

What is it? A course designed to teach you how to use the Internet to market your craft business and make a profit online.

What's the cost? Your time and small registration fee.

How will it benefit ME?

You'll learn how to plan a successful e-commerce business through research-based instruction.



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Registration information:

Name
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Return registration form to:

*Creating a Niche for Your
Craft Business Online*



Date:

Time:

Place:

Topics to be included:

❖ Why e-commerce is important to the artisan business

Where in the world is your business?

Local, regional, global customers

Benefits of and barriers to business success online

The creative economy: Why should an artisan business care?

Identifying the target market for your craft



❖ What does technology have to do with creating artistic craft?

Searching for resources, competition, partners

Graphic design

Photos

Copyright, privacy and legal issues



❖ How to market your craft business online

Finding the target and hitting it

Success tactics in e-marketing

Wholesale versus retail marketing

Creating your “artisan” story

Making viewing your online craft a sensory experience

Exclusivity

Trade shows and other market venues

❖ Tools and techniques for creating an online business

Web page design

Log analysis, or Who’s visiting your page and why?

Packaging and shipping resources

Customer service counts – even online.

Dos and don’ts

Evaluating your plans