

Monetize Your Gifts Masterclass Summary Sheet

Terri Belford

Beyond Etsy: Bring In an Additional \$14,000 a Month From Your Creative Pursuits

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

Terri's Key Highlights:

You can make a living from your creative pursuits if you're willing to think outside of the box.

Mega sites like Etsy and Artfire for example aren't the only ways to monetize your crafts items like knit wearable, patterns, edibles, note cards and home decor accessories. As a matter of fact, they can slow you down because you're in direct competition with every other artisan on those sites.

Make developing a portfolio of income streams your primary goal

If you want to start making money with your craft products quickly get it out of the house where people can see it and interact with it. If you create wearables like screen printed t-shirts for example, you should be wearing one of your shirts every single day. Your work shouldn't sleep in your house. If people can't see it, they can't buy it

Ask your friends, family and colleagues (provided they like your stuff and will support you) to wear your wearables as well.

If you create display art work like paintings or photography for example offer select pieces of your art work for display in private homes, offices or places of business like a shops and restaurants.

Court high level executives and people of influence in your local community and strive to get your work in their personal spaces. People make purchasing decisions based on peer influence. **Very Important:** If you “loan” your work out to businesses and/or centers of influence make sure they are familiar with your story, make it easy for them to talk about you by supplying them with brochures or other printed material that they can easily hand out to colleagues and other potential buyers.

Also make sure your contact info is printed on every piece of promotional material you give out.

Scaleable pricing in your portfolio is key.

You’ll find many people interested in your work who may only be able to work with you within a certain budget. You want to create multiple opportunities for them to do so. Have items in your portfolio in the \$100 and under range all the up to limited editions pieces that can go from several hundred to several thousand dollars.

12 Easy Ways to Generate an Extra \$1200 Month

1. **Virtual open houses and/or group cooperative efforts** - you simply gather a group of your artist friends. Set up a simple Wordpress website featuring all of your combined work.

Each artist has their own page on the site (much like an open studio) in order to drive traffic to the site each artist has to agree to invite their audience using their own respective email and or physical mailing lists. For best results run it as an event. Ideally you’ll want your audience to visit the site on particular day or series of days to explore and purchase work.

Idea: To make it more engaging and interactive for the audience and artists alike consider hosting a live Google+ On Air Video Hangout where each artist speaks about their work and invites audience questions. To learn more about Hangouts and how to run them check out the Masterclass call of Google Hangout expert Debbie Horovitch ~ <http://monetizeyourgiftslive.com/masterclass-thank-you> - You can purchase Debbie’s training independently for \$20 -or- if you invested in the Muse

Package you already have access to it.

2. **Demo your tips and tricks** - teach a few of your special techniques to an audience interested in learning how to do what you do. You don't have to give away all of your trade secrets. Just demonstrate how you do a few of your special techniques.
3. **Sell tools of the trade** - once you begin offering live demonstrations many audience members will want to purchase the items you used in your demo lessons, create starter kits that audience members can purchase from you on the spot. This can be a great way to ramp up your revenue from an audience ready to buy.
4. **Display your work in public spaces** - place your work where your ideal customer base already hangs out and ~ has to spend a lot of time. Think restaurants, wineries, spas, hotels, salons for examples. Offer the business a percentage of the sale for displaying and selling your work on your behalf.
5. **Make and take parties** - connect with someone with access to your ideal audience and ask them to host the event, you bring the supplies and do the demonstration but this time the invitees will get to join in and take what they create home with them.
6. **Create & sell supply kits** - your students will want to have access to the supplies you use, and a way to reorder them for future projects. Seriously think about creating instructional videos, your audience will appreciate them and they are a perfect fit for your supply kits. Again, you can increase your revenue by offering your supply kits on your website.
7. **Bring your store to employees of large companies and hospitals** - employees in busy environments don't have a lot of time to shop especially during peak seasons, this creates a golden opportunity for you. To set this up reach out to the human resources departments of large organizations and inquire if you can set up a table in the employee break room or public space to sell your products during lunch hour.
8. **Get out of your house and drive around your immediate area** as you do look at the businesses, schools, churches, etc in your community with fresh eyes and keep this question in mind. **"How can I support them with my gift?"**
9. **Open house or artist receptions** - again ask people you know who have access to the audience you want to attract to host the party for you, preferably in their home. Or

it could easily be in an office or place of business. You'll also want reach out to caterers who will appreciate the exposure to a higher end clientele. Perhaps they will be interested in catering the reception for free or reduced fee for access to a new customer base. Think of ways you can collaborate with other businesses in your community.

10. **Sell your work at Farmers Markets** - Farmers markets aren't just for food, today you can purchase art work, jewelry, craft items, even service based businesses can sell at Farmers Markets. These type of outdoor events can be a great place to find your ideal customer.
11. **Trunk shows** - if you sell fashion accessories or fashion related goods offer to set them up on consignment in a boutique for an afternoon or for a few days via a hosted trunk show. **Tip:** Visit the store a few times to familiarize yourself with merchandise, try to create pieces that compliment the current merchandise. Shop owners will be impressed with the attention to detail and appreciate your forward thinking.
12. **Retirement communities** - Many retirement communities cater to affluent audiences, the residents are actively for opportunities to be engaged and craft related activities can do really well. Offer to come in on Saturday afternoon and do demonstration, and of course create supply kits to up sell to the students.
13. **Bonus:** Anything that caters to pets has a high probability of generating sales, for example pet portraiture (especially photography or painting) clothing, tags, collars, anything that creates an experience for the pet owner will be a winner. Pet shops, doggie spas and hotels, veterinarian offices are perfect to reach this market.

Bonus notes: Don't aim for an over crowded spaces like the mega websites, get out of your house and into your car, comb your local community and start exploring how you can take your gifts, talents and services and serve them. Chances are you're driving past money everyday.

While it's true that we're conducting a lot of business online today, offline business is still alive and well.

As a matter of fact, I feel **the fastest way to build a successful online business** is to **build a strong offline business** and invite your one-to-one interactions to continue to do business with you online.

Presenter Sessions: In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

Terri Belford: Beyond Etsy: Bring In an Additional \$14,000 a Month From Your Creative Pursuits

- *12 easy ways to generate an extra \$1200 a month from a variety of opportunities ASIDE from Etsy and Artfire!*
- *How to launch profitable craft businesses on very little capital*
- *Design a customized map to put the life back into your livelihood and turn your interests into income and craft into cash*

What I learned from Terri:

Based on what I wrote I intend to take these specific actions:

Terri Belford has graciously agreed to offer two of her special reports: “Myth of the Starving Artist” and “13 Easy Low-Cost or NO Cost Tips to Turn Your Crafts into CASH NOW” to claim them both visit her website to register, and she’ll send them out straight away! Go to: <http://getpaidforyourcreativity.com/gifts> for details and information!