

101

Ideas for Promoting Your Handmade Products

by James Dillehay



The checklist of marketing actions in this handout will help you organize your daily tasks.

You will know what to do day to day to promote your handmade products gig.

The columns to the right of each action let you select which tasks you are:

- Using well or
- Using, but needs work or
- Not using, but should or
- Not appropriate



There's room to add your own promotional ideas. With your to-do list and a calendar (or daily planner) you won't forget an important task or appointment.

Want more ideas and resources for growing your handmade business? [Subscribe to my free Craftmarketer Newsletter](#)



101 Ideas for Promoting Your Handmade Products

Marketing Idea	Using Well	Using, but needs work	Not using but should	Not Appropriate
MAKING PRODUCTS				
1. Research products in demand	_____	_____	_____	_____
2. Write your story	_____	_____	_____	_____
3. Make quality products	_____	_____	_____	_____
4. Design using colors that sell	_____	_____	_____	_____
5. Create products using themes	_____	_____	_____	_____
6. Personalize products	_____	_____	_____	_____
7. Announce your sustainability	_____	_____	_____	_____
8. Use recycled packaging material	_____	_____	_____	_____
PHOTOS & VIDEOS				
9. Take lots of attractive photos	_____	_____	_____	_____
10. Item mages w white background	_____	_____	_____	_____
11. How-it's-made images & videos	_____	_____	_____	_____
12. How-it's-used images & videos	_____	_____	_____	_____
13. Lifestyle images	_____	_____	_____	_____
14. Jury images for art & craft shows	_____	_____	_____	_____
15. Headshot images of you	_____	_____	_____	_____
16. Behind-the-scenes videos	_____	_____	_____	_____
BIZ STARTUP				
17. Choose a catchy business name	_____	_____	_____	_____
18. Register for business license	_____	_____	_____	_____
19. Get set up to accept credit cards	_____	_____	_____	_____
20. Set up accounting system	_____	_____	_____	_____
PRE-MARKETING				
21. Find your authentic message	_____	_____	_____	_____
22. Design logo	_____	_____	_____	_____
23. Elevator pitch	_____	_____	_____	_____

Tactic	Using Well	Using, but needs work	Not using Not but should	Appropriate
24. Choose your fonts and colors	-----	-----	-----	-----
25. Add your contact info	-----	-----	-----	-----
26. Business cards	-----	-----	-----	-----
27. Hang tags	-----	-----	-----	-----
28. Thank you cards	-----	-----	-----	-----
29. Signs and banners for events	-----	-----	-----	-----
30. Postcards	-----	-----	-----	-----
31. Certificates of authenticity	-----	-----	-----	-----
32. Voice mail message	-----	-----	-----	-----
33. Branding on all stationery	-----	-----	-----	-----
PRICING				
34. Average prices for similar work	-----	-----	-----	-----
35. Your production cost	-----	-----	-----	-----
36. Your profit margin	-----	-----	-----	-----
37. Can you lower your costs	-----	-----	-----	-----
CROWDFUNDING				
38. Turn your story into a video	-----	-----	-----	-----
39. Post to crowdfunding site	-----	-----	-----	-----
SELL AT EVENTS				
40. Find and apply to shows	-----	-----	-----	-----
41. Build attractive display	-----	-----	-----	-----
42. Get pop up tent	-----	-----	-----	-----
43. Make checklist for doing shows	-----	-----	-----	-----
SEO - SEARCH ENGINE OPTIMIZATION				
44 Use EtsyRank: find keywords	-----	-----	-----	-----
45. Use keywords in social posts	-----	-----	-----	-----
46. Get inbound links	-----	-----	-----	-----
SELL ON ETSY				
47. Set up new Etsy shop or	-----	-----	-----	-----
48. Get critique of Etsy shop	-----	-----	-----	-----
49. List products	-----	-----	-----	-----

Tactic	Using Well	Using, but needs work	Not using Not but should	Appropriate
50. Keywords in title, tags, descrip	_____	_____	_____	_____
51. Add 10 images per listing	_____	_____	_____	_____
52. Connect Etsy to social media	_____	_____	_____	_____
53. Test Etsy Promoted Listings	_____	_____	_____	_____
54. Increase number of listings	_____	_____	_____	_____
55. Market Etsy store offline	_____	_____	_____	_____
56. Offer free shipping if possible	_____	_____	_____	_____
ALTERNATIVES TO ETSY				
57. List on Amazon Handmade	_____	_____	_____	_____
58. List on other Etsy alternatives	_____	_____	_____	_____
59. Set up your own domain site	_____	_____	_____	_____
60. Wordpress plugin for Etsy Store	_____	_____	_____	_____
61. Test ads on social media sites	_____	_____	_____	_____
BLOGGING				
62. Set up blog on your niche	_____	_____	_____	_____
63. Optimize blog posts for SEO	_____	_____	_____	_____
64. Syndicate posts to social media	_____	_____	_____	_____
SOCIAL MEDIA				
65. Post at least once a day or more	_____	_____	_____	_____
66. Post with video for engagement	_____	_____	_____	_____
67. Posts: educate, entertain, inspire	_____	_____	_____	_____
68. Post links to your products	_____	_____	_____	_____
69. Schedule posting using apps	_____	_____	_____	_____
70. Research popular hashtags	_____	_____	_____	_____
71. Post on Facebook	_____	_____	_____	_____
72. Post to Instagram	_____	_____	_____	_____
73. Tweet to Twitter	_____	_____	_____	_____
74. Pin to Pinterest boards	_____	_____	_____	_____
75. Get social followers' emails	_____	_____	_____	_____

Tactic	Using Well	Using, but needs work	Not using Not but should	Appropriate
SELL WHOLESALE				
76. Determine production capacity	_____	_____	_____	_____
77. Costs = 25% or less retail	_____	_____	_____	_____
78. Professional presentation	_____	_____	_____	_____
79. Find store buyers LinkedIn	_____	_____	_____	_____
80. List on Faire, Tundra, Indiem	_____	_____	_____	_____
81. Offer online ordering for stores	_____	_____	_____	_____
82. Sell on consignment	_____	_____	_____	_____
83. Sell to restaurants, gift stores	_____	_____	_____	_____
84. Place recycled art in galleries	_____	_____	_____	_____
PUBLIC ART PROGRAMS				
85. Research public art programs	_____	_____	_____	_____
86. Apply to public art grants	_____	_____	_____	_____
FREE PUBLICITY				
87. Prepare online media kit	_____	_____	_____	_____
88. Identify influencers w Heepsy	_____	_____	_____	_____
89. Use Twitter to find reporters	_____	_____	_____	_____
90. USNPL lists newspaper writers	_____	_____	_____	_____
91. Create brief pitch to media	_____	_____	_____	_____
92. Link to full press release	_____	_____	_____	_____
CUSTOMER MAILING LIST				
93. Set up email mgmt app	_____	_____	_____	_____
94. Ask customers to give email	_____	_____	_____	_____
95. Schedule follow up calendar	_____	_____	_____	_____
MISCELLANEOUS				
96. Track and measure all actions	_____	_____	_____	_____
97. Listen to customer feedback	_____	_____	_____	_____
98. Answer all inquiries	_____	_____	_____	_____
99. Personalize communications	_____	_____	_____	_____
100. Treat customers fabulously	_____	_____	_____	_____
101. Craft things you love making	_____	_____	_____	_____

Tactic	Using Well	Using, but needs work	Not using Not but should	Appropriate
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Add your own marketing actions:

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Make Money from Your Creativity

What if I told you there were multiple ways to make money from your hand-made products? Whether you want a side gig or a full time business, my free [Craftmarketer Newsletter](#) can help you get in front of more buyers, stand out from the competition, and ensure your business is always profitable.



Subscribing will get you tips on marketing, pricing, selling on Etsy and Amazon Handmade, wholesaling, and much more.

From thirty+ years in the craft business, I've helped thousands of makers and artisans through my books. I'm a former gallery owner and have sold my handmade products at some of the top art and crafts shows in the US, in galleries and stores from Manhattan to the Grand Canyon, and online at Etsy and Amazon.

Here are a few of the many comments received from people who've read my books or taken my classes:

"Should be viewed as the blueprint for success in the crafts industry."

-- The Crafts Report

"James was a guest speaker on our Guerilla Marketing conference call and he blew me away with what he knows."

-- Jay Conrad Levinson, best-selling author Guerrilla Marketing, over 21 million copies sold

"James is by far the most qualified and talented marketer for the craft industry. His knowledge is only outweighed by his honest desire to help people."

-- Phoebe Welburn, Vice President, Welburn Gourd Farm, Inc.

"Since reading James Dillehay's books, I have implemented many of the ideas. I have sold about 4 times what I sold in the equivalent time last year. I changed the color of the walls, the height of the tables, the displays, the hang cards, the pricing and more. So, IT WORKS!"

-- Julie Anderson, CostumeSalon.com

"After reading James Dillehay's books, my business took on a new life. I changed my product slightly and the response was remarkable! My first order was triple what I had planned for, and other orders are pouring in! Because of the techniques I learned from him, my business is thriving."

-- Cathy Marble, Chamisa Hill Designs

"Quite an expert....Very informative. I wish we could keep you for the next three days."

-- Carol Duvall, HGTV, The Carol Duvall Show

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

-- Ken Kobrick & Angela Geene, featured on The Today Show

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