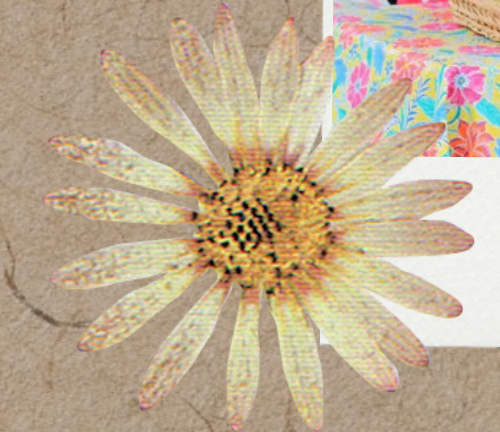


Intro to Craft Fairs/Markets



Building a Good Foundation for Your Business

- For info on business licenses, how to apply for sales tax, etc. Sign up for the Small Business Development Center's Intro to Business class. It is free!
- Create a logo for your business. Establish your brand.
- Create social media pages for your business. I recommend Instagram and Facebook.
- Some market vendor applications will require these foundational things. Others will not.
- Brainstorm what you want your booth to look like. Think about your table set-up and how you want to display your products.



What I Look for in a Vendor Application



- Active social media accounts that show off what the vendor is selling. Your social media page is like your portfolio.
- Be able to write on your application - What makes your product unique? What makes your business stand out from the rest? 2-3 sentence business pitch/description
- Know your audience. Tailor your application to the market you're applying for. Ex. If you locally source your ingredients, you'd definitely want to mention that in your Farmers Market application.

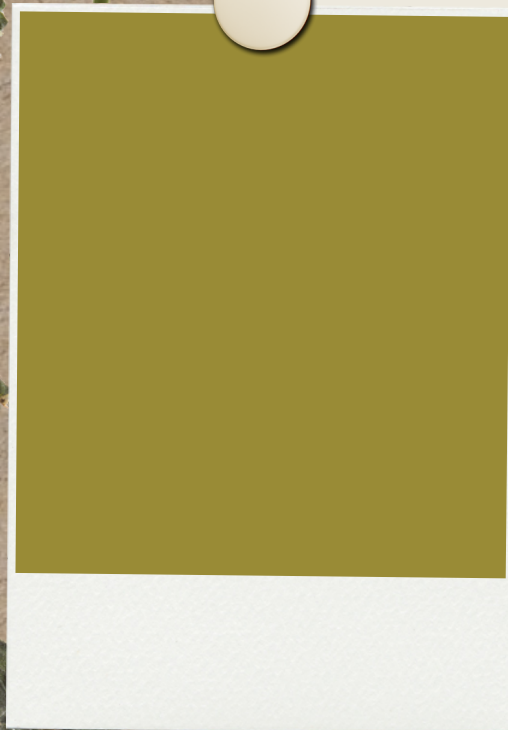
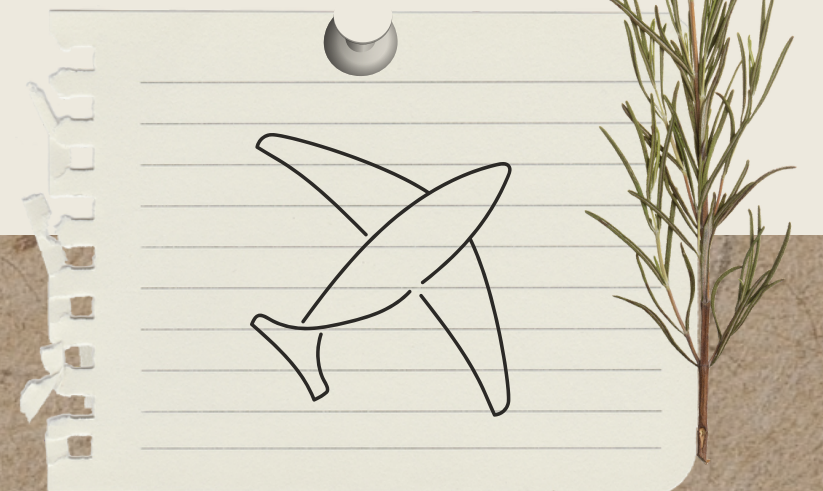


How to Find Markets to Apply For

- Find makers in your same field and see what markets they are doing
- Check social media pages for local community markets
- Network with business owners. Share your products with them to see if it would be a good fit to do a pop-up at their brick and mortar
- Examples of markets: Old Sevier Market, Old City Market, Nourish Farmers Market, Jacks Market, etc.
- Talk to other makers about out of town markets - Nashville, Asheville, Chattanooga



*Congrats! You've been
accepted into a
market! Now what?!!*





Equipment Checklist

Folding table 6-7 ft.

Comfy chair

Banner/table runner with your
logo

Card reader & cash box

Signage

Refillable water bottle



*Outdoor Market
Checklist*

Same items plus...

Canopy tent

Weights - usually 25lbs per leg

Lights for a night market

Prepare for the elements!



You've got this!

What to expect at your first market

How to prepare

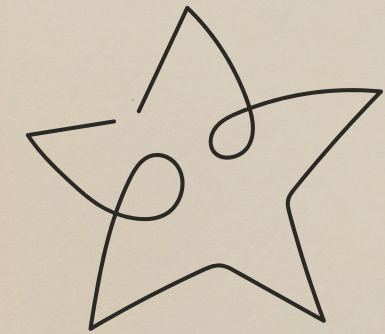
- Mark the date on your calendar. Share the market on your social media pages.
- Prepare your product. If there are other makers that have done that market before, ask them about quantities.
- Make inventory for the market.
- Make sure you have all the equipment you'll need.
- Think of the best ways to show off/display what you're selling.
- Find someone to help you at your booth. It can be a family member, friend, partner, etc.



Your First Market

The **FIRST** time you do a market can be nerve-wracking but remember...

- It's okay to make mistakes. You are learning.
- Take a deep breath. You can do this.
- It takes a lot to put yourself and what you've made out there. Be proud of how far you've come already.
- Give yourself **PLENTY** of time. If possible, plan to be there right at the beginning of set-up time.
- Have fun! Talk to your customers and network with other makers at the market.



Do's & Don'ts as a Market Vendor



Do's



- Be on time
- Be prepared
- Be courteous to the other makers
- Follow space guidelines and market rules
- Add sales tax in Square
- For outdoor markets: check the forecast and prepare for the weather
- Keep market inventory separate from Etsy or online store inventory



Don'ts

- Be late
- Be a no-show
- Complain
- Show up before set-up time
- Bring too much product with you
- Double-book yourself



Final Tips & Tricks



Canva Stories

- **Invest in good equipment**
- **Make connections with other makers and market organizers**
- **Plan out your market schedule and share it on social media**
- **Once you get in the groove of things, try to book markets you like consistently**
- **Don't overdo it, beware of burnout**
- **Choose markets you enjoy!**



Any Questions?



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