

# How to Make Money

*summary of awesomesauce*

## How all this works for Blonde Chicken Boutique

What I make to sell

- handmade yarn
- handmade fiber

Writing

- learn to knit kit
- for publication (rarely)

Teaching

- one-on-one lessons
  - group classes
- Selling in different places
- online
  - craft shows
  - wholesale/consignment

## You don't have to sell what you make...

Examples

[Alicia Paulson](#) (sells designs, books)

[Kim Werker](#) (editor, author)

[Small Objects](#) (turns artwork into stationary) *Note: I called this Tiny Object in the audio. Oy! I was wrong!*

[Sweatshop of Love](#) (patterns, classes)

[Yarn Harlot](#) (knitting humorist)

A lot of crafts take too much time (or expensive materials) to make a profit making them. But you can still have a crafty career!

A side note about **crafty superstars**: A cult-status blog or podcast is not necessary to sell your crafty thing. It takes as much energy to market and create you blog/podcast....time that could be spent creating and marketing a product or income stream.

## Multiple Streams (and how to do them!)

To keep in mind for all this:

What are your interests, skills and knowledge base (whether it has to do with what you make or not).

How does that intersect with what your people are interested in?

## Writing

- blog: mostly marketing, not usually an income stream unless you have ads
- self-publish: e-books, patterns, audio
- publications

## When thinking about what to write

What do are your people interested in?

What do they read already?

### Examples of great ebooks:

[Galadarling.com](http://Galadarling.com), text and audio

[Cosymakes pattern book](#)

Romi Designs - [7 shawls subscription-based book](#)

## Is it for you?

Are your people readers?

What are they used to paying for?

Do you have the time?

## To self-publish

1. Find your market (if you're not writing for your already-customers) and pick a subject  
Be in touch with *who* this book is for before you start writing it. Ask them questions, send them drafts. Get their feedback.
2. Research
3. Write

## Resources

SisterDiane's [Write a Crafty ebook](#) Class

Ittybiz's [How to Launch your Ebook](#)

## The Extra Special Bonus of Doing an eBook

### **You don't have to handmade each one!**

After it's written, you're done! Each one that sells, sells without you making it, labeling it, shipping it, etc. It's magic!

## Writing for Publication

- Builds reputation
- Establishes you as an expert in your speciality
- You know you'll get paid (because you don't write unless you get the approval!)

However, not great marketing, if the publication is in print it's not easy for the reader to remember you and your website. Also, your byline doesn't always include your link.

1. Pick a publication that your people read.
2. Find the way to submit (every publication is different). Probably the submissions or acquisitions manager or editor or assistant. Will probably be on the website.
3. Submit a query

Yael had a free teleclass about this. (ack! not available anymore!)

But here is a good reference: <http://www.writing-world.com/basics/query.shtml>

4. Write it!

So important:

Turn it in **on time** and **without mistakes!**

Be prepared to fix it!

## Teaching

Where does your knowledge intersect with what your people want to know more about?

You can teach:

Your craft

Your expertise

Your style, lifestyle, view of the world

How to use your thing (30 ways to wear a hat)

Ways you can teach

Live

-one on one

-group classes

Audio

Video

Virtual classrooms

Be careful: Teach what you're people want to learn.

Get Started

Teach in person

Find local people!

Go offline and meet them in person.

Make your flier awesome and hang it everywhere.

Go to crafting groups or boutique open houses or where your people are!

**And when you meet them, don't forget to tell them you teach!**

Teach online

Figure out the tech side:

Audio (I use [freeconferencepro.com](http://freeconferencepro.com))

Video

# Selling

Expand your places

Craft shows ([more information on that here](#))

Stores: wholesale or consignment ([more information on that here](#))

Online

- your online shop
- someone else's
- from your blog

Expand your offering

Kits

Groupings

Club

Subscriptions

Custom work

## How to put it all together

A bit about commitment turning into cleverness (listen to recording)

And here's the video I reference: <http://www.taraswiger.com/index.php/happy-anniversary/>

First part: having several ways to make money in case something crashes. This leads to sustainability

Second part: Knowing that I can make it work, in a pinch.

Here's how I do that:

1. **Ideas.** I haz them.

Keep them, go back and look at them.

When the *oh no!* moment strikes: compile all the ideas that I could maybe do right now.

2. **Set a goal.** The hard number of what you want to make.

Specificity is your friend.

### **There's a few ways of meeting this goal:**

1. Divide it up by the price of your thing. Make enough of those things and sell them.

2. Come up with one BIG thing that will bring in the money.

Side note: this is much easier to do if you know you have people who want to hear from you and you have a way of getting in touch with them (ie, an email list). It's ok if you don't have one, but maybe it's time?

3. **Play the game.**

How many \$10 things would you need to sell?

How many \$50 things would you need to sell?

Could you come up with one ginormous thing?

4. **Compare** your idea list to your money goal and pick one!

Some tips on picking one:

Ask yourself:

1. How long will it take to execute?

*Ok, but how long it really take?*

2. Are there are already people interested in one of these ideas (circle those ideas).

3. Can I reach them? Are they on a list?

4. What makes me the most excited?

*Do not ignore this one!*

5. Which one is the easiest and full-of-ease?

A thought on when something doesn't sell well

1. Did enough people see it?

Were they actually on the page? Or just saw the tweet?

Enough is relative. Enough is whatever is enough for someone to buy it.

Did the *right* people see it?

If this is the issue, then you need to find a way to get more people there (ie, marketing)

2. Did you give it enough time?

If only 2 people see it per day, then you need to give it a long time.

If it's on the expensive end (for your people), the right people might need more time to think it through before they decide

3. Is it really clear?

What's the benefit for the person who buys it?

Ask a friend!

## Making it sustainable

- Having a few of the different streams going at once and they are all growing. Even if one thing explodes, you have other streams to keep you flowing.
- Steady flow of ideas. *Having* them and *keeping* track of them and acting on them.
- Steady flow of new stuff to tell people about. Keep it interesting.