

STEPHANIE'S
MUST HAVE
FOR

craft shows

2024



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

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



A little ExTrA

I also like to have a box with little things like:

Bandaids

Tissues

Antacids

Masking Tape

Bungee cords

Hammer

Hand Sanitizer

Outdoors

Be prepared with a change of clothing

Comfortable shoes

Extra layers for cooler weather

Gloves

Rain Poncho



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