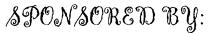
What is it? A course designed to teach you how to use the Internet to market your craft business and make a profit online.

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.



[insert sponsor name]

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 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