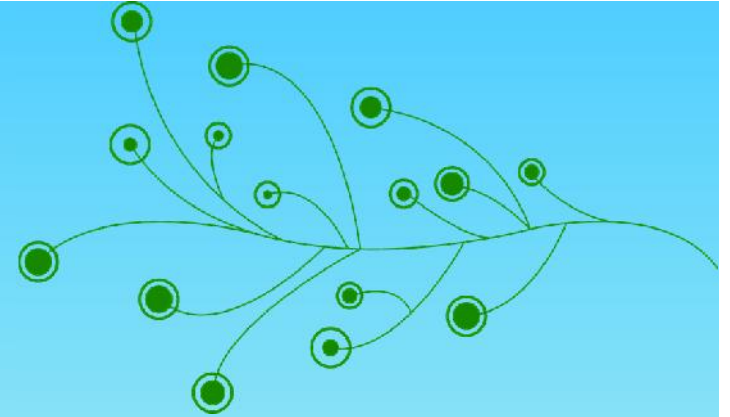


# Turning your Hobby Into a Business

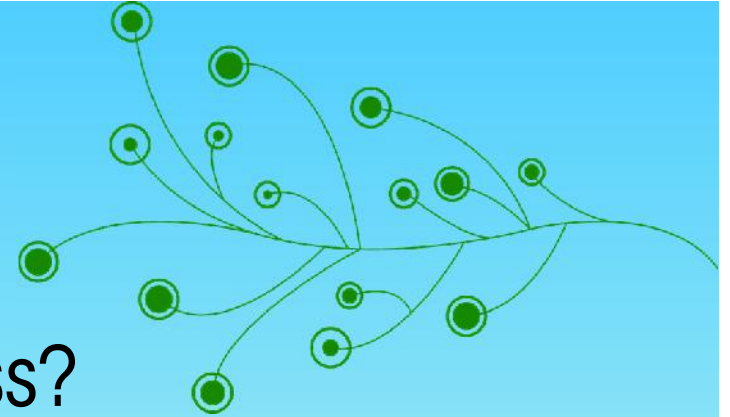


Ideas for a self-supporting passion

Presented by  
Donna Jadis

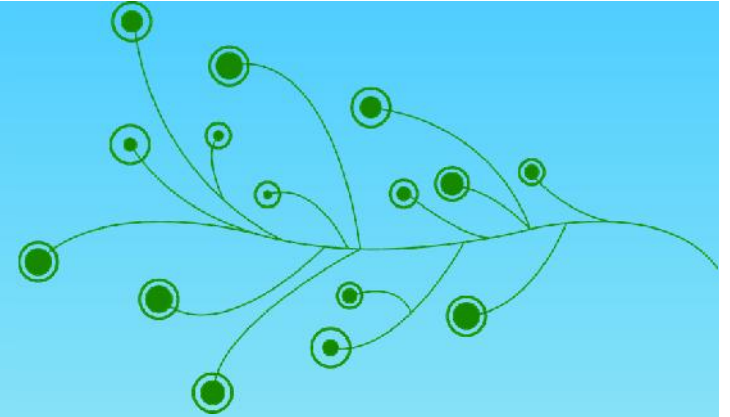
Owner, Artisans at Mooseworks

# What we'll cover



- Do I want to start a business?
- Licenses and permits
- Where to sell
- The craft show circuit
- Business management (and icky taxes)
- A “going out of business” plan

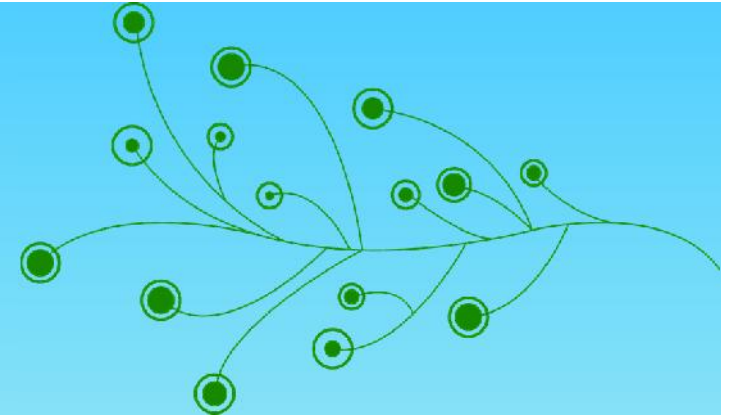
So... you think you should sell your "stuff?"



- All my friends like it!
- My family loves it!
- Everyone says I should sell it!
- I have so much 'stuff' I can't give it away!

Hmmm... should I?

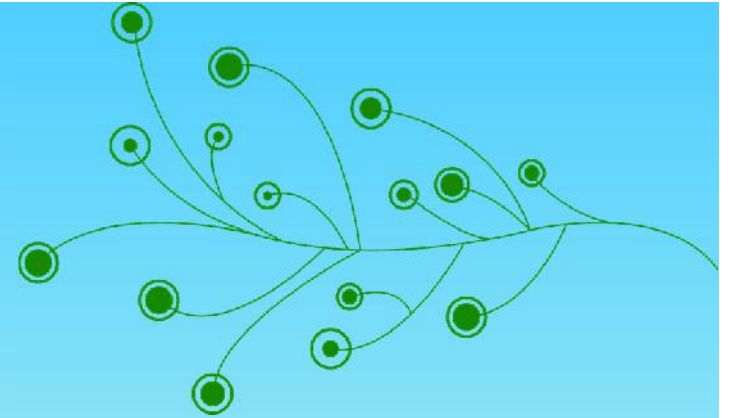
# Find an easy tryout



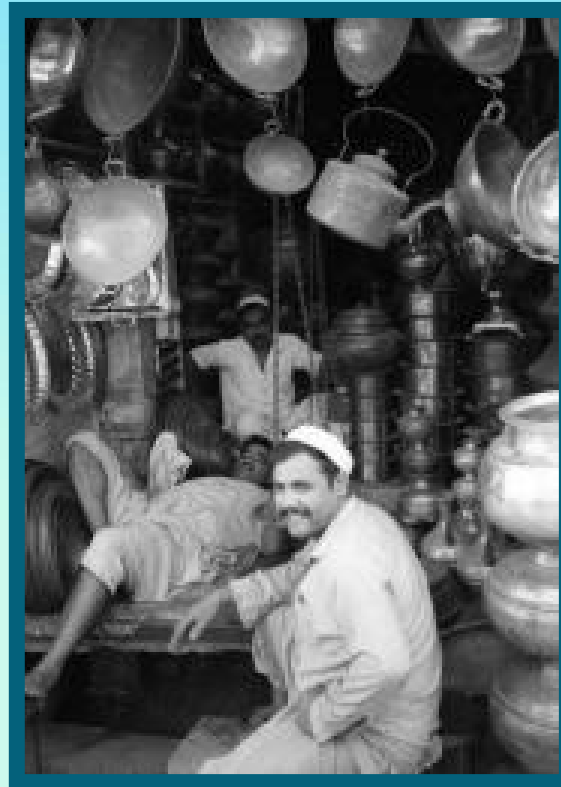
- School or church fundraiser
- Other small local craft show
- Mensa Marketplace! (yes, that's a plug)

<u>Benefits</u>	<u>Risk?</u>
Friendly	Ego hit
Low cost	Nothing sells
Indoors!	Learning experience

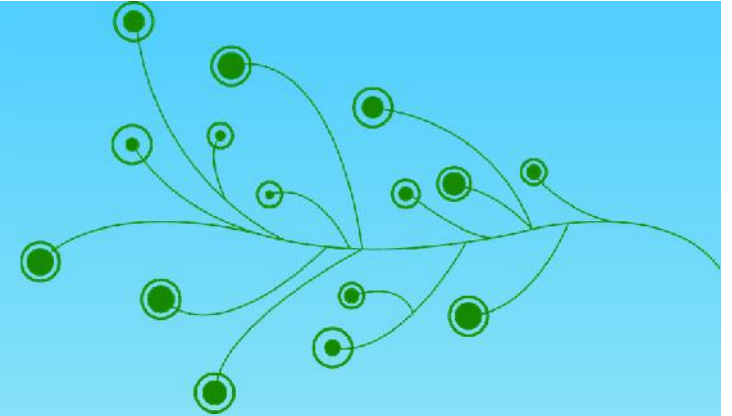
Okay – I want to do this, now what?



*Don't they look happy?*

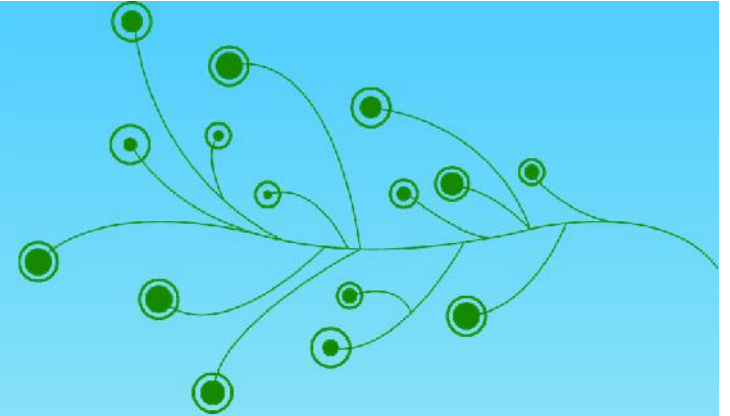


# Creating a Business



- **A Business Plan**
  - Sell Jewelry – Buy More Beads!
- **Local Business License**
  - What type?
    - Most likely: Sole Proprietorship
  - Business name
    - Publishing Fictitious Name notice
- **State Sales Tax Permit**
- **Business Cards**
  - Sources for free or cheap cards
    - VistaPrint
    - Moo.com
    - Google search for “free business cards”

# Inventory - Supplies



- What's the value of what you have made?
- What's the value of the supplies you have?
- How will you track sales and purchases?
  - Pencil and paper?
  - Shoe box?
  - Quick Books?
  - Spreadsheet?

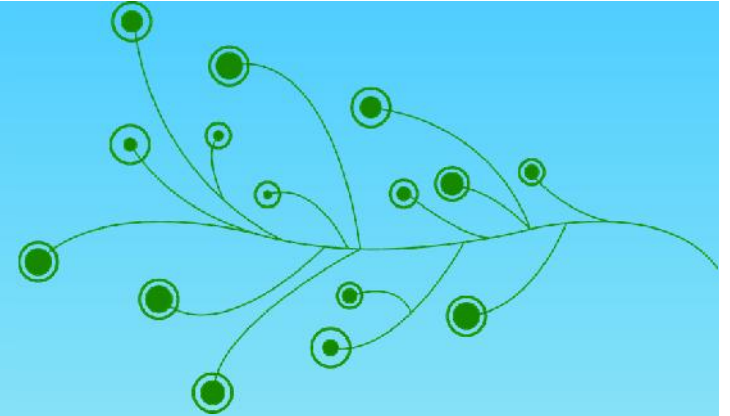
# Where will I sell my stuff?

- Craft shows
- The Internet
- Open studio
- Consignment/Galleries
- Retailers
- Home parties



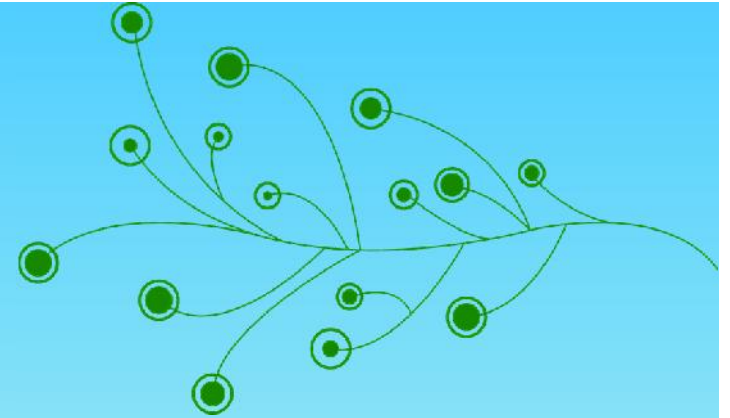


# Craft Shows



- How to find craft shows
- Meet other vendors – build your community
- Do you need to take credit cards?
  - **YES**
    - Options: Square, PayPal, ProPay, other processing possibilities
- How far will you travel?
- Seasons? Can you do this year round?

# Craft Shows



What equipment do you need to do a show?

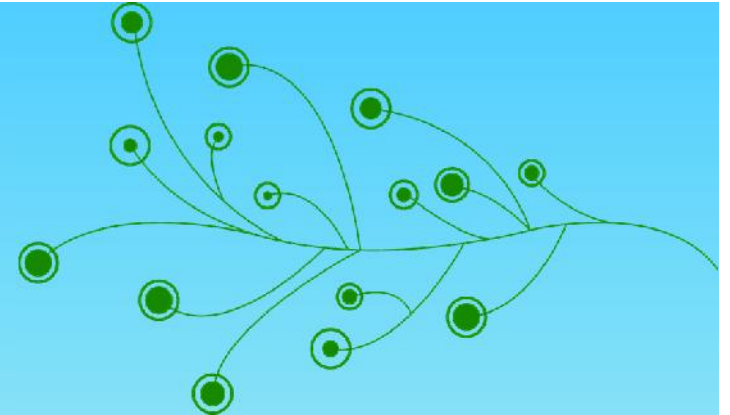
- Tables, chairs
- Display pieces
- A canopy or umbrella (at least)
- Transportation
- A helper/partner



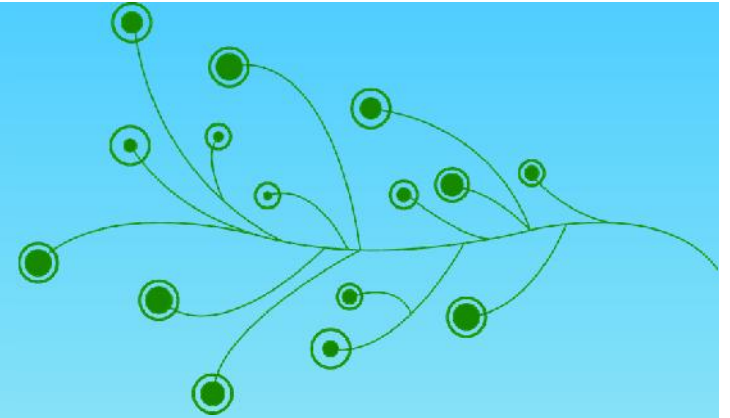
Have you met my husband?

# Craft Shows

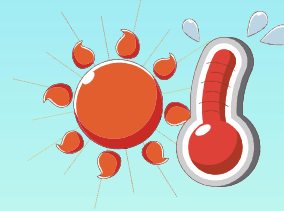
- What does “Juried” mean?
  - Submitting photos to juried shows
  - Jury fees
- What’s “Buy and Sell?”
- Do I want to be a “buy and sell” vendor?
- Show fees range
  - \$50 (maybe less) to \$800 or more
  - Oh, yeah, don’t forget the ‘commission’!



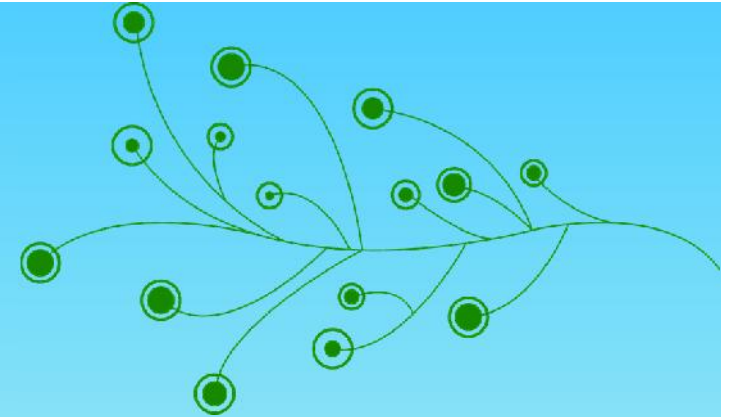
# Craft Shows – what's it like to do one?



- L-O-N-G days!
- Quick breaks (unless you have a partner)
- HOT! COLD! RAIN!
- Watch for booth-lifters!
- Setting up – breaking down
- “I really love your work!”
- Get up and do it again



# The Internet



- Do I need a website?
- How do I get a website?
- Where can I sell on the web without my own site?

- Ebay



- Etsy

- Other online craft sites: Bonanza, Artfire



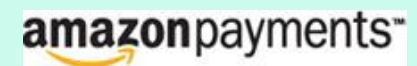
- Take credit cards online

- PayPal, Amazon Payments, shopping cart software



- Promoting your online presence

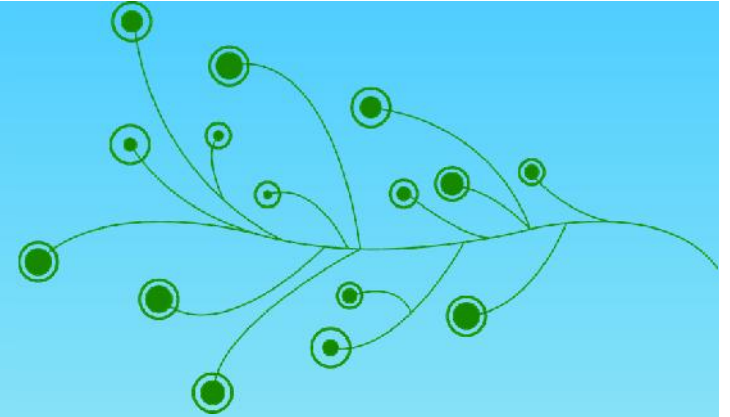
- Facebook, Twitter, social media



- SEO (search engine optimization)

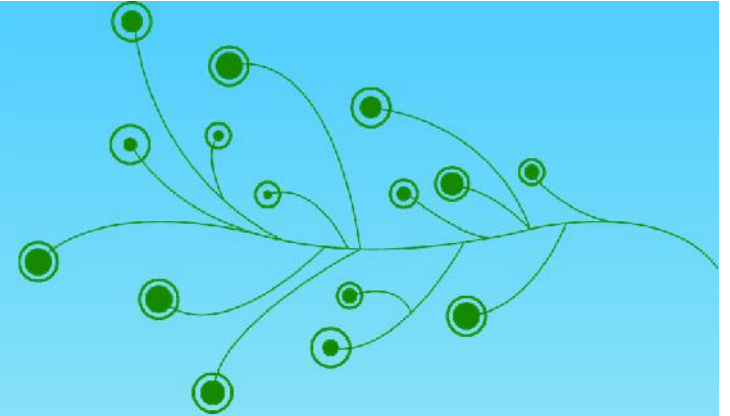


# Other sales options



- **Home Parties**
  - Like Tupperware for crafts
- **Open Studio**
  - Join with other artists/crafters
  - Hold in someone's home
  - Potential issue of strangers in your home
- **Consignments**
  - Galleries
  - Museum shops
  - Local gift shops
  - Need to agree on terms, track, follow up and be prepared to get your "stuff" back if needed

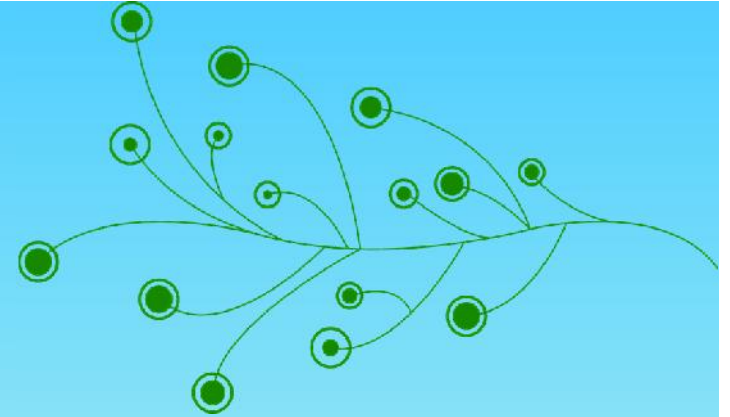
# The Tax Man



- **Keeping records**
  - Purchases (craft and business supplies)
  - Collecting and paying Sales tax
    - Collecting – All sales? Cash sales? Credit card/check payments?
    - Idea! Keep a separate bank account for saving tax collected – then it's there at the end of the year!
- **Your business tax return**
  - First year –
    - Accountant? Your choice, I did, but now use TurboTax
  - IRS says 3 years to show a profit – then it's back to a hobby
  - Some states may cancel tax permit with no payments

I can't do this anymore!

**Going out of Business**  
Everything Must Go!



## Plan for the end of your business

- Nothing lasts forever
- How can you liquidate your inventory?
- How to sell off supplies?



# Questions?

