

Rethinking Your Craft Business

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If you're struggling with your craft business making any profit, then you're not alone. There are a lot of artists struggling to make their business pay. But, what can you do? How can you jump start your business so it's profitable.

The answer is to get back to basics and rethink what you're doing. If things aren't profitable, then you need to find out where you've taken a wrong turn and get back on track. Here are a couple of things to think about to get you started.

The first thing you should do is reconsider what you're selling. Is there really a demand for what you're offering people as they walk by your booth? There are tons of products that have been offered to the public thinking everyone would just buy it up like crazy, that hardly made it off the shelf. In fact, there is a guy in Ithaca, NY by the name of Robert McMath that has a museum full of failed products. Some from large companies (remember Pepsi Crystal?) and some from small. Even the most successful companies have them.

Now, please don't misunderstand me at this point. I'm not questioning your skill and creativity. I'm not saying that you haven't created a beautiful piece of art work, or something very functional. What I am saying is that you need to ask yourself a marketing question. You need to ask yourself, "Do people want it"? If you aren't sure of the answer to that question, then you must get the answer before you can continue. Otherwise, you may spend a long time running down a fruitless path.

The second thing you need to reconsider is where you are selling your products. If you know that you're selling something that people are interested in, could it be that you're selling in the wrong setting. Some products do well in some settings, while others don't. For example, are you trying to sell high priced art in a place where people are looking for bargains. You may have a hard time if you are.

Look at who the customers are that come through the shows or markets where you sell. Are they the right group that will buy your product? If not, consider where you should be. Look for shows that sell the kinds of products you offer. Talk to the show organizer ahead of time so you can get an idea of who will be coming through. This will ensure that you are targeting your products to the right group of consumers.

Of course, it could be that you're just selling a product that is highly competitive. For example jewelry. One gal emailed me recently and said she isn't selling much because there are so many other people doing the same thing. If that's the case and you'd like some tips on what to do, check out the blog post [Selling Your Crafts With Stiff Competition](#).