



SELLING AT MARKETS 101



Markets are an excellent way to get started!

They let you test your products, pricing,
and clarify your target market.

Market Research



- **Find Markets:** Look for local handmade markets, craft fairs, and artisan festivals. Websites, social media, and community boards can be useful.
- **Visit Markets:** Attend some markets to observe the atmosphere, types of products sold, and customer demographics.
- **Vendor Requirements:** Check the market's vendor requirements, application process, and fees.
- Excellent set of questions to ask market organisers listed in [this post in the FB group](#).

Legal & Financial



- **Licenses and Permits:** Obtain necessary business licenses and permits required in your area.
- **Sales Tax:** Understand and comply with sales tax requirements.
- **Record Keeping:** Keep detailed records of your sales, expenses, and inventory.
- **Liability Insurance:** Do you need liability insurance to protect your business? Most markets will require you to have this.

Products



- **Choose Your Niche:** Decide on the types of handmade products you want to sell, ensuring they align with your skills and interests.
- **Unique Selling Proposition (USP):** Identify what makes your products unique and appealing to potential customers.
- **Variety:** Offer a range of products at different price points to attract a broader audience.
- **Inventory:** Make enough stock to last through the market day but avoid overproducing.

Pricing

- **Pricing:** Calculate your prices using the strategy outlined in [this video](#).
- **Overhead Costs:** When setting your at-market prices, include costs such as booth fees, packaging, and transportation.
- **Competitive Pricing:** Research similar products to ensure your prices are competitive (but don't under-price!).
- **Profit Margin:** Ensure you set prices that allow for a healthy profit margin.

Taking Payments



- **Cash Float:** Have a cash float with plenty of change for those who want to pay in cash. The [amount will vary](#) depending on your product price points.
- **PayID:** Set up an email address people can use to send you money via their banking apps.
- **Card Payments:** The easiest option is to Purchase a Square reader and set up an account to take payments fast and easily.

Branding & Booth Design



- **Brand Identity:** make sure your market stall reflects your branding. Colours, banner, etc. Have clear signage!
- **Booth Design:** Ensure it's easy for customers to see and browse your products. Can you hang things/elevate things on stands or shelves?
- **Packaging:** How are you going to package your products? Branded bags? Business cards?
- **Social links:** Have main social links clearly displayed - consider QR code for this and mailing list signup.
- **Pricing:** Price EVERY product clearly! You will lose sales if you don't.

Stuff to Take...

- Tables, marquees, chairs, tablecloths, lights (for night markets) display racks etc.
- Take a notebook to capture any ideas or customer info (could also use phone).
- Have a 'kit' that you take with miscellaneous stuff that might come in handy, such as... a calculator, sticky tape, scissors, extra product packaging, spare pen, pegs or bulldog clips, masking tape, blue tac, push pins, a small hammer, tissues or wipes.
- Also bring water and snacks!

Promotion



- **Social Media:** Use social media platforms to promote your products and market appearances.
- **Announcements:** Announce your market participation on social media and through email newsletters if you have a mailing list.
- **Engagement:** Engage with potential customers by sharing behind-the-scenes content, product previews, and special offers.
- **Networking:** Connect with other vendors and customers to build relationships and gain insights.

Customer Interaction



DO:

- Stand up behind or in front of your stall (if you must sit, perch on a bar stool so you are at the customer's level).
- Speak to your customer in a friendly manner.
- Smile (avoid RBF!).
- Look interested in their requests.
- Have a list of ice-breaker phrases.
- Continue conversation if your customer seems interested, have open body language.

DON'T:

- Read a book.
- Look at your phone/play games on your phone/text/take a call.
- Eat (try to get someone to cover for you and eat elsewhere if you can).
- Chat to your neighbour whilst there is a customer at your stall.
- Stand blocking your stall.



5 Minute Activity

- Write down any markets you know about that you'd love to sell at!
- Use this as a starting point to research them and decide if they are a good fit for you.

Further Resources

- [Handmade Product Pricing](#)