

STEPHANIE'S
MUST HAVE
FOR

craft shows



Here is my list of things I always bring to craft shows.

- Bag for your own trash
- Bags for purchases
- Banner
- Batteries
- Battery operated lights
- Bow maker or tools to make things
- Business Cards
- Camera
- Candy Dish with mints
- Chairs
- Change for cash sales
- Clipboard
- Cooler
- Credit Card Reader
- Easel
- Email Sign Up Sheet
- Extension cords
- Fan
- Garment Rack
- Glue Gun
- Glue Sticks
- Hand Cart/Wagon
- Highlighter
- Ink Pens
- iPad with slide show
- Notebook/Order Pad
- Permanent Marker
- Phone
- Phone charger or battery recharger
- Plants for staging
- Push Pins
- Receipt book
- Safety Pins
- Scissors
- Shelving
- Snacks
- Staple Gun
- String or twine
- Table covering
- Table(s)
- Tape
- Tent
- Tent weights/tie downs
- Music
- Wire cutters
- Wooden crates for height
- Zip ties



A few more tips & tricks

For wreaths, I use the clear large 45-50 gallon garbage bags so when my customer is walking around others can see what they are carrying and it will be a conversation starter...where did you get that?
<https://amzn.to/3INGtfM>

Here are the sandbags I use to weigh down my tent:
<https://amzn.to/3r6WszB>

Taking an iPad with a slide show of how to use your product can help the buyer visualize how they can use it.

Collecting the perfect customers email list at craft shows using a sign up list is critical. I sometimes offer % today only off if they join my list or tag/share it on social media. You can also offer low cost gifts if they sign up today. For wreaths I can also offer a coordinating bow as a thank you.

Always follow up within one week with an email letting them know how great it was to meet them, remind them how you met and where to find you next or how they can get more of your product



Looking for more ways to grow?

I realize there is no college course on how to sell our handmade items.

I understand that it can be overwhelming not knowing where to spend your time to grow your business and that not everyone's journey is the same.

How can you make a difference in your business?

- My business coaching group is here to help you with your individual needs, as we are not all the same.
- Deciding on which path is right for you is one way I can help you in your small business journey.
- I see so many entrepreneurs fail because they don't know what to do or how to do it.

Circle of Awesomeness

In the Circle of Awesomeness you will have exclusive access to my private Facebook group where I go live every week to help you with real life current situations and answer your questions to help your business grow.

I want to see you succeed!

I provide an entire library of training & lessons from starting a business to all the fine details of running your business. All content is recorded so you can replay and watch at your convenience.

For more information visit
www.stephscircle.com