

There are enough storeowners available that do not charge additional fees, and who are delighted with the profits they make just off their percentage of sales, that you can easily afford to take your products elsewhere.

**6.** Don't forget to advertise your products. Even though your items are being sold in the stores, you can still do press releases about your fine products, while informing others about which stores people can visit to purchase your goods.

Flyers and small ads in the local papers are also good ways to advertise your products. Don't rely strictly on the storeowner to generate your sales.

Treat consignment sales as you would any other method of selling, and make sure that you advertise.

This concludes this section of volume two about selling your products on consignment.

In the next section of this volume, we will cover methods for profiting from your crafts by creating your own publications, and by selling your own patterns and project ideas to other publications.

## **Getting Your Projects Published**

If you design your own patterns, projects and crafts, then you'll find this section of volume two very helpful indeed.

If you don't design your own projects, then volume three of profitable crafts covers techniques that will have you designing your own products quickly, easily and affordably even if you think designing is something you could never do.

More information about volume three can be obtained at the following URL:

<http://www.aismarketing.com/ProfitableCrafts/vol3/>

In the meantime, let's cover the most popular methods for getting your projects published where you can generate even more profits from your crafts.

There are a number of ways to profit from your publications, with a favorite of crafters being to have their patterns published in national crafting magazines.

Having one of your projects accepted for national publication is one of the greatest things you could do for your business. Although this is sometimes difficult to achieve, it's well worth the effort, and headaches sometimes endured, in the long run.

Sometimes you won't make much in the way of profits, but you will build name recognition that will help increase sales of your products locally.

This is also a wonderful way to obtain free publicity for your business. Every time I have had one of my patterns published in a national magazine, I had always had the local paper do a story about my work, which has always helped to increase sales.

Another way to generate profits from publications would be to publish your products and/or patterns yourself. This is much easier and than

you may think it is, because really all you need is your computer, a good printer and a nice word processing program.

The benefits of publishing your patterns yourself, are that you also will build name recognition for yourself and your profits will increase a hundred times over because you can sell your patterns as many times as you like, instead of relying solely on a one time publishing fee that's paid by a national magazine.

The third favorite method of getting your products published would be to submit a number of projects to book publishing companies.

This is very difficult to do, and can be quite stressful as well, but if you were to get a book accepted and published by a well known company, then your crafting career would pretty much be established for life.

I'll cover the two first methods of publication, because these are the two I am most familiar with.

If you would like to try to get your projects published in book format, then you can find tons of information for writers at:

<http://www.writersdigest.com>

You can also self-publish your own book, completely free at [Cafe Shops](#). At café shops there's no minimum quantities like some self-publishing providers require, no minimum fee and you set the prices for your books.

[Click here](#) to visit café shops, and click on the "Create & Sell" tab to open your free shop.

## **A Few Words About Copyrights**

When publishing your own designs, projects and/or patterns, you must first make sure that you are never infringing on someone else's copyrights.

Many times I have seen crafters "adapt" a pre-existing pattern, and then call the project their own creation.

Making a few changes to another's pattern, project or instructions does not make you the owner of the changed design no more than if I were to paint your house for you and call it mine just because I made a change to it.

Your house is your home, no matter what changes another makes, and others creations, patterns and projects are their own no matter what changes you may make to the finished product.

This is not only illegal it's also dishonest and just plain wrong. For a project or pattern to be completely yours, then you need to design it from scratch completely, before you can proudly call yourself the owner of the projects instructions, and before you can claim the copyrights for yourself.

Yes I also know most crafters do not get caught, and some even brag about this on various crafting boards. Many even encourage this as a method for "quick creation" for projects that they can develop fast for submission to publications.

People who do this, or encourage others to do this are thieves plain and simple.

Don't be a thief, work honestly and it won't bite you in the rear when you least expect it to.

If you use this method of stealing another's work, you never know when you could find yourself facing severe penalties and a lawsuit that you probably cannot afford. The only way to protect yourself

from suit is to make sure that you only use your own creations and original designs.

It's not hard to design your own projects, and it's much better than stealing another's work and calling it your own. Volume 3 of profitable crafts covers designing your own products in depth and can be obtained at:

<http://www.aismarketing.com/ProfitableCrafts/vol3/>

Once you have designed your own projects, then you will want to protect your own copyrights as well.

US citizens can register copyrights to their projects, at the United States Copyright Office for a \$30.00 fee. Information about registering your copyrights can be found at:

<http://www.copyright.gov/>

In the US, your work is automatically copyright protected the instant you put your work on paper. The registration of your copyrights is something needed if you have to defend your rights to your designs in a court of law. To better protect your copyrights, make sure that you always include a copyright notice on all of your patterns, projects and designs.

A copyright notice looks like the following:

**Copyright 2004 © Your Name All Rights Reserved**

The date would be the year that you designed your project, and your name would be you as the creator of the design.

Now I personally do not like to pay \$30.00 for each individual pattern that I design. For crafters, this cost can add up quickly if we file separate registrations for each individual pattern that we've created.

Instead I take each pattern as it's created and seal it in an envelope, addressed to myself. I then will have a notary public stamp his/her notary seal over the edge of the envelope so that it can prove that the envelope had not been opened (therefore showing the contents remain unchanged) since the date it was sealed. I then mail my

pattern to myself to get it postal date stamped, and then file it unopened in my safe.

This establishes the date that my design was created, and gives me something extra to help prove my own copyright claims. This is commonly referred to as the poor man's copyright and, is a method used by many to help establish their copyright claims.

Once you've collected about 30 to 40 different designs this way, then you can submit them all to the copyright office (do not use your sealed copies, keep these sealed and submit copies instead), and register them all together as one completed work in book format, therefore paying the registration fee one time while still protecting many designs.

I still have patterns sealed from the early 80's, where I designed crocheted dresses for fashion dolls. There's no purpose in unsealing your designs unless you need some sort of proof in a court of law. Just put them away in a safe location in case you ever need them.

Before I conclude this chapter, I want to also issue one word of caution. NEVER submit any of your designs ANYWHERE until you get your stamped sealed copy back in the mail.

You want all of your submissions to be dated AFTER you've established your creation date, just in case some scrupulous editor uses your pattern without paying you properly for your work, or in case someone steals your design.

When dealing with national magazines, I have never had an editor publish without paying for my work. Those that run large magazines are not so hard up for designers that they have to steal others work without remitting proper payment, and are usually very good about treating their designers very well.

Although I have never had my work stolen (that I am aware of), I have heard horror stories of smaller publications doing this to other designers and crafters. So always make sure before you submit or publish your designs anywhere, that you have your sealed copy in hand and in a safe location just in case it's needed.



# **Submitting Your Projects To Magazines**

Submitting your projects to magazines can be a time consuming process, especially if you have many designs ready for submission.

We're going to take the submission process in a slow step-by-step format in this chapter, so that you will easily understand what is required for submission in an easy to understand way.

There are many books written on the topic of submitting to other publications, but I have found that most of them are a bit too confusing for the average person.

I have also found that the instructions for proper submissions in a lot of these publications are usually not in proper order, which causes others to make mistakes that you won't want to make.

## **First Step:**

First, you will want to visit your local bookstore, as well as your local office supply store. You need to make a few purchases before you get started so that you can start in an organized fashion, to prevent mistakes in the future.

At the bookstore you will want to purchase one each, of every crafting magazine that you locate on the racks. You will need to go through these magazines, to see what types of projects and articles are published to get a general idea about the types of things readers of that particular magazine like.

At the office supply store, you will want to purchase envelopes, copy or typing paper, index cards, tabs to stick onto your index cards and two index filing boxes to keep your index cards in.

When purchasing your envelopes, make sure that you purchase the regular sized envelopes because you do not want your correspondence to be folded un-neatly due to the envelope being too small.

When you get your supplies home, you will want to setup your index filing boxes where one box will help keep track of dates, and where the other will keep help you keep track of the companies you have contacted.

For one filing box, you will want to add tabs to 31 of your index cards, and number them 1 through 31.

You will be making what is called a “swap file” to help keep track of letters and projects that you have mailed in a neat way where your information is easy to access.

I know many crafters who rather use their computers to keep track of their mailings, but I have found that a well maintained swap file is much better and helps keep things in much better order.

A dear friend who used this same method to keep track of legal paperwork and legal cases that he was involved in taught this swap file method to me, and it has proven to be a wonderful time-saver when trying to keep track of who has been contacted, and when you need to follow-up on correspondence.

Once you have your index cards tabbed and numbered, then place them in one filing box and set it aside.

For your second box, you will want to create tabbed index cards, lettered from A to Z to help keep track of editors and companies that you have contacted.

Once you have these cards tabbed and lettered, set them in your second box and set it aside until needed again.

Now that you have you your magazines, and your filing system ready, we'll start with contacting editors for their designers guidelines for each publication.

## **Step Two:**

Take each magazine that you've purchased, and look in the very front of the magazine for their corporate/business address and phone number.

Next, take a blank index card, and write on the front of the card the companies name, address, phone number and website URL if they have a website as well. Under this information, leave a space for the editor's name. Call the company and get the main editors name, to ensure that you'll be writing the correct person.

Usually the editors are named in the magazine under editor's notes or some other introduction in the magazine, but it's always best to confirm who the editor is by making a quick phone call to the company.

You don't want to speak with the editor when you make your call, the receptionist can give you this information much faster and you want your first contact with the editor to be in writing.

Once you've created an index card for each magazine, then you will want to neatly address your envelopes, to prepare them for your letters requesting the publications designers guidelines, and you will also want to enclose a S.A.S.E. (self addressed stamped envelope) that the editor can use to return their guidelines to you in.

I usually address my envelopes by handwriting in the publication's address, and attaching a printed label of my return address. Once you have your cards filled completely with the editor's names, and your envelopes addressed, then move on to step three.

## **Step Three:**

Next you will want to print or type a short simple letter, addressed to each editor, requesting that publications designers guidelines and editorial forecast. On the next page I share with you a letter that you are free to use for your on guidelines and editorial forecast requests, just make sure to change the information to your own contact info as well as the publications contact info.

## **BEGIN LETTER**

Date: 00/00/0000

Publication and/or company name  
Address  
City, State  
Zip

Attn: Editor's name here

Dear Mr./Ms. Editor's last name here,

Please send me a current copy of your company's designer's guidelines and editorial forecast.

I have enclosed an S. A. S. E. for your use, and look forward to receiving this information at your earliest convenience.

Sincerely,

Your name  
Your address  
Your city, state  
Your zip

## **END LETTER**

Now in case you are wondering exactly what you're requesting, the designer's guidelines are the submission guidelines you must follow when submitting your designs, and the editorial forecast is a schedule of what types of products are going to be included in each issue of their publication for that year.

Each magazine can have separate submission guidelines, and you'll need to know what's required of each company before you ever submit your work for publication.

If you submit your designs without following the guidelines, then the editors will normally not even bother to look your design over, but will instead either toss it directly into the trash, or they will send a polite letter refusing your submission.

Usually, an editor will have the attitude that if you can't take the time to submit your designs properly, then they shouldn't bother wasting their own time to even reply to you at all and you can't really blame them for this.

Now I know for a fact that some editors can be extremely nice, especially if they like your design particularly well.

The first project I ever submitted for publication was what I call a "Can in a basket". My can in a basket pattern is simply a basket crocheted to fit around a regular can, with an attractive handle using the basket weave pattern so that it would look like a basket.

This was in the late 80's, and at this time, recycling trash into useful projects was very a popular thing to do.

When I submitted my pattern, I did not know that there were submission guidelines that I should have followed, so I basically took a picture, and submitted the picture alone with nothing else, not even project instructions. The letter that I enclosed with my picture was very short and extremely amateurish.

My letter basically stated that I had created this pattern, it used recycled cans, was crocheted and that the basket would be a great pencil holder for desks.

If the editor had written me back a very hateful letter about the way I wasted her time, I wouldn't have blamed her a bit. I mean my first submission was horrible!

Luckily, the editor was very kind, and wrote me a very polite letter informing me that she had enclosed their guidelines, and that she was very interested in publishing my project in a future edition of their magazine. She asked me to resubmit my pattern following their guidelines then she would send me a contract agreement to sign so that I could get paid.

I was ecstatic at first, until I saw the guidelines and realized how badly I screwed up. I just knew that this editor thought I was some ignorant child that was overly excited about a project that she designed.

I'm not sure if the editor thought this or not, but it's exactly what I would have thought if I received such an unprofessional, handwritten letter as I had submitted to that editor.

I was so embarrassed that I almost didn't resubmit my design. It was my mother that convinced me to resubmit it, because she firmly believed in my designing capabilities and she was as ecstatic as I was at first to know that one of my patterns was close to being published.

She helped me type my instructions properly the way crochet patterns should be typed, and also helped me take better pictures of my project.

I then resubmitted my pattern, signed the contract agreement that was later sent to me, and had a small check arrive in the mail several months later.

My pattern did not make the cover of the magazine. It didn't even get a full page devoted to it. It was posted in the section provided each month for easy projects using recycled materials. It was nothing major, or very impressive to most published designers, but to me as a beginner it was a wonderful start for my publishing career.

So when submitting your designs, make sure that you follow the guidelines. Some editors are not near as nice as that editor was towards me, and if you don't submit properly the first time, then you may not have another chance for resubmitting.

Once you have your letters completed, printed and signed. You want to mail them to the editors with your S. A. S. E. enclosed. Once you've placed them in the mail, you will want to make a notation on the back of the index card that holds that company's information.

I usually write "DG 00/00/0000" with 00/00/000 being the date I mailed my request, and DG meaning designer's guidelines.

Once you've noted the date that you mailed your request on the back of your cards, you will then want to file them in your numbered filing box.

The way your swap file works, each number represents one day out of the month. 1 would be the first day of the month, with 31 being the last day of the month if that month has 31 days.

If you mailed your request on the 5<sup>th</sup> of the current month, then you will want to file your index card in the number 5 slot. The reason for this is so that each morning you can look in each day's slot, and see if there are any companies that you would need to follow up with.

Four weeks is generally long enough time to wait for your guidelines to arrive by mail, so by placing your cards in the same days slot, you will then see if there are any cards left for that day exactly one month from the date you mailed your requests.

As your guidelines arrive, you would then want to remove that company's index card from the number five slot and mark on back the date you received the guidelines, and then file that company's card alphabetically in your other filing box.

Now when the 5<sup>th</sup> of next month rolls around, you can tell at a glance which companies you would need to send another request too, based on which cards are left in the number 5 slot.

Usually you won't need to send another request, because most companies are very good about mailing their guidelines quickly.

But sometimes mail can get overlooked, and if you haven't received the guidelines within four weeks then it's best to request them again.

## **Step Four:**

Now that you have sent your requests for guidelines, you will want to study the magazines that you purchased to get a good idea about the types of projects the magazine publishes, so that you will know which of your own projects will have a better chance for acceptance.

If you don't have any projects already designed, then you can spend the time waiting for your guidelines to arrive, designing something you think would be appropriate for each magazine.

You can also locate more magazines to submit your request for guidelines to. If you've already requested guidelines for all of the magazines you can locate in your local bookstore, then you can visit the following URL for information about other publications that are not available in your area.

<http://www.lyciatl.com/magazines/>

Move onto step five once you receive your first set of guidelines from one of the companies that you've submitted your requests to.

## **Step Five:**

Once you receive your designer's guidelines for a company (or several companies) you will then want to prepare your project for submission.

Follow the guidelines carefully, and make sure that you do not submit the same project to multiple publications at one time. This is frowned upon by editors and they usually will not accept projects that have already been published in a competitors magazine.

The contract that you will be required to sign usually stipulates that your project has not been published elsewhere, so make sure that you only submit each project to one company at a time.

Also note that some publications require that you sell all rights to your design to them upon receipt of payment. When you sell a publication



all rights, you are basically selling any rights you have for your design and can no longer use it in future publications, in any form or fashion.

You will basically be forfeiting your right to ever use your design again, because the rights to your pattern or project would now be sold to the company that you sold all rights too.

If you do not want to sell all rights to your design, then you will need to find another company to submit your design to that doesn't require that all rights be granted.

Some publications require first time rights (meaning they are the first to publish your design) or one-time rights (which means they are free to publish your design one time only).

If the rights purchased are not stipulated in the guidelines, then make sure you read your contract carefully if your design is accepted so that you will know exactly what rights you're selling for your design.

Now once you have your project ready for submission, following the guidelines of the company that you are about to submit to, then you will want to get your project ready to mail and prepare your swap files again for easy record keeping.

Make sure when you mail your submission, that you also include an S. A. S. E. so that the editor can return your photos and instructions in the event that your project is refused.

Pull the index card from the alphabetical filing box, for the company you are about to submit your design to, and make another note on the back of the card.

You would want your note to look something like:

**PD# DOLL001 SUB: 00/00/0000**

Where PD would be any number you assign for your "project design" and SUB would be the date you mailed your submission.

Make sure that you file a copy of your design in a filing cabinet somewhere, with your PD number at the top for your own records, so that you'll be able to tell at a glance which project was submitted.

Now file your card in your numbered swap-filing box, in the number slot of the date that you mailed your submission.

Now all you have to do is wait to see if your project is accepted.

It usually takes 2 to 3 months for editors to respond about submissions, so make sure that you give them plenty of time to respond before you send a follow-up letter concerning your submission.

The reply that you receive will be one of two things. Either an acceptance letter with a contract for you to sign, or a refusal stating that your project does not meet the magazines needs at that time.

If you receive a refusal, don't sweat it and don't let it get you down. Even the best designers get refused at one time or another. It doesn't mean that their designs are crap, it usually means just that the editor doesn't think that his/her readers would be interested in that design at the present moment.

Instead of letting a "no" get you down, just grab your filing boxes, grab the card out of your swap file where you earlier put your PD number and submission date, write in Refused 00/00/0000 beside the submission date, and file that card back into your alphabetical index box for later use.

You have now noted which project has been submitted to that publication, and will be able to tell at a quick glance in the future, which project to submit next because you never want to submit the same project twice to the same publication.

Now look through your other index cards and locate another company that may be suitable for your project, and submit it to that company instead. Never toss a design out just because it was refused.

You may go through every company in your filing box, with not a single acceptance, yet you can still profit from your design, as I'll show you in the next chapter.

So never let a few refusals get you down. You can always design another project for the publication that refused your first project, and keep trying with each publication until one of your projects are finally accepted.

Now if your project is accepted, you will usually be provided a contract to sign that explains the payment you are to receive, and what rights you are selling the company for your design.

Make sure you read your contract very thoroughly before signing it, and make sure that you understand it completely before agreeing to the terms.

If you have any questions, now would be the time to ask them of the editor. You can simply place a call to the editor, or you can ask in writing. I prefer to ask in writing to verify everything covered that I was concerned about.

When you sell your design to a publication, you are basically selling the right to publish your design and should know exactly what rights you're signing before you agree to any contract.

The most common rights for most publications would be first time rights, where you agree to let the publisher be the first to publish your design. Once your design is published, then you are free to sell publishing rights to other publications as well as long as the other publication agrees to reprint or second rights.

You would not be able to offer first rights to another publication once your design is published, because there is no way the company can publish it first since another has already done so.

If a publisher asks that you sign all rights to your design over to them, you must take careful consideration before you ever agree to sell all rights to any company. When selling all rights, you are basically

agreeing to let the publisher publish your design as many times as they like, with no future payments made to you.

Electronic rights are another form of rights that you can sell. Before a publisher can use your design online, they must have permission from you to do so, and must pay for this right separately because it's not included in first or second rights automatically unless they have already stated that they are purchasing electronic rights in your contract.

Once more, if you sell all rights, then you are basically selling all rights to your design, you can never use it again for yourself, and the publisher is free to republish it in any way they like.

The rules that I have set for myself, concerning rights sold to publishers are as follows. Now these rules are my own personal preference, you may or may not have a different attitude about your rates and rights as I do.

Whatever it is that you're comfortable with selling, then it's right for you. Just make sure that you understand your contract thoroughly before signing on the dotted line.

Usually I have no qualms about selling first or second rights. So long as I retain rights to my own designs, and can offer them for sale in the future, then any payment is grand enough for me and I'm quick to sign my contracts.

When a publisher requires all rights, I make my decision based on which design they are accepting, and how much payment they are remitting.

If the project took me an hour to design, and they offer several hundred dollars, then yes I'll sign the contract quickly because several hundred dollars is well worth an hours worth of my time.

I can always design new projects, and that would be a nice chunk of change made for very little work so I'd be extremely happy with accepting the agreement.

Now if a publisher offers me 50 dollars, for a doll dress that took me a week to design, I will send a polite refusal pretty quick and inform them that they could purchase first rights only for that amount.

Sometimes the editor will agree, sometimes they won't. If they don't then I prepare to submit my design to another publication that will hopefully pay more, or at least settle for first or second rights instead of all rights so that I can also use my design again for more profits in the future.

I can make much more than 50 dollars on ANY project that I design, by self publishing it myself, and I'm not about to sell all rights for such a low amount for projects that took a long time to design.

Yes I have had some publishers offer me extremely low amounts for well-designed projects, and to me this is an insult to designers.

Some publishers seem to have the attitude that we need their measly 50 dollars to pay the bills, and yes I understand fully that to some designers, 50 dollars is a lot of money.

But no designer should ever work for free, and if it takes a week to design a project and you only receive 50 dollars for payment, you are basically working for free. Especially after adding cost of materials used when designing your project.

When selling first or second rights, you can at least offer the project to other publications as well to increase the profits from that design, and you can also self publish it yourself.

But 50 dollars for all rights is ridiculous and no self-respecting designer should ever agree to such terms.

The next chapter covers self publishing your own designs, and you'll find that you can make 50 dollars by self publishing your designs yourself, and you'll also profit more quickly by self publishing your designs yourself because you won't have to wait months for your check to come in the mail.

Now that you have looked over your contract carefully, and decided if you agree with the terms, you will need to sign the contract, make a copy for yourself and get it mailed as soon as possible.

Now all you have to do is sit back, relax, wait for you payment to arrive and wait to see which issue your project appears in.

Most publishers will send you a complimentary copy of the issue that your design is published in, but in case a company does not you will want to make sure that you purchase one or several copies for yourself.

Not only so that you can see your own designs in print, but so that you can use this in the future if you ever decide to publish a book.

It's much easier to get a book published if you're already established as a published designer, than if you have no designs already published.

One more note before I conclude this chapter. Sometimes payment may arrive later than you expected. Usually the editor will tell you when you can expect payment.

If you have not received payment a week or so after you were told to expect payment, then a gentle reminder mailed to the editor would be perfectly in order.

I've never had a payment arrive late when submitting my own designs, but I have had payment for an article that I wrote back in the 90's take forever to arrive. The publisher that did this was not craft related, and I've never had such a problem when dealing with editors of crafting magazines.

## **Self-Publishing Your Designs**

Another method that I have found to be extremely profitable when designing new projects, is self-publishing my patterns myself.

I self-publish more patterns now than I submit to publications, and I have found that my profits have increased 100 fold since I started publishing and selling my designs myself.

The two methods that I have found to work best when self-publishing my own designs and patterns, have been by printing simple booklets from my home computer system, and by selling my patterns in PDF format (this eBook is also in PDF format).

Both methods have worked extremely well for me, and my profits have increased both online and offline as I started using these methods of publishing.

Self-publishing your own designs is not difficult at all.

To make a booklet of your desired project, you would first design a basic cover that can be printed on regular card stock paper. When designing your covers, you want to make sure that the cover is attractive and pleasing to the eye.

A simple format that I follow is to place the name of the pattern at the top of the cover, a nice border graphic right below the pattern name, a color picture of my product under the border line and then my copyright information in the bottom right hand corner of the cover.

When using graphics on your covers, you must make sure that you don't violate any copyrights because images are copyright protected just like your patterns are.

There are CD's made with literally thousands of clip art graphics that people can use, yet most do not know that these graphics can only be used for personal use only and not for profit. When reselling your patterns, you would be using the graphics for profit and if the image

used does not grant that right, you could be held liable for copyright violations.

The best place I have found for clip art and graphics to use on items for profit is [Gif Art](#). Gif art provides over 500,000 images that can be used even on items that are resold for profit that also provides many top quality images to choose from.

The images at [Gif Art](#) can be used for book covers, labels, candy wrappers, flyers, business cards, T-Shirts, cards, logos, letters and virtually anything else that you'd find a need to use graphics for.

Once you have your cover designed, you will then want to type up your project instructions using any word processing program.

Your cover can also be created in your word processing program, or you can use a graphics program to design it.

If you do not have a word processing program, then I recommend Openoffice.org. You can find out more about Openoffice.org at the following URL:

<http://office.lycials.com>

Once you have your project instructions typed, you will then want to format them so that when printed, they will print on front and back of your paper in order so that when folded it will form a booklet.

You'll have to format your instructions in whatever fashion is best for you based on which program you are using.

Your cover should take up one half of a page as well, so that it can be folded over your instructions. You would then staple the pages together and have a nice, neat little booklet of your project.

If you find formatting your booklet to be difficult, then I recommend [Clickbook](#) as a wonderful program for printing and formatting booklets in a wide range of sizes. This is the program that I have personally used for years, and it makes publishing in booklet format a breeze.



You can see some of the booklets that I publish at the following URL:  
<http://www.lycials.com/booklets.htm>

If you would like to publish your designs in PDF format, then it's as simple as typing of your instructions and converting your project into a PDF version.

When your project is in PDF format, you can then allow your customers to download directly off the Internet saving them shipping fees and time.

They can then print your pattern on their own home computer.

To create PDF documents, you will need a special program to convert your regular document into PDF format. Adobe acrobat is the best program available for creating PDF files, but it's also quite expensive.

To see an example of one of my own patterns in PDF format, please visit the following URL to download a free thread bear pattern:

<http://www.lycials.com/brandbear.htm>

Adobe acrobat costs \$299.00, and is probably too steep for your own budget. If this is the case, then the second best program for converting into PDF format would be Openoffice.org.

Openoffice.org is a complete word office suite that is as good a Microsoft's yet that provides many additional features, including the ability to create PDF files.

If your budget will not allow you to purchase the more expensive programs like Microsoft Office or Adobe Acrobat, then Openoffice.org would be your best solution.

[\*\*Click here for more information about Openoffice.org\*\*](#)

Once you've decided which format you'd like to offer your projects in then you can prepare to sell your designs both online and off.

If you are providing your patterns in booklet format, then you can also offer these on consignment sales as you would your completed projects.

I have also found that patterns successfully sell on eBay™ in both booklet and PDF format.

If you have a website, then you can also offer your project designs from your site.

I sell my patterns mainly from my websites, and on eBay™. Prices for my designs range from \$1.50 for a basic crochet pattern, to \$19.99 for more complex patterns.

I know that \$1.50 isn't much, but over time the small change adds up to where a pretty decent profit is made for just one pattern.

Considering there are so many aspects that must be covered when self-publishing your own designs or work, it would take another eBook to explain all the ins and outs of profiting from your self-published designs.

Instead, I'm going to share with you a short step-by-step system that you can follow, to help you get your sales started quickly using eBay™ and your website.

First, you will want to develop a simple website, if you don't already have one. Before starting your website, you will want to ensure that you have a minimum of at least 3 of your own designs that you plan to sell, so that you can offer a nice variety of designs to your site visitors.

The more designs that you offer, the more your sales will increase, and 3 is perfect for if you're just starting to self-publish your designs.

To start your website you will first need to register a domain name. I recommend [000 Domains](#) for domain name registrations. I use 000 Domains myself, and have found this company to be extremely reliable and affordable.

Next, you will need to choose a web-hosting provider to host your site with. I recommend [Host 4 Profit](#) , not just because this is the company I use but because this company offers top-notch support and service as well.

When you become a [Host 4 Profit](#) customer, you'll also gain access to the Warrior Forum, where you can seek help and guidance from many wonderful people if you run into problems building or promoting your website.

Once you have your hosting, you will then want to create your sites web pages. You do not need to know a lot about HTML to create a beautiful site.

You can purchase what is called an HTML template, where the HTML is already coded for you into a nice looking web page. Using the template, all you would need to do would be to add your product information, include some way for your site visitors to make payment, upload the files and prepare to sell.

The best place I have found online to purchase attractive and affordable templates is [Basic Templates](#).

Basic templates also provides template designs for craft related sites, and considering their templates are only \$5.00 each, then the templates are wonderful time & money savers because you won't have to code your site from scratch nor pay someone to create nice graphics so that your site will be pleasing to look at.

Once you have added your products to your template, you will need some way to process payments for your sales. If you use PayPal, then you already have a wonderful processor to use because PayPal provides tools for members to help make ordering easy from member's websites.

Just login to your PayPal account, click the "Merchants Tools" tab, and you'll see several options that you can use for your site under the "Website Payments" section. You can create PayPal buy now

buttons, or PayPal shopping cart buttons easily using these tools provided.

To see an example of how I use PayPal to sell patterns on my main website, please visit the following URL:

[http://www.lyciall.com/bear\\_patterns.htm](http://www.lyciall.com/bear_patterns.htm)

This is the page that I sell my three most popular miniature bear patterns, and as you can see, the page isn't that complicated at all.

I sell these patterns in booklet format, and generally make from \$50.00 to \$150.00 per month in sales just from this one page of my site, which is plenty enough to cover my hosting bill and still generate a nice profit.

The little white "Buy Now" buttons are buttons that I created using PayPal's merchant tools.

Once your website is up, you will then need to generate traffic to your site. Now there are literally hundreds of manuals that have been written to help one market their website.

Some of the information is quite complex, and difficult for some to understand when first starting a site.

We're trying to keep things simple here, so I'm going to share with you a simple technique that I have found works wonderfully for generating sales for my patterns on my website.

I use the popular online auction site eBay™ ([www.ebay.com](http://www.ebay.com)) to gain new customers and generate sales for my patterns.

There are two methods that I have found, when selling in eBay™, that have proven to be extremely successful time and time again.

First, you can list an auction selling your patterns directly. This is quite easy, and I do this quite frequently for my thread bear patterns.

The second method is the one that I like the most, because it let's me test to see what types of projects will sell best, so that I know what types of patterns to design next when I've completed a new design.

I first do a search of completed auctions, using various keywords (usually crochet pattern since I mainly design in crochet), so that I can see what types of projects and patterns are getting bids.

I usually spend 2 to 3 hours researching previous auctions, while making a list of the auctions that I see that have received good bids.

I will then next go through my list, and see which type of project I would like to design.

For example if I see a lot of purse crochet patterns listed, with most of the auctions receiving bids, then I can safely assume that if I design a nice crocheted purse pattern that it will do reasonably well both on eBay™ and my website.

To make sure, I would first try to locate a vintage purse pattern that has become public domain material.

If I can locate a pattern that has passed into the public domain, then I can use it to run test auctions, before investing my time into designing my own pattern.

Public domain means that no one holds a copyright to the material any longer so you are free to use the material as you please.

When materials falls into the public domain, this means that they are free for anyone to use, and free for anyone to profit from if they so wish.

There are many things to look for when researching to see if material is in the public domain.

I can't cover everything about public domain materials here, but if you would like more information about profiting from public domain materials, [please click here to check out "How To Profit From Public Domain Information"](#).

When listing my “test” auctions, I can usually find a crochet pattern that’s in the public domain that I can use to see how well those types of projects are wanted by consumers.

This saves me from designing a project, only to find out that it’s not something that’s wanted by many, after wasting my time and materials in the designing process.

Now I do design things for pleasure all the time, without doing any sort of research. But when I’m designing for profit, I want to make sure that the project can turn a profit before I invest too much time and energy in designing something.

After I have found a suitable pattern, I then create a basic auction ad and list several separate auctions on eBay™, using different keywords that I wrote down in my earlier research in my titles.

eBay™ only allows sellers to list 10 auctions of the same item at the same time, so make sure that you do not list more than 10 test auctions of the same pattern at any time or you may have your auctions canceled.

I always provide patterns for my test auctions in PDF format so that bidders can download them online. This saves shipping fees for my bidders, and this way I don’t have to keep track of payments received and who received their item, as I’ll explain below.

When listing test auctions, you will want to start them on a Sunday and run them for 7 days.

Bidding is at it’s best on the weekends so you want to ensure that your auctions end during the best bidding time.

The reason for this is because bidders will only click so many pages to find what they’re looking for, and may never see your auction if it’s not ending soon.

If they do see your listing, and if you’re auction isn’t about to end, they are also likely to put it on watch and forget to bid. But if your auction

is ending soon, then they'll usually go ahead and bid to ensure that they win your item.

You also want to list your test auctions as dutch auctions. I usually list 5 to 15 items for sale, and start them at one or two dollars each. These auctions aren't meant to be very profitable but are instead to just see if consumers are interested in certain designs.

Even when listing just test auctions, I usually make \$10 to \$20 dollars per week (this is after fees are covered) just for hitting the relist button and sending off one email after the auction ends with my eBud program.

The email has the download link for the PDF files included with them, because it's not worth my time to try and track down who made payment over a \$2 downloadable item, and the money trickles in over time.

\$20 dollars for less than 5 minutes worth of work isn't bad at all. Using this system, it's as easy as create your auctions, put up a download page on your website, then spend your time just hitting the re-list button and sending your emails to winning bidders.

Once your auctions have ended, then you can better determine how well that type of product might sell from your website, by the number of bids you get.

If you listed a dutch auction of 15 items, and received 15 bids or more, then you're research is completed.

That shows there's a great interest in that type of project and you can start designing your own project or pattern.

If you have 5 to 10 bids, then you have something that will still sell well, but I would recommend that you run a few more test auctions using different keywords to see if you can get better bids.

If you received less than 5 bids, then you can do 1 of 2 things. You can put that project on hold and try running the test auction again

later, or you can try changing the description and try using different keywords in the title.

Me, I usually run a few more test auctions just to make sure, it takes no time to hit the re-list button, and the listing fee is a very minimal investment when trying to determine if you have a design that consumers may hold a lot of interest for.

Now once you have your test auctions completed, and have found something you feel will do well if you design it, you will then want to design your project and determine what format you'd like to sell it in.

Once you have your project designed, you will then add it to your website and get ready to promote it, once more using eBay™ as your main traffic generator.

Now using the same pattern that you used for your test auctions, you can inform your bidders about your new design located at your website.

You can do this by mentioning it in the email that you send to your winning bidders, or you can use the same pattern that you used for your test auctions, but instead of providing it in PDF format, you would want to print it out and mail it in regular paper format.

When mailing your pattern via regular mail, you can then include a letter with their purchase informing them about your new project on your website.

When sending via regular mail, you would then need to charge for shipping costs, but I have had much better results with repeat sales from eBay™ bidders when sending them an actual physical paper product. I guess because bidders take more time to read the letter enclosed with their printed pattern, than they do emails.

Now to summarize all of this information in a quick fashion to help eliminate confusion, I'm going to shorten this a bit and explain exactly why my system is setup this way.



This system has really generated some nice profits for me, and it will you as well when setup and used properly.

The information in red explains in depth why you need to complete each step.

If you skip a step, then this method will not do you much good because this system is based on testing first, gaining a customer by providing a small product first to help establish trust, then having your customers purchase your main product for repeat business from the same person.

**First:**

Register a domain name ([000 Domains](#))

**You will need your own website if you plan to use this method, because you have to provide a page for your customers can download their patterns, and you will need your site to gain repeat orders from your previous bidders.**

**Second:**

Choose a web-hosting provider ([Host 4 Profit](#))

**You can't run a site without a hosting provider. Although there are many web-hosts to choose from, [Host 4 Profit](#) is the one I recommend because they provide wonderful support, as well as plenty of bandwidth and space for your patterns and web pages.**

**Third:**

Either create your web pages from scratch or purchase a pre-designed web template. Add at least 3 products to your site before you get started so that it's not sitting unused. ([Basic Templates](#))

**Fourth:**

Determine which format you will provide your projects in. I use both printed and PDF format because PDF is easier for running test auctions, and paper is best for repeat sales from your bidders.

**Fifth:**

Spend some time researching completed auctions on eBay™ to see what types of projects are getting good bids.

**If you do not take the time to research first, then you will be wasting time and money listing test auctions because you will have no idea if anyone is even interested in the type of product you're wanting to offer.**

**If you don't want to take the time to research, then you don't want to make many profits and I suggest you not go even one step further.**

**Sixth:**

Choose something that you see receiving good bids, and try to locate a pattern that is already in the public domain that you can use for your test auctions. If you cannot locate something already in the public domain, then design something that's not too complex to use instead.

With enough research you can usually always find something that you can use for your test auctions that is already in the public domain though.

If you crochet, then you will find many public domain patterns at [www.daintywork.com](http://www.daintywork.com) that you can use for your test auctions.

**Seventh:**

List your test auctions, if selling your project in your test auctions in PDF format, make sure to put up a download page on your website that you can direct bidders to for easy delivery.

**Once more, if you don't want to spend time researching and testing, then you don't need to go a step further. If you don't test, then the only way you'll know if your products will be very profitable is if you go through a lot of trial an error. Save headaches, save time and save money by testing first.**

**Eighth:**

When your test auctions end, send your winning bidder emails, and deliver their products. If your test auctions did well enough, then start designing your own project. If not, try different keywords in the titles before you move on to something else.

If you did your research properly you should have received good bids because you would have known ahead of time already if that type of project were selling well already.

**Ninth:**

Design your own project.

**Tenth:**

Add your project to your website.

**Eleventh:**

Start regular auctions now using the same pattern used for your test auctions, just modify your listings a bit to where you are providing the pattern in printed format instead of PDF format.

**Twelfth:**

When delivering your printed patterns, include a thank you letter with their purchase and inform them about the projects/patterns/designs that are available from your website.

**The purpose of selling your test pattern, is so that you can now use your auctions not only for testing to see if there is interest in that type of project, but so that you can generate more sales from your bidders.**

**The thing about this system, is that you now have a targeted list of customers that have already purchased from you, that you already know likes the type of product that you're providing, and that you've already built a good relationship with.**

**These are the ideal customers, and who are more likely to purchase your current products as well as multiple items from you in the future when you create new products.**

If you follow this simple 12-step system, then you'll find that you'll make more for your designs over time than you would even if your design is accepted by a national publication.

For example, if you've designed a small 6 inch doll that sticks on windows in a cute fashion, and submit it to a publication, who accepts your design and agrees to pay you \$150.00 for the rights to publish your design, then within 3 or 4 months after signing your contract you will receive payment of \$150.00.

Now if you decide that you'd rather self-publish your design yourself, then let's assume that you get about 5 bids per week (which is a low number) for your test auctions that were listed at \$2.00 each. Now to round out your profits, we'll say you made \$1.00 per auction after listing and final value fees have been deducted.

So you would be making \$5.00 in profits for one week's worth of test auctions.

Now let's say you list your test pattern in printed format and list the same pattern at \$3.00 per auction, to help cover printing costs, and charge .75 cents for shipping.

It would not take more than two stamps to mail your pattern and thank you letter, and you would still clear about \$2.00 in profits for each pattern sold.

That would be \$10.00 (or more) per week that you'd make in profits for your printed pattern if you receive 5 bids per week (which again, is a low number). We'll multiple this times 3 months (12 weeks) for \$120.00 dollars in profits. With 3 months being the time you would usually wait for payment form a publication.

So for that one pattern, you would make \$125.00 in profits total so far, and I'm using low numbers here to demonstrate the potential.

Now you have made a bit of money, and have 65 customers that will probably show an interest in your main product offered from your website.

If you are selling your design form your site for \$5.00, and if only 10 of your bidders order form your site, then you'd make an additional \$50.00 in profits.

So within 3 months, you would have made \$175.00 in profits from the same pattern, in the same amount of time it would take for you to receive payment from the publication that accepted your pattern.

But you don't have to stop selling now, if you continue to sell your products like this for a year, you will have made \$700.00 from this one design instead of just \$150.00.

Hopefully now you can see the benefits of self-publishing your own designs, especially if a company asks to purchase all rights for your product. \$150.00 for all rights to your design is not worth it when you can make 4 times that amount in a year by selling it yourself.

Now if a publisher decides that first-time rights you can always sell to the publications, and then provide it from your website once the publications issue has run because you would then have control of your design and how it's published again.

Your profits will increase even more if you design a new project every week (or every month).

If you make an effort to design, submit, accept when the terms are right, then publishing your designs yourself after your acceptances have run in issues they have been accepted in (if you don't sell all rights), then you would have a tidy income flowing within your first year of start-up.

And this is just using a simple system that has worked for me every time I have created a new design, with the exception that I rarely submit to publications any longer because I do much better now with sales from my website.

If you choose [Host 4 Profit](#) as your hosting provider, you will find many other methods that you can use to market your website to increase your profits even more in the warrior forum. Access to the forum comes with your [Host 4 Profit](#) account.

This concludes this volume of profitable crafts. I hope that you have found this issue helpful and informative.

Remember that in volume 3 of profitable crafts, I cover designing techniques that make project designing extremely easy, even if you've never designed a single project in your life.

Volume three will be released on May 15, 2004, and more information concerning volume 3 can be obtained at:

<http://www.aismarketing.com/ProfitableCrafts/vol3/>

Volume 1 of profitable crafts has already been released, and explains in depth about how to price your products for maximum profits. If you do not already have volume 1, then you can obtain it at the following URL:

<http://www.aismarketing.com/ProfitableCrafts/vol1/>

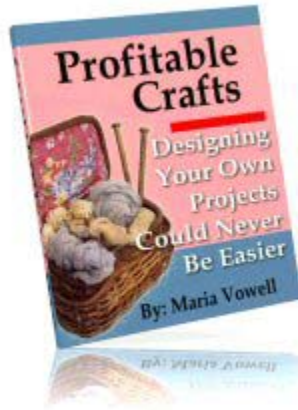
I hope that you have enjoyed this information, and don't forget that you also are allowed to resell this volume as well from your new website. Just don't forget to register as a reseller. Registration is free and you can register as a reseller at:

<http://www.daintywork.com/crafts/vol2register.htm>

Until next time, I would like to wish you much joy and many profits in your crafting adventures!

# Profitable Crafts

By Maria Vowell  
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# Table Of Contents

Introduction .....	3
Seeing Things With New Eyes .....	4
Simple Ways To Design Wonderful Gifts .....	10
Designing In Crochet .....	13
Thinking Tips .....	18
A Practice Project .....	21
Recommended Resources .....	23



## Introduction

Thank you for your purchase. I sincerely hope that you enjoy this volume of Profitable Crafts. Volume four of Profitable Crafts will be available May 29, 2004 and can be obtained at the following URL:

<http://www.daintywork.com/crafts/volumes.htm>

Volumes one and two of Profitable Crafts have already been released and be obtained at the following URL:

<http://www.daintywork.com/crafts/volumes.htm>

I'm sure that you'll find helpful tips, techniques and information throughout this manual, to help you design wonderful projects like a professional.

Although many examples are used throughout this manual, covering a wide variety of crafting methods, the methods provided here can also be applied towards virtually anything no matter what craft you enjoy.

The same basic principals work regardless of what type of project you wish to design.

As you work your way through this manual, you'll find your creativity expanding more and more as you discover just how easy it is to turn ordinary objects into wonderful projects that can be sold for profit or given as gifts.

Once more, I hope that you enjoy this manual, and I would like to wish you many happy days of creating wonderful items for your home, craft shows and/or business.

Take Care And Keep A Smile,  
**Maria Vowell**

## **Seeing Things With New Eyes**

When designing, you need to develop a habit of looking at EVERYTHING you see in a different way than what you normally see it.

By developing a habit of seeing things as they could be, other than as they are, you'll find designing projects to be extremely easy.

For instance if you see a rock, do you see a rock or do you see an elegant butterfly? Well if the rock is shaped like a butterfly, then you should see a butterfly. If not, then you need to train your way of seeing things so that you automatically look for the beauty in everything.

If you're an artist, then you probably know what I mean.

I have always had the knack to look at things this way even simple sticks, and see something beautiful in them. My family was always amazed at the creations I made when I was little, out of basic plants and leaves found in my back yard.

The day I realized myself that I had a unique talent was the day I gathered some sticks, a pile of leaves, some pinecones and other dried plants, along with a bottle of Elmer's glue, and spent all day creating a nativity scene for Christmas.

You see, I was raised in a very poor household, and I was envious of all the pretty nativity scenes my friends had, when all we had for decoration was a Christmas tree decorated with popcorn, and I wanted something pretty to go under our bland tree for my mother that year.

When I finished my nativity scene I took it to my mother so she could place it under our tree and she had a complete fit over it praising me about how wonderful it was. I thought nothing more about my nativity scene other than I had made my mother happy, and although I thought it was pretty as well, I didn't think it was that big of a deal.

When my brother's saw it, they also started praising my work, which was pretty amazing to me because I was the only girl, with 3 brothers, and of course I was always the one being picked on since I was the girl. My brothers did not spend much time saying kind things about anything I did, so I was becoming really pleased with my scene once my brothers started complimenting me on my nativity scene.

My pride for my nativity scene grew over the next few weeks as more and more friends and family members praised me on the work that I did designing that simple little nativity scene.

Then one day I had an Aunt offer to buy it from me and that's when I realized, hey, they aren't saying this to be nice...they really mean it. I of course did not sell it; it belonged to my mom, but that's the day I realized that I had a unique talent that I started focusing on developing more as I grew older.

If you already have this talent, then you know exactly what I mean. If not, don't worry...you can develop your skills enough to where you can do the same thing because it's not that difficult.

Let's do a few fun tasks to help you develop this skill for yourself, so that you too can design wonderful works of beauty using simple and ordinary things likes sticks or anything else lying around your household.

First, you need to spend an hour or so in the craft section of your local department store to familiarize yourself with the materials you can obtain quickly if needed. If you have a Michael's craft store, then visit it and just walk slowly up and down the aisles looking at the supplies provided.

Walk up and down the aisles studying everything on the shelves and making mental notes of what you see. I do this all the time at Wal-Mart & Michael's, and it does drive my family crazy, but I'm spending my time picturing in my mind the materials on hand and what I can possibly use them for.

Next you want to visit nature, I know, this may sound weird but do it anyway, it's very relaxing and will help get your mind in tune.

Do you remember how when you were a little child, how you would see things like animals or fairies in the clouds or the stars? When is the last time you did this?

Well you need to start looking for animals in the sky again, and get your mind like a child to where you can see beauty in everything, not just clouds.

Sit outside one day and study the clouds until you start seeing animals or people in them again. Walk through a flower garden and see if you can find the fairies among the blooms.

If you're having a hard time picturing things in nature, take a child with you and ask them to point what they see out to you.

You're basically trying to see the world with child like eyes again, and this may be hard to do when you first get started. Take a child with you and you'll be AMAZED at what images a child can point out to you in every little thing.

Spend a little time every day doing this, and you'll soon find it's easier for you to see things again just like you did when you were a child.

Once you're able to naturally see things in nature again, start focusing on other things. If you crochet, sit there and stare at a ball of yarn and just imagine all the sorts of different things you can make with that yarn.

If you sew, grab a pretty piece of cloth and just imagine what you could do with it, it doesn't matter if you know how to design yet, just imagine what you would LIKE to design using the material.

For instance I can take a ball of yarn and a doll, while picturing a certain type of dress that I would like to design for the doll for several minutes. Then I can pick up my hook, and crochet away until I complete my design.

This is simple for me, because I have developed this skill over many years. With practice, you will find that you too can design just as quickly no matter what medium you use, rather it's yarn or cloth material.

For instance, grab an empty soda bottle and see if you can visualize something that you'd like to create from it.

Do you see a doll? How about a clown? Maybe a pig? Maybe you even see the bottle filled with water and small fake fish as a nice ocean scene.

That soda bottle could be made to resemble many things, using a wide range of mediums like paint, cloth, plaster etc. But how can you turn that simple bottle into a wonderful work of art if you can't at first decide what you'd like to design from it?

Once you have visualized what you would like the bottle to become, you'll find that it's much easier to create something beautiful from that simple bottle, and you'll find your designing skills progressing much faster than if you see it as just a plain bottle.

What you are doing is learning to design using your own creative thinking and methods without having to rely on another's instructions.

Let's look at candy wrappers for a second. These are simple to design, and also considered a craft.

Let's say that you have a lady that wants 500 candy favors for her wedding guests. There are only 2 companies in town that make candy favors (you and your competitor), and she has contacted you both and said "don't worry about the price, I want the best and whoever shows me the best design, will get my business"

OK, so how do you ensure that you get the account? Well first you see what you normally do and improve it a bit.

Let's say you usually design wedding wrappers with a little flower bouquet on it, the brides and grooms name etc. How about adding a small poem to the back of the wrapper. But of course that is obviously simple and something you are sure your competitor will think of as well.

So you sit back and think, think weddings... wrappers... weddings... rings... wine... flowers

Basically running through your mind anything you can think of that is wedding related. Hmm...rings hit a note. Rings are small, maybe you can glue some rings onto the wrappers for a neat 3D effect. Hmmmm...glue....nah.. that's too tacky, but what else.

That's when you start going through the stuff you remember seeing in the craft store. Hmm ribbons...rings....and maybe those cute little heart shaped hole punchers...THAT'S IT!!

You then rush to the store to purchase a heart shaped hole puncher, some beautiful lacey ribbon and a pack of the little plastic wedding rings you saw in the weddings section of the craft store.

You design the wrapper with a simple poem on the back, and leave enough space on one side of the front to punch two little hearts, one above the other.

You thread the ribbon through the hearts, tie 2 rings on with a pretty bow...and put the wrapper on your bar. You are so pleased with the results; you have now designed a beautiful wrapper with an added touch of class.

When you show the lady your design, she of course sees that you have designed it with a unique and creative touch and decides to order from you instead of your competitor.

Once you start seeing wrappers as more than just wrappers, the possibilities are endless. You can create plain black and white wrappers, glue a crayon on the bottom and have something a child can color at a birthday party.

You can create a valentines wrapper that has a vase printed to one side. Punch a tiny hole right on the top of the vase, and insert a tiny flower into the hole and glue it in place.

There's literally hundreds of ways you can create new designs for wrappers that will prove to sell so much better than just plain wrappers.

Of course, this doesn't apply to just wrappers. It applies to clothing, toys, paintings, decorations etc. Basically any craft that you enjoy making.

[Click here if you would like more information about creating wonderful candy wrappers for fun or profit.](#)

OK, now that I have you rolling on the floor with laughter, thinking that I'm probably a nut...I just want to point out that this may seem nutty, but this method works 😊 and it works every time.

Now go watch some clouds and see if you can find the little bunny sitting in the grass 😊 and start thinking creative thoughts.

Don't look at it as a stick; see it as a beautiful fairy wand with leaves trailing on one end and a pinecone as the star.

Once you start seeing beauty in everything, you'll find that you will be able to design beautiful objects in no time.

In the next chapter, we're going to apply this creative thinking process towards regular household objects so that you can see how easy designing wonderful projects from ordinary materials can be.

## **Simple Ways To Design Wonderful Gifts**

In this chapter you are going to take simple everyday household items, and use them to help develop your designing skills.

Later in the manual we'll work on completing an entire project, but right now we'll just brainstorm a bit to help you develop your skills.

I would like for you to get a few items, most of which should be lying around your house somewhere.

### **You will need:**

A regular disposable plastic spoon, the kind used for picnics.

A regular can, the kind canned food is stored in.

A pencil.

Once you have your items, grab a notebook and pen and get ready to brainstorm.

We'll start with your spoon. On one sheet of paper, write down everything you think your spoon can be made into.

A spoon could be a doll, a strange oar for a boat, a miniature sign etc.

Write down at least 5 different things that you think can be made from that spoon.

Now on separate sheets of paper, do the same for every other item on the above list. You can work on this a few days if you like, it will probably take you some time to get your lists completed.

Just make sure you complete the whole list, and name at least 5 different things that these items could be made into.

I'll share with you my list to help you get started, but remember you are using your own ideas here and shouldn't cheat. Don't use what I share with you but instead come up with your own creative ideas.



### **Spoon:**

1. Break off the handle, sand it down a bit, and use the oval section to make a nice miniature painting.
2. Use the handle and some straw to make a miniature broom.
3. Make a guitar for fashion dolls.
4. Break off the handle and use the oval to make doll hats by painting it and decorating with lace and ribbons.
5. Glue the ends of several spoons together, in a fan shape, and lace cloth or ribbons through the spoons to make a very attractive fan shaped wall hanging.

### **Can:**

1. Decorate with cloth or attractive paper for a nice pencil holder.
2. Glue several cans on their sides into a pyramid, cover attractively, and hang on wall for a unique shelf.
3. Fill a can with bells, rice or dried beans then super glue heavy duty plastic to the bottom to seal. Paint a funny face on the can, attach yarn for hair and call them tickle tossers where children can toss them for a nice giggle when they hear the funny sound it makes.
4. A smaller shorter can would make a nice miniature drum Christmas ornament.
5. Fill a can with recycled candle wax, add a wick and decorate attractively for a nice candle.

### **A pencil.**

1. Paint a face on the eraser; add string for hair, some pipe cleaner arms and a piece of cloth for a dress for a cute little doll pencil.
2. Carve into a mini totem pole.
3. Slice erasers into little slices, arrange and glue onto a miniature plate for fake bologna slices for dollhouses.
4. Attach a small Valentine's Day card and sucker to the top of a red pencil for a Valentine flag.
5. Glue fake flowers to top of several pencils, arrange in pencil holder attractively for a nice floral gift for office workers, teachers and students.

Once you have your lists written, then sit down and choose one of your projects and make what you have visualized. You'll find by using these simple objects, that designing what you visualized will be quite easy.

You can take literally anything from your home, and turn it into a nice craft, simply and easily by just thinking creatively.

Once you're comfortable using small household items, why not try something a bit more complex?

Grab a doll and design a dress for it, or grab a piece of wood and make an animal shaped sign using sticks for the legs, the wood for the body and a ball for the head.

Keep practicing, and before long you'll be designing wonderful projects using anything your mind can imagine.

Once you've designed a project that you're well pleased with, you can even profit from your design in a number of different ways.

Profiting from your designs is covered in Volume 2 of the profitable crafts series. More information about volume two can be obtained at the following URL:

<http://www.daintywork.com/crafts/vol2main.htm>

## **Designing In Crochet**

I design Crochet patterns more than anything, because I love to crochet more than I do any other craft besides making my homemade soaps, and because you can turn basic yarn into so many wonderful items by using just a few basic stitches.

Designing crochet patterns is actually quite easy, because the main benefit of designing in stitches is that if you mess up you can always unravel and start again without wasting any of your materials.

You can also easily measure your stitches to fit virtually anything you can get your hands on.

I'd like to share with you an article I wrote, that shows how to design a basic doll dress quickly and easily, then we'll cover ways you can use this measuring method to design other things for other types of objects.

### **How To Quickly Design Your Own Doll Dress**

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It doesn't matter what type or size doll you have, you can easily design your own doll dresses following a few simple steps.

This article explains how to make a basic dress, that you can then use as either a sundress, or that you can crochet dainty ruffles on for a more elegant fashion.

First you will want to grab your doll, a crochet hook, some yarn, a pen and a notebook. As you crochet, you will want to make sure that you write down all of your stitches so that you can save your design in writing.

First crochet a simple chain until it's long enough to reach comfortably around the neck of your doll. I usually crochet my chains to be long enough to just reach around the width of the neck, then adding 3 extra chains to give enough room for it to fit neatly without being too tight.

Next, crochet 2 singles stitches in each chain, and there you will have your basic neck.

Now, place your neck on your doll, with the ends being centered in the back, and mark the stitches right underneath the arms by inserting small bits of yarn into the stitches. These can be removed once your arm loops are crocheted.

Double crochet to where the arms should be (the area you marked with your bits of yarn), and then next make a chain using the number of stitches marked previously with your bits of yarn. Now add 4 or 5 more chains to give a bit of extra room for the arms.

To gauge if you have enough chain stitches, you can pin the chain in place in the last stitch not marked for the arms, and see if the “loop” slides onto the arm easily.

Once you’ve gauged your chain, then double crochet in the next unmarked stitch to close the “loop” onto the neckpiece. Now double crochet to the next arm area, and create a chain with the same number of stitches as your previous chain, close that loop as well, and then double crochet to the end of the neckpiece.

Now chain 3, turn and double crochet one row, while adding the same number of double crochet stitches onto the “loop” as you had for number of chains.

Chain 3, turn again and double crochet to right underneath the arm. If your doll has “breasts” then you will want to place your bodice on your doll, and mark the stitches that lay right over the dolls “breasts”.

**Note:** If your doll does not have breasts, then just double crochet across.

Now double crochet to the “breasts” section of the bodice, and based on how large your doll is you will need to add a few double crochet stitches in the breasts area.

Typical fashion dolls only need to have 3 double crochet stitches added, in one stitch over the breasts.

Whereas larger dolls may need to have 6 stitches added into 2 stitches.

To determine how many stitches to add then crochet 3 double crochet stitches in the first stitch you marked, try the bodice on the doll and see if it fits comfortably. If it appears to be too tight, just add 3 more double crochet stitches into the next stitch, and so on until it fits well.

Double crochet to the next breast area, repeat the increased stitches, then double crochet to the end of the row.

Chain three, turn and double crochet back to the breast areas, DECREASE the same number of stitches to form the “cups” and double crochet to the end of the row.

If you have a rather large doll, then you will want to do a row of double crochet stitches before you close the “cups” to make sure that the cups fit snugly.

Chain three, turn and crochet one ore row of double crochet stitches.

Now try your bodice on your doll, pinning it closed in the back, to make sure that it fits snugly.

If it fits, you’ve done a great job and can continue to the skirt. If it seems to be too tight in some areas, you will need to unravel and start again increasing stitches in those areas.

Once you get used to using this method, you’ll find that you won’t have to unravel as often as you may when you first start designing. If you do need to unravel, don’t get upset. You’re just now learning something new, and as with everything that you learn, practice makes perfect.

Once you have a snug fitting bodice, you will need to determine what type of skirt you would like to make.

First, do rows of double crochet until you get to where you would like the waist of your skirt to be.

Once your bodice is the desired length, then you will want to double crochet in each stitch across. This makes the waste form outward to fit over your dolls hips.

Now you can begin designing your skirt. If you want a skirt that flairs, then do a row of three double crochet stitches in each stitch across. If you want a tighter skirt, then do a row of one double crochet stitch in each stitch across.

Chain three, turn and double crochet in each stitch across.

Now you can close your skirt into a circle by joining the edges together with a single stitch. Try your bodice on your doll again to make sure that it will pull onto the doll snugly then complete your skirt by crocheting it to the desired length.

Once your skirt is completed, you will have completed your basic dress. You now have a wonderful dress, designed completely by you, and as you can see it wasn't hard at all!

You can add sleeves by joining your yarn into the arm loops, and crocheting ruffles around the edges.

You can add ruffles into your skirt.

Once you get good at designing the basic dress, then you can use other stitches to make fancy details and patterns in your designs.

Add ruffles or single stitches around the neck for collars, or sew beads onto the necks for a decorative edging.

Before long you'll be designing your own doll dresses like a professional in no time!

Don't forget to always write your instructions down, and for ways to profit using the patterns you design then please visit the following URL to obtain your copy of "Profitable Crafts ~ Consignment Sales And Getting Your Projects Published".

<http://www.daintywork.com/crafts/vol2main.htm>

Now once you have designed your first doll dress, you can practice using the measuring method on other type of objects.

You can make dresses for stuffed animals or even stitch covers for books, cans and dishes.

By simply measuring your stitches to fit as you did with your basic doll dress, you'll find that you can create literally hundreds of patterns over time that belong exclusively to you as the designer and copyright holder.

When designing in crochet, it's always best to know as many stitches as possible.

The more stitches you learn, the fancier your patterns will be.

You can create literally hundreds of designs using the same pattern, by just changing the stitches used in the design.

Let's take your fashion doll basic dress, if done completely in single crochet then you have a basic slim dress.

Or you can do a row of double crochet, then a row of popcorn stitches, repeating this down the skirt for a nice bulky glamour gown look.

You would basically use the same pattern while still achieving a completely different look. Remember that practice makes perfect, and the more you practice, the more your designing skills will develop!

If you would like to learn to design basic toys in crochet as well, please take a moment to visit the following URL for information on how to design your own thread bear patterns.

<http://www.beari.com/design.htm>

Although thread bears are not considered a toy, the methods covered in the manual can be used with yarn instead of thread, to make cute cuddly teddy bears as well.

## Thinking Tips

In this chapter I am going to share with you a number of designing tips I have used successfully in the past.

### **Sewn doll clothes:**

To make a quick basic pattern for sewn doll clothes, first take a cheap basic fashion doll obtained from the dollar store. You don't want to practice this on an expensive doll, so practice on something that you can throw away if you mess up.

Cover the doll with a light layer of Vaseline then cover the torso, arms, legs etc. with a mixture made of 1 parts torn paper (plain copy paper works best so that no ink gets on your doll) and 1 part Elmer's school glue.

Let this dry on your doll then slowly cut the paper away at the sides.

Lay your glued paper flat on regular paper, trace around it then add  $\frac{1}{4}$  inch for seam allowance. You now have a basic pattern that should fit your doll perfectly.

As I said, practice first on cheap dolls, to ensure that you don't damage any of your good dolls.

The Vaseline washes off the doll quite easily using dawn dish detergent and water.

### **Book covers:**

You can cover books attractively using many different methods. By covering a plain notebook or journal with things like cloth, paint, glitter, leaves etc. You will find that designing attractive covers for books is quite easy.

To cover in cloth, just measure the books spine, and add enough room for your cloth to fold over the edges so you can glue the cloth into place easily.



## **Dawn dolls:**

I love making dawn dolls. These are made using dawn dish detergent bottles, because these bottles are perfectly shaped to make nice doll bodies.

To make a dawn doll, just pop the cap off the bottle, and glue a round wooden bead in place for the head. Any size bead will work smaller beads will make thinner heads, while larger beads make plumper heads.

Just make sure that the bead is big enough where the doll will look natural.

To make the arms, just make a tube of cloth and stuff it, then glue the middle behind the dolls neck, fold the ends to the front and stitch ends together so it looks like hands are joined.

Now you can dress the doll with cloth, paper or any other material you feel would be suitable.

Using the dawn doll as an example, I'm sure you can see other ways to recycle normal household containers into useful crafts.

## **Beads, ribbons and lace:**

You can design so many wonderful things using just a box of basic notions like beads, buttons, ribbons, lace, rick-rack etc.

These items can be made into purses, used to cover boxes, used to decorate clothing, curtains etc.

You can design many different decorative and gift items, using nothing more than a wide variety of notions.

## **Wreaths:**

People love wreaths, and there are so many fantastic ways to decorate wreaths that no one should ever run out of creative ideas when working with them.

By adding party favors, you make a nice birthday wreath. You can add dried leaves and seeds for a wonderful Thanksgiving Holiday wreath.

When thinking wreath designs, don't limit yourself to just one Holiday like Christmas, but instead think of the many other holidays as well.

### **Old CDs:**

Now I know you have had one of those many AOL CDs come in your mail before.

Instead of tossing these CDs in the trash, wasting precious landfill, why not instead use them to make wonderful gifts?

The metal cases they come in also make WONDERFUL gifts for sewers and crafters. I collect these myself to make needle holders for sewing supplies, because they fit nice and neat in purses.

By lining the insides of the cases with velvet, and covering the outside with attractive stickers, cloth or paint, you have created a nice gift that any lady would appreciate to carry small items in.

The actual CDs themselves can be used as mirrored mosaic tiles on many different surfaces, my favorite being to decorate potted plants.

I hope these thinking tips have provided you with other ideas that you can use to help get your creative juices flowing.

No matter what object or materials used, there is always something creative just waiting to be designed by you.

## **A Practice Project**

In this chapter we're going to use regular sticks to design something attractive for your décor.

I'm not going to provide you with complete instructions, but instead just guide you through the creation process so you can design your own unique project.

First you'll need to collect some sticks that are from  $\frac{1}{4}$  inch to  $\frac{1}{2}$  inch in diameter. You'll want some Elmer's school glue, tape, a sharp knife and cardboard as well.

Paint is optional but not needed.

Once you have gathered your materials, sit back for a bit and think of what you would like to create using your sticks.

Maybe you'd like to make an attractive picture frame, a dollhouse, a chest for holding treasures, a tee pee, a chair for bugs to sit in, it doesn't matter.

Just spend time thinking about what you would like to create, and write down the things that interest you the most.

Once you've decided what you'd like to create, then sit back and think of the best way to turn your sticks into your wonderful work of art.

You can use the cardboard as backing if needed, to glue your sticks onto, or you can use other materials, like string, to hold them together, it doesn't matter.

If you decided to make a picture frame, then this will be quite easy. You can just glue sticks onto a regular frame, or you can make a frame from your cardboard into any shape that you like (stars, heart, tree etc.).

Maybe you just want to make little ornaments for your Christmas tree. Two sticks crossed makes a lovely cross several sticks can make a

nice star. You can easily design a wide range of ornaments to be used on trees or to attach to gifts as keepsake tags.

If you want to make something a bit more complex, like a 3 story dollhouse then you will of course need to take more time in thought before designing your project.

First you'd need to construct the basic house design out of heavy cardboard (or basswood), to ensure its durability.

Or you can carve nicks into the ends of your sticks and construct it like a log cabin.

Either way, you want to build it so that it'll last for many years. You wouldn't want to just glue sticks together, only to have it destroyed within months.

Once you have the basic design constructed out of cardboard or basswood, then you can glue your sticks to the outside. Use bark for the roofing tiles. Use split sticks for the flooring, walls etc.

You can even make most of your furniture using sticks.

You can make a nice bed out of sticks, and the mattress using pine straw or hay.

The dining room table and chairs would be quite easy to make, and require hardly any effort.

If you work on your house a little each day, you'll find that before long you'll have something so impressive that you'll hardly believe that you designed it yourself.

I hope you've enjoyed this volume of Profitable Crafts. Remember, the more time you spend brainstorming and thinking creatively, the more you will find yourself designing with ease. Before long you'll find creating new craft projects becomes easier and easier as you practice more each day.

## **Recommended Resources**

### **[Host4Profit](#)**

If you've ever wanted to sell your products online, then you'll most certainly need a web-hosting provider. Sure there are plenty of free hosting providers to choose from, but free is about the worst thing you could ever do for your business. Free sites display annoying pop-ups and ads that discourage visitors, and if they go out of business all of your hard work goes down the drain.

It's also not very professional looking to use a free service. It makes your products and site look cheap. The web host I use for my sites is Host4Profit. When considering a web-hosting provider, Host4Profit is the one I highly recommend above all others.

### **[Lasting Impressions](#)**

If you enjoy making scrapbooks, then you'll enjoy Lasting Impressions. Lasting Impressions provides Over 5,000 Titles and Phrases to help you easily and quickly title your scrapbook pages.

### **[How To Make And Tune Wind Chimes](#)**

What better gift to give, than a beautiful set of wind chimes, hand made by you, and tuned to a musical scale the receiver will enjoy for many years. Imagine their joy when they discover that the chimes have been tuned by you.

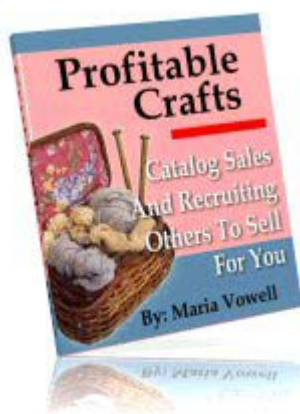
### **[How To Press Flowers For Fun And Profit](#)**

Learn the art of making pressed flowers and earn extra money from home using the simplest of tools!

# Profitable Crafts

By Maria Vowell

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# Table Of Contents

Note From The Author About Business Basics .....	2
Product Decisions .....	3
Creating Your Catalogs .....	7
Distributing Your Catalogs .....	11
The Perfect One-Dollar Catalog .....	19
Recruiting Made Fun .....	21
Hosting Home Parties .....	25
Online Distributors .....	30

## **Note From The Author About Business Basics**

Thank you for your purchase. I sincerely hope that you enjoy this volume of Profitable Crafts. If you would like to maximize your craft profits even more, then please take a moment to visit the following URL so that you can obtain information about other volumes in the profitable crafts series:

<http://www.daintywork.com/crafts/>

This manual covers ways to profit through catalog sales and recruiting others to sell for you.

Before you begin, you will need to find out what legal requirements need to be met in your area, to ensure that you follow all applicable laws related to your new business.

When recruiting a sales force, there are regulations that you should be aware of to ensure that your business is conducted legally. Considering that laws vary from state to state, the best way to acquire this information is by contacting a local attorney, or by contacting your local small business administration.

Your local SBA can help guide you properly with your new business start-up. The SBA website is located at <http://www.sba.gov/>

Once more, thank you for your purchase, and I would like to wish you many prosperous days ahead as you begin your new business venture!

Take Care And Keep A Smile,  
**Maria Vowell**



## Product Decisions

When creating your first catalog, you will need to think carefully about what types of products you would like to include, because you most certainly want to ensure that your catalog is professional and accurate the first time before investing a lot of money and time into a catalog that proves to be unsuccessful.

Before creating your catalog, you would need to consider a few things like shipping costs, ease of packing, consumer desirability, pricing issues and ease of ordering.

You certainly do not want to create a catalog blindly and just start distributing it before considering costs and before you even know if your products are desirable enough to generate enough profits to justify the printing fees.

Cost for creating and printing catalogs can get quite expensive, so before investing even one minute of your time or even one cent of your money in creating one, you want to make sure that it's created properly and professionally.

The first step in creating your catalog would be to first decide how many pages you'd like for your catalog to have and then decide just how many products you would like to provide on each page.

Some people like to add just one product per page, while others find that listing three products per page is more profitable.

Based on past catalog sales experience, I have found that a combination of both has proven to be extremely successful for my own business.

When designing my catalogs, I usually devote the inside front page cover to one product, usually my best selling product at that particular time, then I will include a mixture of two and three products per page throughout the rest of the catalog.

With the first half of the catalog providing two products per page of my top sellers, and the later half providing three products per page of good selling items.

This gives me more room for product descriptions for my best selling items, while still allowing a bit of room for products that have sold in the past, but that haven't sold as well as others.

If you don't have a best selling product yet, or if you're just starting out and haven't had time to determine your top sellers, then you may want to consider initially using brochures instead of a full catalog so that you can get an idea of what types of products will do best in your catalog.

You can create a simple four-page brochure using just one sheet of folded paper, and print enough brochures to get a good determination of your best selling products, before deciding if that particular product should be included in your catalog.

You can easily fit 4 or 5 products in a simple brochure, while providing a simple order form on the back to make ordering easy for your customers.

Once you've decided which products you'd like to include in your catalog (or brochure) then you will want to consider the shipping problems you might encounter.

A lot of your catalog sales will probably require shipping, especially if you decide to take your catalog sales nationwide (which isn't that hard to do online), and you will want to make sure that your shipping process runs as smoothly as possible.

For example, if you sell a wooden doll bed for \$50.00 that weighs 25 pounds, then it may not be feasible to try and sell it through a catalog if it requires another \$25.00 just to ship it to your customer.

Your doll bed would not only cost a lot to ship, but you would also have to invest in expensive packing materials to guarantee its safe arrival as well, and this can become quite a burden if you have a lot of orders to fill.

Lightweight items that are easy to ship will do much better through catalog sales than heavy and bulky items, especially if you have a tight budget.

Some items you can even afford to offer free shipping on, if they are smaller items like bookmarks, scrapbook pages, or anything small enough to fit in an envelope for just the cost of a few stamps.

When selling glass or breakable items, you also must take into consideration costs for packing materials to make sure that your products arrive in mint condition.

Some good suggestions for products that would do well through catalog sales are:

**Bookmarks** : Sewn, crocheted, knitted, laminated etc. These can be resold for \$1.50 (basic laminated paper ones) to as high as \$15.00 for the fancier sewn and crocheted bookmarks.

Considering a bookmark will fit in a regular business size envelope then these are great selling items that can be shipped quickly and affordably.

Packing materials cost next to nothing, just fold a bookmark between light tissue wrapping paper; include a thank you for your order letter, seal and ship. Nothing could be simpler.

**Book covers:** These also do well, as these can be shipped in larger brown envelopes. Just wrap in tissue wrapping paper again and easily ship them on their way efficiently.

Most of the products offered in the [free scents and beauty business course](#) also make great products for catalogs that are extremely affordable and easy to create.

Other products I have found that do well with catalog sales are personalized products like custom candy wrappers.

Providing custom candy wrappers is extremely profitable, and the wrappers are easy to ship. Just ship the pre-printed and cut wrappers that you create on your computer, along with easy to follow instructions for wrapping the candies that the ordered wrappers are to be used for.

**[Click here for more information about starting your own custom candy business.](#)**

Ideally, the smaller and lighter the item is to ship, the better your sales will increase because when dealing with crafts, people won't want to pay high shipping fees.

Now if you have a product that's high priced and highly desirable, then of course the shipping fees will not matter much. Usually the only types of crafts I have seen that sell well through catalog sales that are heavy and priced high have been dollhouse kits where people can put together their own dollhouse.

Dollhouse collectors usually don't mind paying the shipping charges even though sometimes the more elaborate dollhouses can be quite heavy, and quite expensive.

You know your products best. These are just things you need to consider before investing a lot of time and money into your catalog creation.

As long as you remember a few key issues, then you'll do quite well with your catalog sales.

Keep it easy and affordable with products that are simple to ship, with prices that are still competitive, and your catalog sales will do well.

Also, you will want to remember the costs of packing materials so that you can adjust your products prices to reflect the additional charges.

Above all, keep it fun and enjoyable.

# Creating Your Catalogs

By now you should have a good idea of the types of products that you'd like to provide in your catalogs. Next, we'll want to cover creating your first catalog and/or brochure.

Now I'm sure you've seen how large companies create several different types of catalogs per year, but when you first start your new business venture you most certainly do not want to do this because it's not very cost efficient to do so.

Once your catalog sales pick up, then you may want to consider two different catalogs per year, but until then, one per year is quite sufficient.

You can always create brochures to send to your customers during holidays or on special occasions to promote your holiday and promotional related items.

With today's technology, you can create a professional looking catalog from your computer just as well as any expensive printer can.

With a few small investments made in programs you'll need to create your catalog, you'll find that the cost of catalog creation can be much cheaper by producing them at home than by paying some company hundreds (or thousands) to print them for you.

Of course, one day you may find the need for thousands of catalogs, if so, then you would of course want to hire a printer to print them for you, because you can usually obtain extremely good rates when you order a high number of catalogs in bulk.

This chapter deals mainly with catalog creation on your home computer, as I know most readers will be on a budget when first starting out and this is the most cost feasible method to get started quickly.

First you will need a good word processing or desktop publishing program to create your catalog.

If you don't already have a good desktop publishing or word processing program, then you may want to try [open office](#) as one of the most affordable and powerful alternatives available.

When using your program of choice, you will need to create your own template for your brochure or catalog, or you can save a lot of time and headache by using [Clickbook](#). [Clickbook](#) makes catalog and brochure creation a breeze.

With these two programs, a good printer, paper and a long arm stapler, you'll find that you can create professional looking brochures and catalogs in no time.

### **Formatting your brochure:**

If you're creating a brochure first, you will want to follow a few key design techniques.

On the cover of your brochure you will want a nice picture of your main product.

On the inside of your brochure you will want to have your main product, price, and product description on the first page.

On the second page you can place several more products, three or four is usually good if you have short product descriptions.

On the back cover, you should add one more product, then a small order form underneath the final product where others can easily fill in the order form, cut it out of the brochure and mail it to you.

This layout will make a professional and efficient brochure that can be printed easily, folded, and be ready for distribution within minutes. You can also print these as needed.

For your catalog, you'll want to follow the same layout, just instead of using one page, you will want to use 5 to 10 pages (which will make a 10 to 20 page catalog once folded in half and stapled).

When designing your catalog, you can provide your order form on the back cover of the catalog, or you can provide a full-page order form using the complete center page of the catalog.

A professional touch you can add to your catalog would be to print some envelopes with your address already printed on them, and stapling these to the middle of your catalog as well as making it easier for customers to order.

Just staple the envelope when you staple your catalog together, making sure that the staples go through the folded section of the flap on the envelope so that your order envelope and catalog will close and lay flat neatly.

You can print your cover on glossy photo stock for a professional look, but I have also found that regular cardstock makes wonderful covers as well.

Once you have your catalog designed, simply fold your pages together neatly, and use a long arm stapler to staple them together.

When first starting out I would recommend that you make 10 catalogs only, and give these to a few select friends and family members to use to help you gain sales.

Once your business picks up, then you can print your catalogs as needed, without investing a lot of money in printing a lot of catalogs that may never be used.

### **A few catalog tips:**

When designing your catalogs, on the pages that provide more than one product, alternate the products with one picture formatted on the left hand side of the page and the one beneath it on the right. This makes your catalog pages look much neater and less boring than if all of your pictures are all lined up in a row down the page.

You can include a coupon in your catalog where someone can redeem the coupon for a discounted price on one of your products.

Just design a coupon on the back cover of your page that can be easily clipped and provided with payment.

A nice way to make additional income from your catalogs would be to use one page for ads. You can sell advertising space to area businesses, or even use links to affiliate programs that you're an affiliate with to raise additional income.

[Click here for a list of nice affiliate programs.](#)

As you know, a lot of catalog companies provide samples to their customers as well.

Although you may not be able to afford to provide samples of your work, however, you can still provide a cheap, small gift with each catalog distributed, to help earn the trust of future customers.

A few items that would make nice, affordable gifts that you can include with your catalogs would be homemade paper bookmarks made from sturdy cardstock, [delicious business recipe cards](#), [vacation certificates](#), or anything that is cheap to provide that your customers may like.

Once your catalogs are created, and ready to distribute, then it's as simple as distributing them to where they will generate sales for your business.



## **Distributing Your Catalogs**

Now that you have your first few brochures or catalogs created and ready to distribute, then you will want to get them out to as many people as you possibly can.

The more catalogs and/or brochures that you distribute, the more orders (and increased profits) you'll receive in the long run.

Below I share with you an article I wrote that explains one of the quickest methods I have found to distribute brochures and catalogs alike.

This method is wonderful in itself because you're not just mailing your catalogs as a "stranger" but instead providing a personal touch that will also reflect well with those receiving your catalogs.

### **Mail Order Profits With Pizazz Copyright © 2003 Maria Vowell**

Mail order is still a wonderful way to make tremendous profits, but with the Internet taking over, most find that their classified ad placements don't pull results as they used to.

There's a simple way to make mail order profits, without spending a dime in advertising. For just the cost of printing, and stamps, you could reach literally hundreds of targeted prospects in a short amount of time.

This method can be adapted for virtually any product you promote. I myself use this method for my vacation certificates, and home party plans.

First you'll want to design what I call "refer a friend" cards. Have a short message on your cards, that ask the recipient to refer 5 (or 10) friends, that they think would be interested in your product. Include spaces for them to write in their friend's names, addresses and phone numbers.

Tell them that you'll give them a percentage off the price of a selected product of their choice (1 to 2 % so all lines filled in will save them 5% to 10%), for every friend referred as well as a free gift.

Your gift can be an ebook that you send the download link for, or a free vacation certificate. Something cheap yet appreciated.

You can also offer free vacation certificates, without it costing you a dime, by directing them to <http://www.svacation.com>. Just word your referral card to say "I will show you where you can get a free vacation certificate" so that that you won't mislead your contacts.

Now you have 5 or 10 new prospects to send your brochures to.

Now when you send the brochures to your new contacts, include one refer a friend card with them, offering them the same nice prize and a discount, if they return the completed card back to you.

Although this method may seem slow, the leads multiply quickly as you'll find that most people will return completed cards just to get the free gift.

By offering the discount, you're encouraging purchases because they feel as if they have "earned" the discount, therefore they don't want their earnings to go to waste.

Let's assume that you're asking for 5 new contacts per card. For every 5 passed out, expect 3 to be returned completed giving you 15 new contacts. Once you send your new contacts their brochures, expect 9 (or more) to be returned completed for 45 new contacts. Once you send those new contacts their brochures, expect 27 (or more) to be returned completed for 135 new contacts.

As you can see, with little effort, your contact database can grow extremely fast.

You can increase sales by also including a personal letter in your brochures, informing them that their friend recommended them for the free gift. This makes your offer seem less like junk mail, and they will not only thank their friend, but thank you as well.

Just make sure you include the friend's name that recommended them, so they will know which friend referred them for the free gift.

This is a great method for reaching targeted prospects, as well as for building your contact database, without placing a single classified ad. Just start with friends and family members, and let your refer a friend cards do all the work.

This method works great for home party representatives and is a great way to increase sales for virtually any online or offline business.

**© 2003 Maria Vowell**

As stated earlier, this is one of the quickest methods I have found to distribute catalogs and/or brochures quite efficiently.

Another simple method of distribution would be to hand your catalogs to family and friends and ask them to get sales for you. Although this method can turn a nice profit as well, I'm sure that you would much rather have your catalogs distributed to many more people than just a few close acquaintances.

If you're on a budget, I know that you cannot just print 100 catalogs and hand them to every person you meet on the street. It's not very cost efficient to do this only to have your catalogs tossed in the trash.

You will instead want to provide catalogs to those that are sincerely interested in your type of merchandise, so that the likelihood of an order is greater.

Previous customers would be the first set of people that you'd want to provide a catalog to. You already know they like your products, so

you most definitely want to make sure that all of your previous customers have a copy of your brochure or catalog on hand.

Another easy way to distribute your catalogs would be to visit area stores and gift shops in your area to see if they would mind placing one of your catalogs on their counters.

When distributing this way, make sure that the shops fit the theme of your products.

You wouldn't want your catalogs in an auto supply store if you're selling dollhouse miniatures, yet if you're selling homemade soaps and have a nice soap that removes grease well, then a brochure featuring your soap would be perfect for auto supply shops as mechanics hands do get extremely greasy.

Brochures are much cheaper to print than a full catalog, so you may find better success when distributing a lot of brochures.

Brochures can be handed out on the streets, mailed cheaply via regular mail, and your family and friends can also hand these out for you to help distribute them quickly.

Before concluding this section, I also wanted to share with you one tip that has also proven to be quite successful for me in the past.

A fun way to use one catalog, and get it in the hands of many, while allowing your customers to have a little fun, would be to play the "Crazy Catalog" game.

Now this may sound a bit childish, but believe me, your customers will love this, and it's a wonderful method that you can use by providing just one catalog while still getting it viewed by many people.

The more people that look in your catalog, the greater your chances are for obtaining multiple orders.

To start the "Crazy Catalog" game you will need some cardstock paper, some business size envelopes, and a nice prize.

When choosing your prize, make sure that you don't include a product already featured on your catalog as this could diminish sales of that particular product. Customers would probably hold out on ordering while hoping for the chance to win the prize.

Now this fun game accomplishes several things that you will want to take note of.

First, you will hopefully gain a lot of sales.

Second, your contact list database will grow.

Third, you will receive valuable feedback from consumers that you can use to help improve your catalog and sales.

Fourth, you and your customers will have a lot of fun, and of course we do want things to be fun.

To get started, first you want to decide how many people you would like to "pass the catalog" around.

When starting this game I usually choose 20 to 50 people, based on what sort of prize I offer.

The objective is to invest no more than 50 cents per name collected, so if the prize is valued at \$10.00 then I would want to collect at least 20 names.

If the prize is valued at less than \$10.00, then 20 is still the minimum that you'd want for your goal.

For a nice selection of affordable prizes that you can obtain at wholesale cost please visit [Sub-Wholesale.com](http://Sub-Wholesale.com)

Once you have your prize selected, and have decided how many people you'd like to pass the catalog on, then you will want to print your address on that number of business sized envelopes, as well as create that number of special order forms.

We'll say that we want 25 people to see the catalog, so we'll need 25 envelopes, and 25 order forms.

Now there is a certain way you will want to design your “special” order forms.

They will need to be printed on front and back of your cardstock, with 3 order forms per sheet of paper.

On the front of the order form, you will want to provide a section that your customers can fill in to place their orders, as well as a note about how to mail in payment.

Now on the back is where the fun begins. You will want to include on the back a small note about how they can enter your drawing to win your prize, then put details about the prize on the top section of the form.

Next, you will want to inform them that they can be entered into the drawing for the prize by answering a short quiz, then by passing the catalog on to a friend or family member.

Also make sure that you let them know their chances of winning the prize are 1 in 20 based on how many people you wanted the catalog passed around with.

Next, add your quiz. The quiz is to get them to open the catalog and actually look inside it to see what types of products you provide.

Your first question should ask a question related to a product in your catalog. For example “Which product on page 4 of the catalog is recommended for small children?”

This encourages others to actually open the catalog to view your products.

Your second question could be another catalog related questions like “Which product do you like most in our catalog”.

This question will give you a nice idea about which products others seem to like the most.

Your third question should be “Did you place an order today”? Place a section for them to check yes or no with this question.

Your fourth and final question should be “If you did not place an order today, could you share with us what prevented you from doing so”?

Now make sure you leave plenty of room for adequate replies for the fourth question, as this feedback will help you determine what areas you need to focus on improving with future catalogs.

Next you will want to cut out your order forms, and place them individually in your pre-printed envelopes, and place these along with a catalog and letter in a large brown manila envelope.

Your letter should explain how the “Crazy Catalog” game works and a sample letter that you are free to use is below.

**Dear friend,**

**Thank you for participating in the “Crazy Catalog” game where you have a chance to win a wonderful prize!**

**Playing the game is simple, just look through the provided catalog, grab one of the enclosed envelopes, fill out the short quiz and place your order if you see something that you would like to purchase (no purchase necessary to enter drawing).**

**Once you have your quiz completed, please mail it with the provided envelope to YOUR ADDRESS HERE and your name will then be placed in the drawing for ENTER PRIZE INFORMATION HERE.**

**Next, pass the manila envelope, this letter and the remaining quiz envelopes on to a friend that you think would be interested in playing the “Crazy Catalog” game, so that he or she can enter for a chance to win as well!**

**Encourage your friend to pass the catalog on, as we cannot hold the drawing until all 20 entries (or however many entries you are trying to obtain for this game) are submitted.**

**I hope you have fun, and happy playing to you!**

**Sincerely,**

So as you can see, this is a wonderful method that you can use to not only gain new customers and contacts, but also to receive valuable feedback concerning your products and catalogs that you can then use to improve both.

Now sometimes you won't receive 20 replies (or number of quizzes you choose for the promotion) but that's okay, too.

If you distribute several catalogs using this method at one time, then you can just hold your drawings as every 20<sup>th</sup> entry arrives in the mail, regardless of which line of friends the entry originated from.

So why not give this a try and see how much fun it can be.

When I play this game, I usually send out 5 packets at once with various family members and friends.

I have had many people contact me for information on how they can play as well, when the quiz slips run out. I have never had a problem finding new people to play this game with.

It's so much fun that word of mouth advertising alone will have you using one catalog to reach many people in no time.

This is truly a cost efficient method that everyone should try when promoting any product through catalogs.



# The Perfect One-Dollar Catalog

Although this section is short, sweet and to the point, it can still prove to be quite profitable if you decide to create a one-dollar catalog.

Every item in the one-dollar catalog costs just \$1.00 to order, and is extremely light and easy to ship. You don't even have to make a single product to profit from your one-dollar catalog sales yet you can still provide wonderful craft related products.

This is perfect for those of you that don't have time to make crafts like you would like too, or for those of you that really would rather just make money using the methods in this manual without having to make a lot of products.

You can create catalogs for "Craft Kits" that are extremely affordable, and that are loved by adults and children everywhere.

I'm not sure if you have ever heard of the [Oriental Trading Company](#), but if you haven't then you most certainly want to check out their merchandise.

[Oriental Trading Company](#) offers over 300 craft related kits, many of them for less than \$1.00 each.

You can easily double or triple your money, by purchasing these affordable kits and reselling for as little as one dollar each.

## **A few examples of the types of kits you can purchase from Oriental Trading Company:**

Sun thermometers, 12 kits for \$4.95, resell for \$1.00 each for \$7.05 profit.

Photo frame backpack tags, 12 kits for \$2.95, resell for \$1.00 each for \$9.05 profit.

Princess diary craft kit, 12 kits for \$4.95, resell for \$1.00 each for \$7.05 profit.

Handbag craft kit, 12 kits for \$7.95, resell for \$1.00 each for \$4.05 profit.

Ladybug note clip kit, 12 kits for \$3.95, resell for \$1.00 each for \$8.05 profit.

Stacking candle kit, 12 kits for \$7.95, resell for \$1.00 each for \$4.05 profit.

You can create catalogs to sell these kits, and truly make a nice profit by providing affordable and fun gifts that everyone is sure to love.

These kits also make nice affordable items to provide with your main products catalog, to help increase profits.

[Click here to visit the Oriental Trading Company's craft kit page](#), and have fun creating wonderful catalogs that will prove to be extremely profitable for you and your business.

## Recruiting Made Fun

A wonderful way to make your sales skyrocket would be to start your own recruitment program, where you recruit others to sell your products for you.

Many large national companies (Like Avon™ and Mary Kay™) have become a huge success by using this method, and you can practice this same technique to expand your business beyond your wildest dreams.

Before starting, you will first need to determine what percentage of the sales you can afford to offer to members of your sales team. A nice figure would be at least 25% of sales, to give your recruits enough incentive to sell for you.

Now some of your products may take too long to create, or the profit margin may not be large enough to offer this high of a percentage. If this is the case, then create a catalog for your recruits that offer only the products that you can affordably offer a nice percentage of the profits with.

Once you determine the price you would like to offer your sales team members, you will then need to draft a basic contract that lists the fees they will receive on sales.

You will need the help of an attorney when drafting your contract, as this is something that should be done by a legal professional. Without a proper contract, you could put your business in jeopardy if miscommunication problems arise between you and your recruits.

Aside from paying a percentage of the sales to your recruits, you can also offer incentives for best sales, most recruits, etc. as additional bonuses to encourage your consultants to do the best they can do.

If you decide to offer incentives, make sure these are covered in your contract as well.

Once you have your contract ready, then you will want to develop recruitment kits for your new recruits.

Now sometimes these kits can be expensive to produce, so its best to charge a small refundable fee for the kits to ensure that only those serious about selling for you become a consultant.

If you offered free kits to every person that wanted try your business opportunity, then you'll find that a major percentage of those that receive the free kits never bother to put forth any effort in selling for you, thus wasting your precious time, money and materials.

By charging a small fee, you will know that those that order your kit will be more encouraged to sell because they would not want the money invested in their kit to go to waste.

**A nice kit package should include:**

At least one catalog

A welcome letter

Their contract, which you will need to get them to sign and return to you before they can start selling. Usually contracts are signed the moment they pay for and receive their kit.

A variety of brochures if you've created any brochures

**Some additional items that you could provide to help consultants increase sales:**

A small letter explaining about your incentives and bonuses if you provide those.

A brochure explaining how they can host home parties, generate sales with their catalog, etc.

Order form where they can order more supplies if needed.

Of course you can also provide various other sales tools that you may think of in the course of running your business, to help your sales team increase sales.

Sometimes companies also offer one or more of their products that consultants can use to show potential customers so that they can see the quality of the merchandise.

When creating your kits, make sure that you provide as much material as you possibly can to help your sales members make the most sales possible for themselves yet do not try to make a profit off your kits.

The basic fee you should charge for the kits would be cost in creating the kits themselves, and not much more because your objective is not to make profits on kit sales but instead to locate recruits that are serious about selling your products.

If your kit costs are too high, you will not add many new members to your sales team.

Once you have your kits created, then you can start recruiting others to become salesmen/saleswomen for you. This is where the fun begins!

To get off to a successful start, you will first want to locate 2 or 3 family members or friends that are supportive of your new business venture. Make sure that these are people are close to you, that support what you are doing and who will be happy to help you get started.

Also you will probably want to give them their kits free, considering these are close relatives and friends who will be helping you get started successfully.

They can become your first recruits, and also help you in your recruiting efforts.

Once you have selected several trusted family members and friends, invite them over for coffee one day and brainstorm together to think of ways to advertise your new business opportunity.

Some helpful ways to advertise would be to provide business cards and flyers to your new recruits, as well as a brochure to help explain the business opportunity.

These they can then pass out to others they may think would be interested in your business opportunity.

When providing recruitment tools to your sales team, always make sure that you include an area where they can write in their names, so that they will get credit for new recruits that contact you.

When first starting, make sure that you set a goal and try to meet your goal each and every week.

An easy goal to obtain would be to try and recruit one new sales member per week. Although it may be slow getting your sales force built up to where you want it, over time you will eventually have so many serious sales people helping you promote your products that you may have to hire extra help just to keep up with orders.

### **Some helpful tips to motivate your sales team members:**

Hold monthly meetings where you and your sales force discuss ways to recruit others and increase sales.

Provide as many different sales tools as you can feasibly afford. The more tools you provide your sales team members with, the more sales you'll profit from.

Occasionally you may want to hold sales contests to help keep your force motivated and encouraged.

Above all, make everything fun, and treat your sales force like you would want to be treated, and before long you'll have so many people promoting your products that you won't have to do anything but fill your orders and motivate your team members.

# Hosting Home Parties

Home parties have always been a fun and profitable way for others to make money from home, while having the time of their life.

This is something you may want to share with your sales force also, because it makes an easy way for them to generate sales.

First I would like to share with you a fun home party game that has proven to be successful for me in the past, and then we will cover the perfect home party plan.

## **Home Party Treasure Hunt Copyright © 2003 Maria Vowell**

If you host dull and boring home parties, your guests are most likely to leave before the party is anywhere near completed.

Some nifty ways to spice up your home parties would be to include fun games, have guests help with the food to prevent boredom, and of course my personal favorite...providing fun treasure hunts.

By providing a treasure hunt, you eliminate boredom, and one or more of your guests will leave with a surprise treasure.

Treasure hunts are fun, simple, and most of all cheap. You can pick up surprise treasures at any dollar shop. You will also want to grab a box of cheap envelopes and paper to make your maps.

First, you will want to hide one or more treasures in secret places in your home. You can hide them under your bed (if you don't mind guests in your bedroom), behind the sofa, in a coat pocket in the hall closet, etc.

I'm sure that there are dozens of places you can hide your little treasures in your home. Only make sure that the areas are safe to walk in, and somewhere the treasures will not get broken.

Once your treasures are hid, you will want to cut your paper into 8 squares (use regular sized notebook or typing paper).

Next, write a hint on one piece of paper that hints at where one of the treasures is hid, seal it in an envelope, and hide it under a cushion somewhere.

Now write a hint telling where to find the last hint you hid, seal it in an envelope and hide it as well.

Continue doing this until you have several hints hidden, with each one telling where the next hint is hid.

Now to make your treasure "maps", you will want to draw a rough layout of your home, and place a big red X in the area where the first hint is located.

Make a copy of your map for each guest, and place them folded in your guest's catalogs somewhere near the back.

Now grab a book of stickers (I like to use Sponge Bob stickers) and place a sticker on a random page in each catalog. This is important for the final part of the treasure hunt.

Guests won't get their maps if they don't look in their catalogs, and to prevent guests from cheating you can staple them to a page so that they won't fall out when shaken.

Now your treasure hunt is set up and ready for when your guests arrive.

Conduct your party as usual, serve your refreshments, and then present your catalogs (usually when the catalogs come out, the guests are ready to leave).

While presenting the catalog, explain that there are one or more prizes hidden, and that guests can locate these prizes by starting in their catalogs. This will encourage your guests to stay for the hunt, and this will also get them paying better attention to their catalogs.



When the first guest finds their treasure map, explain that that guest gets to look for the first hint.

Encourage your other guests to continue looking in their catalogs while the guest with the map hunts for the first hint. Explain that the next hint hunt will be offered to the first person that can answer a catalog related question, when the guest with the map comes back to the group.

Once the first hint is found, place the sealed envelope in the middle of the group and ask your guests to close their catalogs. Ask a catalog related question such as "What product have you found so far that you like the best"? The first person that can reply without looking back in their catalog, will get to open the sealed envelope and look for the next hint.

Continue in this way until most hints have been found. Sometime during the hunt, you will want to provide order forms and pens for your guest's orders.

When the last hint arrives, ask the following question, as it will be the hardest question and will show who has paid the most attention to their catalog. "Did any of you notice a sticker in your catalog, and if so, please describe the sticker".

You may want to ask your guests to raise their hands with questions, to prevent bickering, but hopefully your guests are fun loving and don't argue over petty things like who answered first.

Provide the last guest with the last hint, and let your guest find the treasure. Now to make the game fun and fair for all, the last envelope could have hints leading to several hidden prizes. Simply hand out a slip to each guest so that they all can locate a treasure. [Sub-Wholesale.com](http://Sub-Wholesale.com) offers cheap products like dolphin pens, candles and mini Bibles that do wonderfully for your treasure hunts.

Above all, keep your parties fun, and happy hunting to you and your guests!

Now although the main idea behind home parties is to have fun, you will still want to make sure that your fun is as profitable as it can be.

The perfect home party should accomplish several things, to ensure its success.

First and foremost it should stay fun.

Second it should generate sales.

Third it should generate new recruits for your business.

Fourth it should generate new customers

And finally it should generate new referrals.

Now, I've already shared with you one home party plan, the treasure hunt game, to help you get started having fun parties. Of course you can always get creative and come up with your own home party plans that are more suited to your business as well.

As with the treasure hunt game, always make sure your party plans provide a fun method for generating sales as well. After the fun is over, you will want to make sure that your sales force asks if any others would be interested in hosting a home party of their own where they invite their own family and friends.

The goal is to gain 2 new hostesses per home party, so that your sales person will be booked every weekend they have the time to host home parties.

Once everyone has eaten, and once all orders have been placed, right before everyone says their goodbyes, you will also want to ask if anyone would be interested in becoming a member of the sales force team as well.

By following each of these steps, you have fun, generate sales, and recruit new hostesses and hopefully members of your sales force.

To help your sales force and hostesses, you can always create a brochure explaining how the perfect home party should be conducted, using the following steps:

Guests arrive

Serve coffee

Talk and laugh a bit

Play a fun game or games

Show the catalog

Place orders

Have snacks

Present hostess a gift and ask if anyone would like to host their own party

Ask if anyone would like to join your sales force

Thank everyone for coming and say your goodbyes

Stay and talk to those interested in hosting parties or other business opportunities as the other guests leave.

Before concluding this section, I want to mention the hostess gift. Each hostess should be provided a nice gift for hosting the party, because she's the one that is taking time out of her busy schedule to help you.

She is also the one that will have to clean up after the party (good sales people stay and help the hostess) and also the one that provides the snacks. Make sure you treat your hostesses well and you'll find many will host additional parties for you in the future. If you don't treat them well, then you've lost no telling how much money in future sales.

## Online Distributors

Before concluding this manual I would like to mention using the Internet to gain new sales people for your sales team.

The Internet makes it extremely easy to get sales people all across the nation selling your products for you, and recruiting online can be quite easy if you know how to do this properly.

By building an online presence, your business can grow with leaps and bounds without you ever needing to leave your home except to ship your orders.

Now before you panic thinking that building a website is too difficult, it doesn't have to be.

With today's technology there are literally hundreds of programs available to make web creation and promoting it much easier than in the days when HTML was programmed from scratch.

There are three things you will need to get your business online. A professional domain name, a web-hosting provider and knowledge.

With these three things, your business can expand beyond your wildest dreams.

You can register a domain name affordably at [000domains](#).

A wonderful hosting provider that I highly recommend is [host4profit](#). This is the hosting provider that I use because they provide top-notch customer care, wonderful service, and many features and tools to help a business become a success.

Now to gain knowledge, you can look for free HTML tutorials online and spend many months learning to build and market your website from scratch, or you can visit [17Steps](#) and find everything you need on one website to help you learn to build your site quickly and efficiently.

You can build a simple one page website to promote your new business opportunity that not only will be easy to maintain and operate, but that will prove to be much more effective than if you build a huge site that could get confusing for people.

You can fit all the information you need on one page along with order links for your kits, within a day, once you go over the HTML tutorial provided to [17steps](#) members area.

Once you get your one page site ready to promote, then you can market your new site (also covered at [17steps](#)) and sit back and smile as your sales force grows.

Now before investing any time or money in your site, you must realize one important thing. It is possible for you to get your site ready to promote within a few days, BUT it's not going to do you any good if you do not tell others about it.

You will need visitors to gain new members of your sales force, and in order to get these visitors, you will have to market your site. If you don't want to invest time in marketing your new site, then it will be a total waste of your time in even considering creating one.

You can invest your money and time in printing business cards and flyers to distribute offline locally, and then spend hours each day handing out your flyers and cards.

Or you can invest in your hosting fee, and spend those hours promoting your business online where you have the potential of gaining literally hundreds of new recruits within a year.

The choice is yours, and only you can determine which sounds more feasible to you.

I have found that I have had much more success by promoting online, but I will still use the convenience of business cards (actually, I use [business recipe cards](#) instead of regular business cards) to promote my business locally.

Before concluding, I would also like to point out that you can also use your new site to sell other products besides using it just to promote your business opportunity.

[Host4Profit](#) offers a wonderful sub-domain feature, that you can use to sell multiply products, while still using your main URL for your business opportunity.

Take this manual for instance. When you purchased this manual you received resell rights as well, so you can resell this manual from your site and keep 100% of all sales generated from this manual.

Considering it comes with a ready made sales page as well, then setting your sales page up is as easy as putting in your order link, and uploading your files.

Now, let's say that you have registered <http://www.mybiz.com> to promote your new business opportunity.

You would have your main page promoting your business opportunity at that URL, and can use [Host4Profits](#) sub-domain feature to create a URL like <http://ebooks.mybiz.com> to resell this manual from, as well as other manuals from the profitable crafts series.

So, in essence, you will have the features of two separate sites, for the price of one domain name and hosting account.

You can create as many sub-domains as you like using the sub-domain feature without messing up your main page that promotes your main business opportunity.

Once you take your business to the next level, and start promoting it online, you will be quite surprised at how much more successful your business will be once you focus on national sales instead of just local sales.

