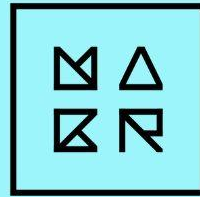




MARKET PLANNING & EXPECTATIONS

With Josh from The Bath Lab



HI! I'M JOSH!



A FEW FUN FACTS ABOUT ME

Started The Bath Lab in 2017 in Indiana

First market was in a nursing home

In 2021 we went through a rebrand and shortly after this became my full time job

Now sold in over 100 stores across the United States

TODAY WE WILL COVER



PLANNING YOUR
MARKET SEASON

SETTING SALES GOALS AND
KEEPING TRACK

POST MARKET RECAP

STAYING TRUE TO
YOURSELF AND YOUR BRAND

PLANNING YOUR MARKET SEASON

- **Finding local markets**
 - Check out The Maker City Market Calendar! → themakercity.org/markets
- **Planning inventory**
 - Are these seasonal markets? Do we need to make any special holiday items?
 - What size is your booth? Plan your setup to fit in your booth space!
- **Price your products accordingly**
 - $\text{Material cost} + \text{Labor} \times 2 = \text{your price}$

”Genius is 1% inspiration, and 99% perspiration.”

- Thomas Edison

SETTING GOALS AND KEEPING TRACK

- **Set your sales goal!**
 - How much do you want to make?!
 - Are your items priced in a way that will give you a good profit?
- **BRING INVENTORY!**
 - Without inventory you can't make money! Make sure you have a good amount of stock for your customers.
- **Use a POS to keep track of sales**
 - Shopify, Wix, Paypal, Square, Etc.
- **Target doesn't give discounts so why should you?!**
 - You worked hard to create your product! You deserve to be able to charge what you are charging for it. *Too many discounts cut into your profits!* “What is not started will never get finished”

- Johann Wolfgang von Goethe

DAY OF MARKET

- **Did you remember everything?**
 - Check out our Market Checklist for a handful of items we always need at a market!
- **Don't get discouraged if someone gets more sales than you!**
 - Every booth is different. Every maker is different. Don't compare yourself to others!
- **SMILE! Be inviting!**
 - A customer is more likely to shop in your booth if it is inviting and welcoming.

“Your most unhappy customers are your greatest source of learning.”

- Bill Gates

STAY TRUE TO YOURSELF!

- **Find your brand identity and stick with it**
 - **Customers like consistency of branding throughout and it can also help to increase sales.**
 - **You are the face of your small business! Let it shine and show people who you are!**
- **What do YOU love about your small business?**
 - **Find that light and passion and share it with others!**

“There is only one success- to be able to spend your life in your own way.”

- Christopher Morley

POST MARKET RECAP

- **How was the market?**

- **Make a note of your market today! How was the customer crowd? Was the weather good? What was the age range of customers? Did you see that certain products were more popular than others?**

There are several ways you can keep track of this...

- Excel sheet
- In a journal
- Calendar on your phone
- Notes in your phone

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.”

- Mark Twain

Market Date:

Market Name:

Location:

Time:

Booth Fee

Sales Goal

Actual Sales

How many vendors attended?

How was the customer turnout?

Any special events going on today?

NOTES



DAY OF MARKET CHECKLIST

BOOTH SETUP

- Tent
- Tent Weights
- Tent Sides
- Table
- Tablecloth
- Chair
- Backdrop
- Banner
- Wagon/Dolly

DISPLAY

- Inventory
- Props/risers/shelves
- Signage
- Lighting
- Extension Cord
- Giveaways/Treats

MARKETING

- Business Cards
- Newsletter Sign Up
- About Me Sign

SALES

- Cash box with plenty of change
- Credit card reader
- Logged into POS
- Pricing sheets
- Bags/boxes
- Tissue paper

TOOLS

- Tape/glue
- Pen/pencil/marker
- Scissors
- Bag for garbage
- Screwdriver
- Hammer

PERSONAL

- Snacks
- Gum/mints
- Water
- Hand sanitizer
- Band-aids
- Aspirin
- Kleenex
- Sunglasses
- Sunscreen
- Phone/camera/iPad
- Comfy shoes
- Comfy clothing
- Bug repellent
- Fan
- Battery charging pack

MISC. ITEMS NEEDED

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“Whatever the mind can conceive and believe, the mind can achieve.”

- Napoleon Hill



THANKS FOR TUNING IN!

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