



**Happy Holiday Show Season everyone,  
In the past issues of The Creative  
Palette I have gone over**

- **table covers**
- **customer service**
- **what to call yourself**
- **shows that you could do**
- **what OSA as a non profit organization  
is all about**

**Now in this issue before our big  
Holiday Show I'll be covering the single  
most important part of your booth set  
up--YOU!!!!**

**You are your company!**

Know your process, products and prices. This also includes teaching anyone who helps at your booth. Keep in mind why you are doing this. Guaranteed someone will ask you "why are you doing this, how did you get into this?"

Let them know that you are passionate about what you do & not just in it for a quick buck.



**Art fair customers like to know that they are spending their money on something personally crafted & not just a mega import.**

**There is an expression--buying the brand.**

**As a small hand crafted business owner you are the brand. Be the face of your company. No one knows it better than you do.**

**What is your product about, what does it do & how is it different from all the others?**

**Now let's talk a bit about your customer. Creating a great customer experience is needed.**

**What is the best way to do that?**

**Page 2**

## **Tell a story.**

**Talk to customers about your creative process. People like to hear the story behind what inspired you, what materials you used & what your process is.**

**By telling your customer your story it will make you more relatable & you will find a commonality. Finding something in common with your potential buyer can help build a great artisan-customer relationship & remind them that you are human, just like them & are just trying to pay bills like they are.**

**I find things in common by asking about their dog/cat.**



**People will tell me about their babies, often showing me pictures & this allows me to talk about my products.**



**People often ask me how I started doing this & are always shocked by my answer. I had a sick dog. She needed a liquid medicine & I was tired off it being all over the place so I baked it into biscuits for her. Once she passed my other dog turned her nose up at store bought treats. After a few years of friends & family getting free treats I decided to go into business. People can relate to this & a customer relationship is formed.**

**Simple conversations can go a long way!**