

1303-1

Mark Nelson has tradeshow tips and tricks for creating inspiring jewelry displays from Rio Grande.

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Please continue to page 2 for project instructions.

Guest:



Mark Nelson

How to Sell Your Work

It's going to seem at first like a daunting task. You love making your jewelry. "But do I really want to part with it?" Selling your jewelry is a great way to keep supplying your habit and also to keep it fresh.

steps:

The Basics

Start with your brand. This is more than just your logo. It is the total look, feel and presence of your work and how you portray it. Be consistent. A lot of books and information on branding are available on the internet.

Where Do I Start?

An easy way is to start small. Sell to your friends and family. They are interested in your art and are often happy to support your efforts. Sell right off your body. "Here, have this one."

How Can I Take It Up A Notch?

Imprinting your logo on packaging is a great way to reinforce your brand. Match the packaging itself to your brand as well. For example, if your jewelry is eco-friendly, rather than using plastic, try a recycled paper box. Make your displays and packaging unique to you. They should be as personal as your jewelry is.

What Else?

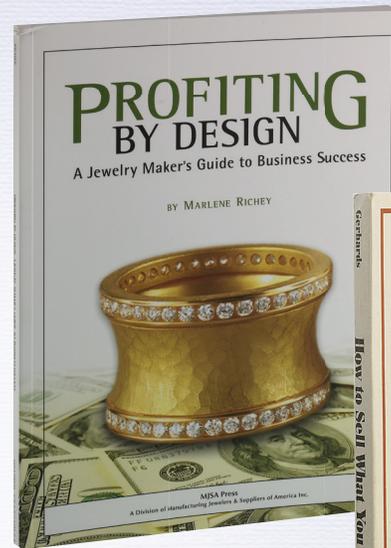
Have a business card. It is something a customer (or potential customer!) can take home with them. Your business with them isn't done when a customer walks away with a piece of your jewelry. They are one of your best resources in making a future sale, too.

It's OK To Make A Profit.

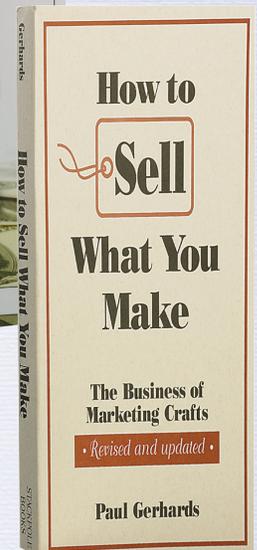
Pricing your jewelry can be a challenge. Be sure to make back your costs, but also give yourself an hourly rate. Don't forget the value of your time, including marketing, photography and accounting. Your time becomes more valuable the more experience you acquire. Give yourself a raise!

Don't Forget The Pictures!

Photography is the single most important step in marketing your jewelry, both for selling online and across the board as well. A lot of craft shows require photographs of your work as part of an application. Don't skimp on photography—it's your chance to really put your work in the spotlight.



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