**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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**SPONSORED BY:**

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Registration information:

Name  
Address  
Phone  
E-mail

Date:  
Time:  
Place:  

Return registration form to:
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

- **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

Wholesale versus retail marketing
Creating your “artisan” story
Making viewing your online craft a sensory experience
Exclusivity
Trade shows and other market venues