



**Hello Everyone,
I Hope you all are having a healthy & productive summer. I have been juggling my many OSA committee duties with trying to get enough product set for the holiday show season & also thinking about my booth set up. I'm always looking for new & better ideas on marketing and display. I found an interesting article on line so I thought I'd share it. I hope that it helps you. If there is anything that you need help with please ask. There is a wealth of knowledge among the members of OSA. Beth is always willing to provide workshops at our monthly meetings.**

When people say
"How did you get
so crafty?"
I just tell them
it's because
I ate *Glue*
as a child.



Ways to get Shoppers to Stop at Your Booth



Unless you are at a really small venue you will never have 100% of people stop at your booth.

There are a few simple things you can do to attract more customers to you.

1. Something Out of the Ordinary

Craft shoppers are looking for something unique. Something they can't find at the mall. Being handmade doesn't make your product unique. Displaying handmade products isn't enough. Get to know your competition. Then analyze your products & consider how you can offer something different.

Consider using different:

- Colors
- Materials
- Ingredients
- Styles
- Sizes
- Shapes, etc.

2. An Interesting Story

Another reason people shop at craft shows is for the stories that come with the products. The booths with the interesting displays & engaging vendors compel shoppers to check out what is going on in that spot. Give shoppers an experience they'll remember.

3. Variety

Craft shoppers like to browse. Even if you only offer one product have it in different colors, materials & sizes to give customers more items to browse through. If your display looks empty customers will just walk right by. Variety offers different price points & better chances of sales. When adding variety keep it on theme. Keep to products that are commonly purchased together. This helps increase your sales per transaction.

4. An Easy Shopping Experience

I've walked right past many booths that looked to crowded & confusing. Shoppers decide within seconds of seeing your booth whether they're going to stop or keep walking. Make sure your display looks inviting & easy to shop. The more a customer can interact with your product the better chance you have of making a sale.

5. A Relaxed Vendor

Craft shows can be uncomfortable shopping experiences. You're in a tiny space with little room to shop. So it is important to do what you can to make them more comfortable. Smile & try to make conversation with customers so it feels like a natural interaction rather than a salesperson watching them shop.