



Getting To Sold



A Guide For Crafters and Artisans





ARTS COUNCIL
WOOD BUFFALO



A MESSAGE FROM THE EXECUTIVE DIRECTOR



Arts Council Wood Buffalo is a non-profit society and charitable organization that supports the growth and success of the arts. We are always responding to the needs of our members. One of the questions we often hear is “How do I turn this into a business?”

To help answer this question, ACWB delivered a four-part workshop that was designed to guide participants through the steps required to take their hobby from a sideline to a business. Originally intended to be presented in person, we adapted to the challenges of 2020 by using a virtual workshop format. Recognizing that not all residents have easy internet access, we developed this manual to provide an overview of the steps, questions, tips, and tricks involved in the business of the arts.

We hope the Getting to Sold manual, and the resources listed within, are helpful to you on your journey as an artist.

Liana Wheeldon,

**Executive Director
Arts Council Wood Buffalo**

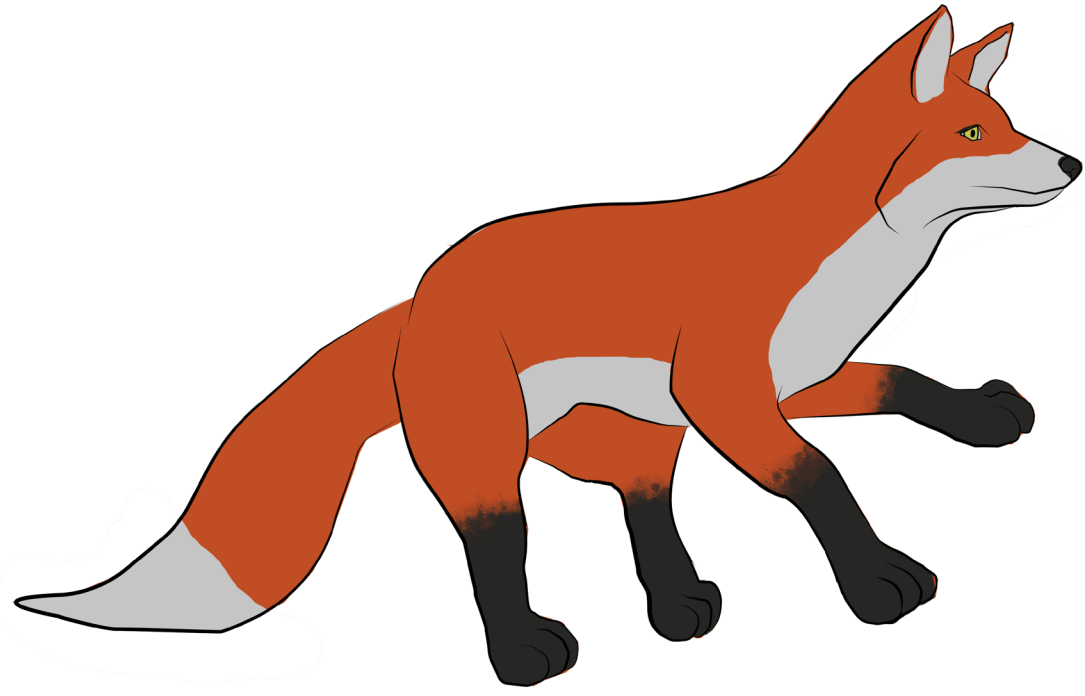
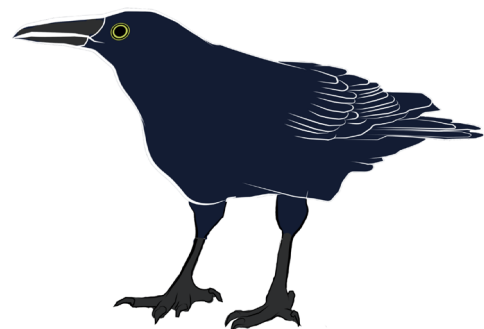


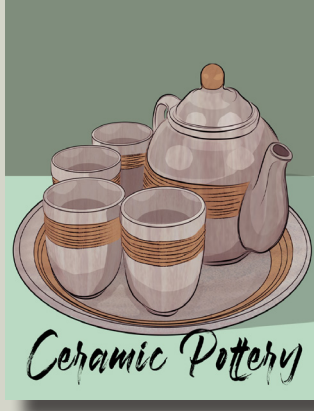
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Carvings



Ceramic Pottery



Moccasins



Paper Crafts



Fibre Art



Jewelry



Hand Crafted Soap



Fashion



Wall Art



Fruit Preserves



Hand-poured Candles



Textile Art

What Is Your Product?

On the opposite page, you'll see just a few samples of products you could turn from an art into a business.

If you know what you are selling, we can help you identify where and how to market that product.





You don't have to register or incorporate but there are some advantages. This is best explained by an accountant. What can you write off at tax time? Do you have to pay GST? All good questions for an accountant and the answers vary according to the type of business

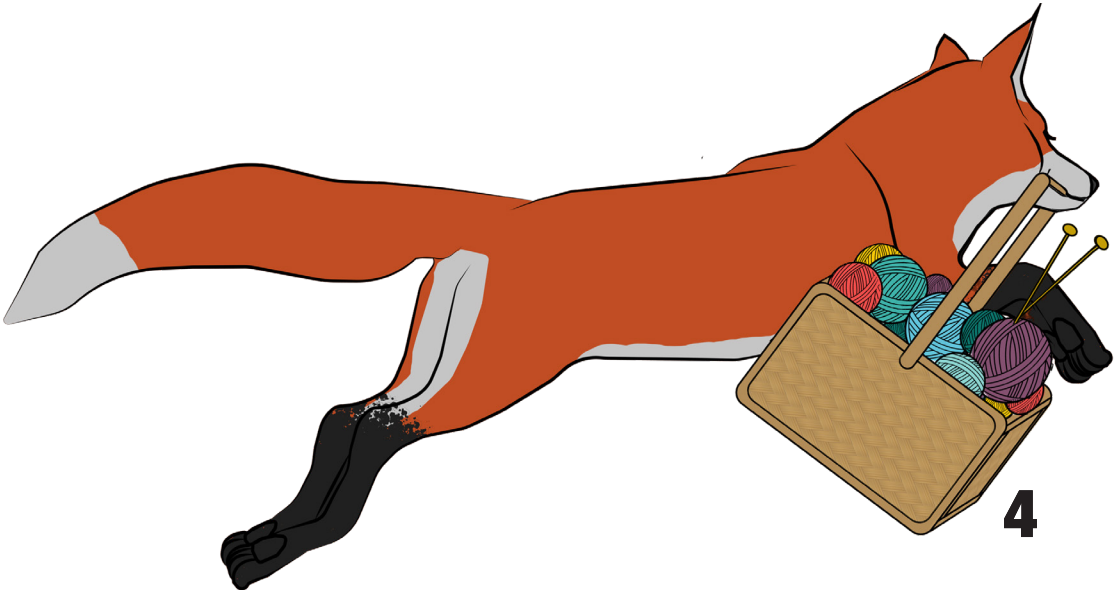
Fun Fact

All businesses operating in the region normally require a business licence. We encourage you to contact the RMWB to learn more details about your situation.

or service you deliver. There is information and help available to help you grow your business through Chamber of Commerce, Economic Development, Planning and Development, and Community Futures. (See pages 23-26).

Why Do I Need A Business License ?

The links for RMWB business license and for other helpful connections are on the resource pages 23-26.



Foxy Knits
Foxylance Fibre
Foxy's Yarn



What Is In A Name ?



By choosing your company name, you are choosing the image and the story you are sharing. So choose wisely !

Make sure the name is yours! You can search to see if the name is already being used by another company. Links for a formal name search can be found in the resources section. However a simple Google search of the name is a good place to start.

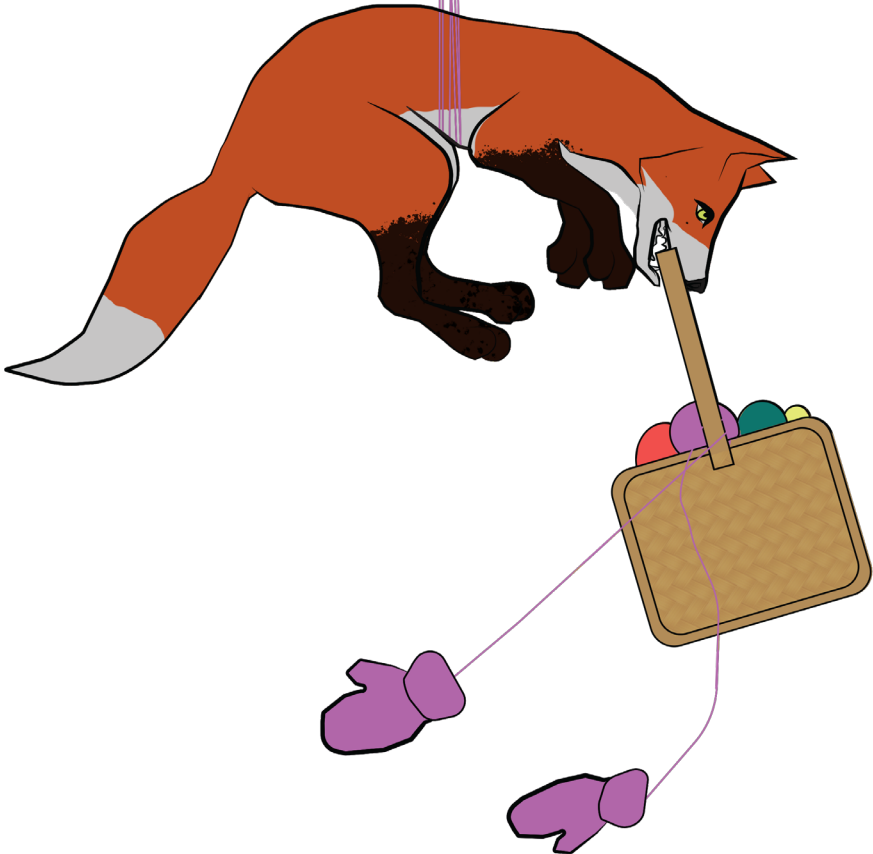
Getting a domain name for your website does not replace getting it registered with the Provincial Government.

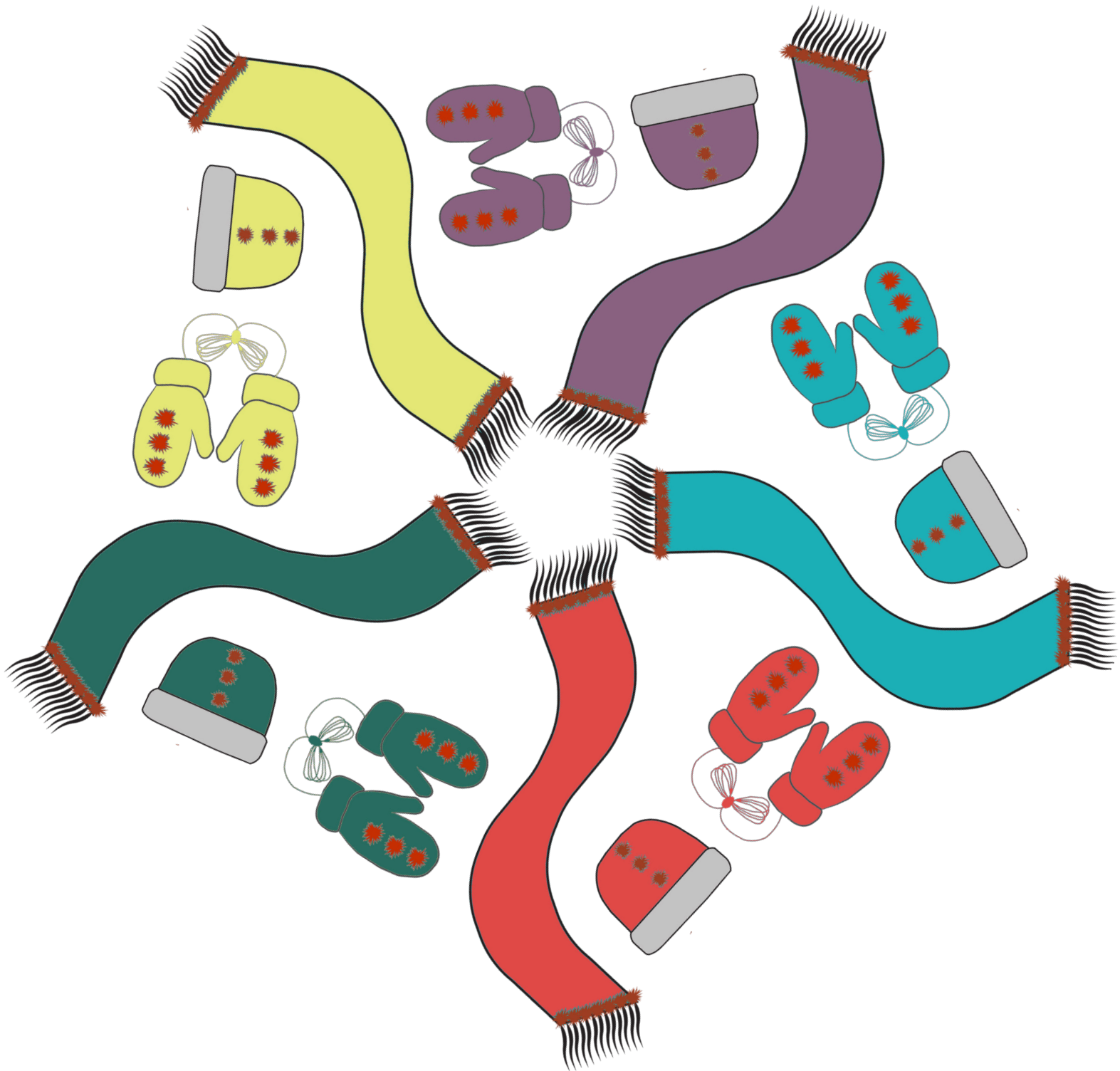
If you are going to have an online presence then you need to find your domain name and register it. It helps if it is related to your business name. You can easily search and register using GoDaddy, Google Domains and other search and registration sites.












Set Yourself Apart

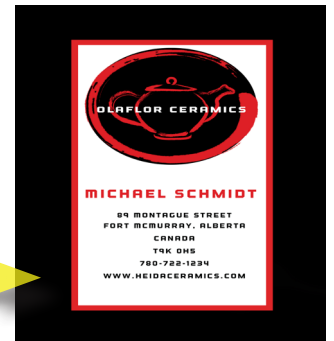
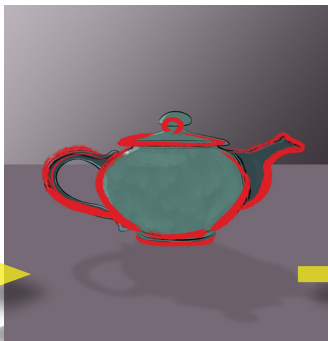




For some, creating with the best materials and techniques is what they believe will set them apart in the market. Clients will not know that unless you tell them! Your work will be great but one of many products. Innovate to stand out so customers will seek you out. A great example of this is traditional beading done on non-traditional clothing. Perhaps you make an old concept new again. An example would be selling children's mittens with strings for the sleeves so they don't lose them.

7 Ways To Set Yourself Apart In The Market

-  Give your customers something your competitors are not. Study what your competitors are doing, pick an aspect, then do it better or differently.
-  Introduce an additional service or product that would be complementary to what you are offering that your competitors are not.
-  Personalize your service or product. People appreciate things that are created specially for them.
-  Always add more ! Figure out how you can give more or make your product bigger.
-  Add value by increasing product functionality and durability.
-  Make it easy to buy and use for busy people on the go.
-  Make it more enjoyable. Offer customer support, clear instructions, less waiting time, and remove hassles, etc. Get the attention of customers by making your service or product amusing and delightful.



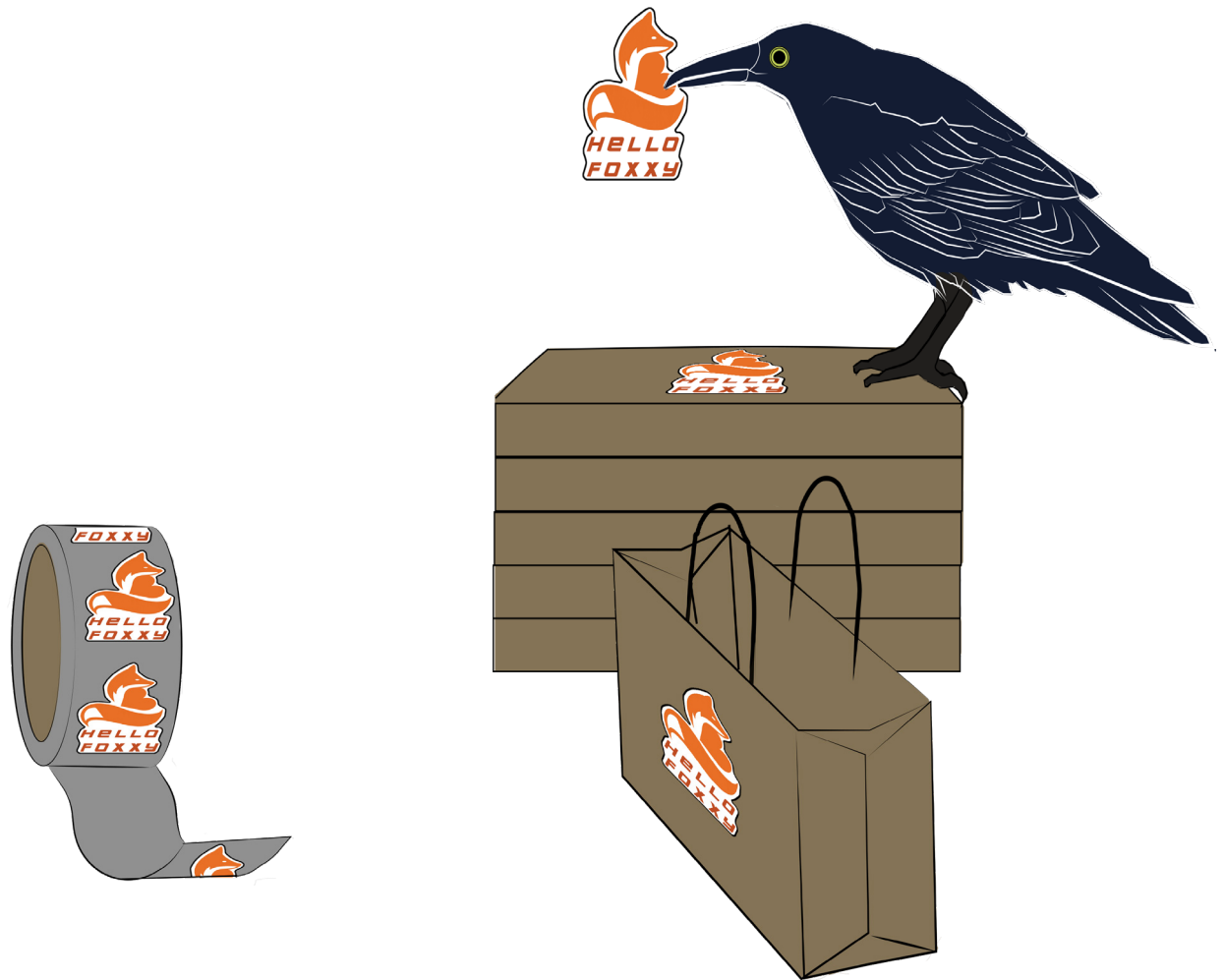


Branding Matters

Your branding is another opportunity to tell people about your product.




If you are giving your customer a bag or a box, your logo should be on it. Stickers are an inexpensive way to brand your product.





Packaging is a big part of your branding. It is the first impression before the treasure inside is revealed. We have already talked about branding. Now is a great opportunity to use your branding. It does not have to be expensive.

Stickers with your logo are a great place to start. A roll of stickers can go a long way!

-  Wrap your item in tissue and seal it with the sticker
-  Sticker on a plain paper bag
-  Sticker on a box

Make it special and add a business card and a hand written note or custom printout telling the history of your business or the product. People love to know the story behind a hand-crafted item. Make it special.



Case Scenario: Sascha uses her family's secret recipe to create delicious jams and jellies that she sells at the market.

Fun Fact

Putting a price tag on all your time, work and creativity can feel like the hardest thing in the world. Too high, no one will buy it. Too low, you won't be able to keep your business running.





Pricing

Tools and Materials

- Specialized tools, machines materials
- Cost to get the materials



Skill

- Is this a highly specialized skill?
- How long have you been doing this ?
- Are you up on the latest training and innovations?



Shipping

- Do you charge for shipping?
- Do you have a flat rate ?
- Is your product insured against damage during shipping?



Tax

- Do you pay GST?



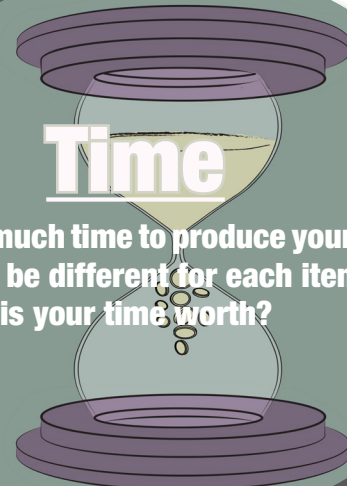
Logo and Packaging

- How much per container, label, wrapping or tissue paper, labels, tape ?



Time

- How much time to produce your product, could be different for each item?
- What is your time worth?







Who Wants To Buy Your Product?



The 5 W's will help you answer these questions.

- What is your product?
- Who needs (or wants) what you are making?
- Where do you find them ? (digitally, markets, print)
- When do you want to connect with people?
- Where will they find you?



Is your product for a specialized market?



Do people want to give it as a gift?



Why are people buying your product. Perhaps you are selling jewelry. People may buy it for themselves or give it a gifts. Is it specialized or culturally specific jewelry? That may open your market to tourism options. This changes your market.



Do you want to market to a broader audience? If so, do you have enough product?



Why should they pick your product instead of someone else's?

As you work your way through these questions, the answers will start to reveal themselves! Take advantage of the experts in your community.

WWW.artscouncilwb.ca/marketplace



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Case Scenario: Elsie makes fine knits and sells them at crafts fairs. Through her collaboration with Arts Council, she now runs her online store.

Fun Fact

Social media can be a bit overwhelming at first. However, there are lots of opportunities for help and training. A little practice can make a big difference for your business. Visit our resource page in the back of the manual for links to helpful articles and more.



Selling Online and Marketplace

Nervous about taking your product online? Why not take advantage of Arts Council's Marketplace. It was created to give local artisans a place to show and sell their work. As a member there is no cost to you.

Resource Pages

Arts Council Wood Buffalo



AC100 - 8115 Franklin Ave
Keyano Theatre & Arts Centre
Fort McMurray, AB T9H2H7



Main: <https://artscouncilwb.ca/>

Membership: <https://artscouncilwb.ca/artists/membership/>

Marketplace: <https://artscouncilwb.ca/marketplace/>



(587) 674-1625



info@artscouncilwb.ca



Business Licences



Business Licensing Office
309 Powder Drive, Fort McMurray AB
T9K 0P5



<https://www.rmwb.ca/en/permits-and-development/business-licences.aspx>



780-743-7000

Toll free: 1-800-973-9663



(587) 456-1456

Resource Pages

Community Futures Wood Buffalo



9912 Franklin Ave
Suite 105
Fort McMurray, AB T9H 2K5



<http://woodbuffalo.albertacf.com/>



(780) 791-0330



Startup YMM



8026 Franklin Ave, Fort McMurray, AB T9H 5K3



<https://www.startupymm.ca/>



(780) 381-6943



hello@startupymm.ca



(587) 456-6743

Resource Pages

(587) 456-6743

Fort McMurray Wood Buffalo Economic Development Corporation & Tourism



9909 Franklin Avenue
Fort McMurray, AB T9H 2K4



<https://www.choosewoodbuffalo.ca/>



1-855-WB-ECDEV (1-855-923-



info@choosewoodbuffalo.ca

FORT MCMURRAY WOOD BUFFALO

**ECONOMIC DEVELOPMENT
& TOURISM**

(587) 456-6743

Fort McMurray Chamber of Commerce



#105, 9912 Franklin Avenue Fort McMurray AB T9H 2K5



<http://www.fortmcmurraychamber.ca/>



(780) 743-3100



accounting@fortmcmurraychamber.ca

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**CHAMBER
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Articles and Websites

How to Reach Your Target Audience



<https://blog.hootsuite.com/target-market/>

Do You Need A Website?



<https://www.wix.com/>
<https://www.squarespace.com/>
<https://wordpress.com/>

Domain Names



<https://hostingcanada.org/domain-registrars/>

Tips for Pricing your Handmade Goods



<https://www.craftsy.com/post/pricing-your-handmade-goods/>

7 Tips For Pricing Artwork



<https://messengerafter.com/self-employed-journey/how-to-price-your-art/>



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