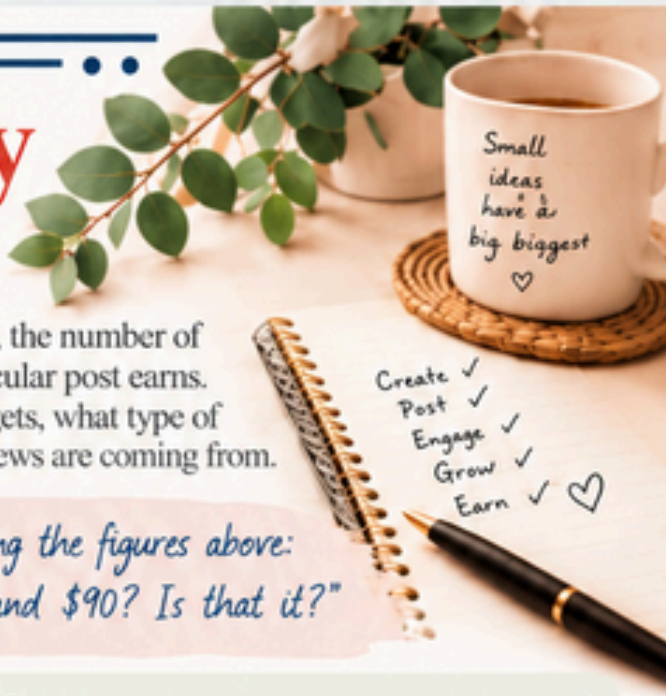
So… Is It Actually Worth It?



Once you're accepted into Facebook Content Monetization, the number of followers you have isn't what determines how much a particular post earns. What matters much more is how many views your content gets, what type of content it is, how it performs and where in the world those views are coming from.

And I know what you may be thinking after seeing the figures above: "A million views… for somewhere between $15 and $90? Is that it?"

Don't rely on direct payments alone

On its own, Facebook's content payments probably can't going to have most of us handing in our notice at work, but don't dismiss them completely.

It's a long-term game

Home Junkie has had several million views in a month. I didn't start out getting numbers like that and I don't have some secret social-media superpower. I kept posting, learned what my audience responded to and gradually got better. If I can build a Page capable of reaching millions of people, there is absolutely no reason you can't work towards doing even better.

Views can create other opportunities

Unless you regularly go viral, Facebook's direct payments are best thought of as nice extra money for creating content you want probably going to create anyway. A photograph, Reel or post that helps grow your business can also earn you a little money while it's doing its job.

Combine multiple income streams

If your aim is to make significant money from Facebook, relying on Meta to pay you for views alone probably isn't the answer. The real opportunity comes when you start combining several different income streams from the same audience, which is why a potential earning road is shown at the bottom of the page.

And luckily for us… we've still got plenty more of those to talk about.

Estimated annual money from this activity
$600

Running Total
$600

2. Facebook bonuses and challenges

Once you've unlocked Facebook monetisation, Facebook will sometimes give you extra challenges or bonus offers on top of your normal content earnings.

These seem to appear pretty randomly. Sometimes I'll get several close together, then nothing at all for a while.

Examples

1. Earn $57 by posting 25 times in a week, with 10 of those posts being videos over 10 seconds long.
2. Share your posts to several Groups and receive $5.
3. Have two Reels reach 125,000 views each and receive $125. I never managed that one!

That's the important thing to remember with these bonuses: being offered one doesn't mean you'll necessarily complete it. Some things are in your control, like how many times you post, and some aren't, like the reach or views of the post.

I tend to look at them as a nice extra rather than the income I can rely on.

If Facebook is offering me $57 for doing something that is only a small change from what I was already planning to post that week, then brilliant, I'll take it. But I wouldn't completely change the way I run my Page or start posting rubbish just to chase a bonus.

There are also plenty of weeks where no paid bonus appears at all, so I certainly wouldn't build them into my household budget. But over the course of a year, they can still add up to a useful little extra for not a huge amount of additional work.



Estimated annual money from this activity

$600*

Running Total

$1,200

*This is based upon bonuses I've received

3. Facebook Stars



Home Junkie has never used Facebook Stars, but I wanted to include this one for completeness.

There isn't anything wrong with Stars. Plenty of creators use them successfully and, for the right type and audience, they can provide a useful extra source of income. They're simply not something I've personally chosen to use at the moment.

The main reason is that Stars are bought by people following your Page. Your followers spend real money buying them and then send them to you as a way of showing their support. I've always felt more comfortable trying to make my money from Facebook advertisements, because it means I'm not relying on the lovely people who already follow and support Home Junkie to spend additional money simply to support my content.

If your followers genuinely enjoy sending Stars and you're comfortable receiving them, there is absolutely nothing wrong with using them. In fact, for some creators they can become a worthwhile additional income stream alongside other methods such as ads, brand deals, affiliate income and selling your own products.

So although I can't give you my own Home Junkie results this time, I've done the homework!

So what exactly is a Facebook Star?

Think of Stars as a kind of digital tip. Your followers buy Stars from Facebook and can then send them to eligible creators while watching or interacting with their content. Facebook pays the creator.

How much are Stars worth?

Facebook currently pays the creator.

1 Star	=	$0.01
100 Stars	=	$1
1,000 Stars	=	$10
5,000 Stars	=	$50
10,000 Stars	=	$100

This side of the calculation is beautifully simple.

What isn't so simple?

What isn't quite so simple is how much the person sending them actually pays. Facebook adds its own fees, so the cost to your followers will be higher than the amount you receive.

A personal choice

Stars can be a great way for some creators to build a little extra income, especially if they have a highly engaged community. For me, I prefer to focus on other income streams and keep Stars in mind as an option for the future if my audience and content ever make it a good fit.



The bottom line

If your followers enjoy sending Stars and you're comfortable receiving them, they can be a worthwhile addition to your overall income. They're just one more tool in the mix, and each creator needs to decide what works best for them and their audience.

- Facebook sells Stars in bundles, and the price can vary depending on where the viewer lives, how many they buy and whether they purchase them through Facebook, Apple or Google.

As a recent US example, a bundle of 1,000 Stars has been available for around $14, while the creator receiving those 1,000 Stars would earn $10.

In-app purchases can sometimes cost even more.
So a Star does not necessarily cost your follower one cent simply because you receive one cent.

That distinction is one of the reasons Stars haven't really suited Home Junkie.



Q. Do I Have to Go Live to Receive Stars?

No.

Stars are often associated with Facebook Live because that was one of the places they became popular, but eligible creators can now receive Stars on other supported content too, including things such as Reels and videos.

Exactly where Stars are available can depend on your account and the monetisation features Facebook has enabled for you, so the easiest way to check is through:

Professional Dashboard → **Monetisation** → **Stars**

If Stars are available to you, Facebook will show you the setup options there.

So how much could Stars actually make?

This is where I'd be very wary of anybody promising you an 'average Stars income'. Facebook pays a predictable one cent per Star, but nobody can predict how many Stars your audience will choose to send.

Illustrative example

Stars received each month	Monthly income	Annual income
100	$1	$12
1,000	$10	$120
5,000	$50	$600
10,000	$100	$1,200
25,000	$250	$3,000

These are not earnings predictions. They simply show what different levels of support would be worth.
And this is probably the most important thing to understand.
With Stars, the value of each Star is predictable. How many people will actually send you one is not.

A potential extra income stream

If you have a very loyal audience, particularly if you regularly make videos, tutorials or Live content where viewers feel personally connected to you then Stars could potentially become a useful extra income stream.

Estimated annual money from this activity
$0*

Running Total
$1,200



* I will not submit any prediction for Star earnings in this part as I've never used them.

4. Selling Your Own Physical Products, using Facebook



This is probably the most obvious way to make money from Facebook, selling the things you've made to the audience you've built.

> Everyone says they love my stuff... so why is nobody actually buying it?

But this section isn't going to turn into a lesson on how to run a retail business. We've already talked about things like photographs, videos and creating posts that get noticed.

What I want to focus on here is how you turn that Facebook attention into an actual sale.

And that is where this section comes in.
Because getting somebody to stop scrolling, like your post or tell you how lovely your work is does not automatically mean they are ready to spend money with you.

They still need to trust you, understand how to buy, feel comfortable with the payment process and think the total cost, including postage, is worth it.

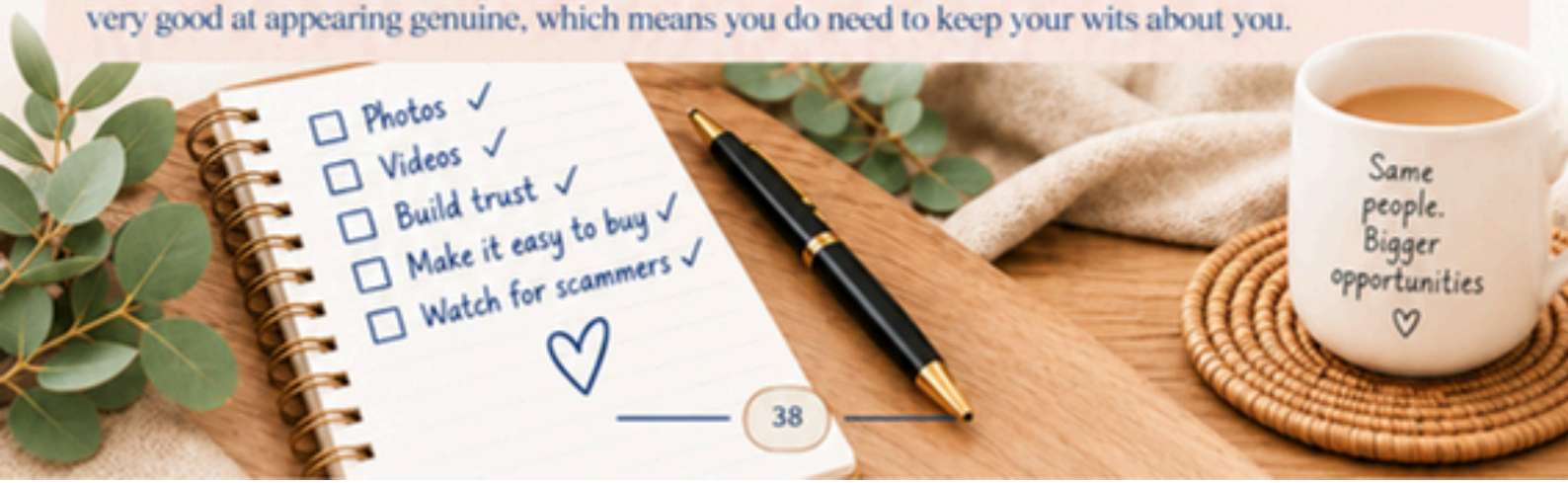
That is what we're going to look at here, not just how to sell but all the obstacles that Facebook can throw at you.

Scammers – Let's Get This One Out of the Way

Let's get straight into it. Facebook is full of genuinely lovely people, but unfortunately it also attracts its fair share of scammers, chancers and people who simply are asses.

If you sell through Facebook for long enough, there's a good chance you'll eventually get a message that doesn't feel quite right. It might be someone claiming they've paid when they haven't, saying they can't use your website but will "send the money later", asking you to click a strange link, arranging a courier, overpaying and asking for money back, or sending a convincing-looking screenshot to prove payment has been made. (I've had a number of these stating they can't pay online but if they can get my bank details etc...)

The awkward part is that these messages can look perfectly believable. They may be polite, use your name, mention the exact item you're selling and sound like a normal customer. Some scammers are very good at appearing genuine, which means you do need to keep your wits about you.



But there's another side to this too. Your genuine customers know Facebook is full of scams as well, so while you're trying to work out whether they are real, they may be wondering exactly the same thing about you. They may be thinking, "Is this Page genuine?" "Will I actually receive what I'm buying?" or "Is it safe to send this person money?"

That trust gap can easily be the difference between someone admiring your work and actually buying it.



What Can You Do About It?

You can absolutely build trust on Facebook by showing up consistently, posting real photographs and videos, replying to people normally and making it obvious that there is a genuine person behind the Page. All of this helps.

Show up
Be consistent
Be real
Build trust

But personally, I would still rather take the actual sale away from Facebook. The simple reason is that I don't think Facebook does enough to make it easy for ordinary people to tell the difference between a genuine seller and a fake account. That creates unnecessary worry for buyers and unnecessary headaches for sellers.

My preference

My preference is to use Facebook to get people interested, then send them somewhere more professional to actually buy.

- Your own website
- Etsy
- Square or Stripe
- Proper payment provider

That could be your own website, or another established selling platform. Ideally, the payment itself should then be handled by a proper payment provider such as Square or Stripe, so neither you nor the customer are relying on screenshots, messages or promises that money has been sent.

It gives your customer more peace of mind, and it gives you far fewer payment and scam problems to deal with.

If you don't have a website yet

If you don't have a website yet, don't panic. I've included a few website providers and rough costs at the end of this guide so you can see what the options look like without disappearing down a rabbit hole.



And whatever route you use, one rule will stand: never send anything because somebody says they have paid. Check that the payment has actually cleared through the proper system first, but more importantly scammers are probably one of the reasons why people haven't bought some of your items despite really liking them.

If something feels wrong, say. You do not need to rush because someone claims a courier is waiting or the payment needs to be completed immediately. It may not be your fault that Facebook has a trust problem, but if you want to sell through Facebook, it is your problem to overcome. The easier you make it for a genuine customer to trust you, the more likely they are to buy from you.

One Last Thing About Where You Sell



There's another little bit of psychology at work here too. People don't judge the value of something only by the item itself, they also judge it by where they see it being sold.

Put a beautifully made suit on Savile Row, London and people expect it to be expensive. Put that exact same suit on a rail in a discount store and suddenly people expect it to cost far less.

The same thing can happen with handmade products.
If somebody discovers your work through a random Facebook Marketplace listing, they may automatically be thinking "bargain", even if what you make is genuinely high quality and takes hours or days of skilled work.

Put that same product on a professional website, surrounded by good photographs, clear information and corner payment, and it can immediately feel more established and more valuable, and it deserves to be, given the time and effort you put into it!

Same product... different place... different perceived value.

What to Consider After the Sale

Getting the order is the exciting bit. Then comes the slightly less glamorous part, actually getting it to the customer without leaving half your profit or privacy on the counter, and without a headache.

- Postage costs
- Packaging
- Weight and size
- Protect the item

You don't need to become an expert in international logistics, but there are a few things worth thinking about before you start selling regularly through Facebook.

The biggest one is postage. For Home Junkie, sending a bag from the UK to the US or Canada can already be expensive, and we've also noticed that some bags similar to ours in other ways, from North America back to the UK, can cost considerably more again. That can make a huge difference to whether somebody still feels comfortable buying once postage is added.

That is why I always think it is better to be clear about delivery costs as early as possible. Nobody likes getting all the way to the checkout and suddenly discovering that postage costs almost as much as the item.

Another thing worth checking is parcel size. Postal and courier companies usually price using a combination of weight and dimensions, and once your parcel crosses a particular size threshold, the cost can jump surprisingly quickly. A soft bag might not weigh very much, but if it needs a larger box to protect its shape, the postage can suddenly become much more expensive.

Understand the costs before you start shipping

That is why it is worth understanding the market you are selling into before you start offering shipping everywhere. Check the typical parcel size of the products you make, then look at the postage bands for the countries you are most likely to sell to. Sometimes a small change in packaging can keep you inside a cheaper band and make a big difference to the final cost.





Then there is delivery time. If something takes a few days to make and another week or two to arrive, say so. Most reasonable customers are absolutely fine waiting for something handmade if they know what to expect. Problems usually start when expectations and reality are completely different.

If you are selling internationally, you also need to remember customs and import charges. Depending on the country, the customer may have taxes or duties to pay when the parcel arrives, and customs can occasionally delay delivery. You do not need to frighten people with pages of legal information, but it is worth making clear that international orders can sometimes involve extra charges or delays outside your control.

There are a few other practical things worth thinking about too. Packaging needs to protect the item without becoming unnecessarily expensive. Tracking can be worth paying for, particularly on higher-value or international orders. Returns and damaged parcels need a simple policy so both you and the buyer know what happens if something goes wrong. And your selling price needs to leave room for the boring costs like packaging, payment fees, postage subsidies and the occasional problem order.

The point of all this isn't to put you off selling further afield. Quite the opposite. Facebook can put your work in front of people all over the world, which is one of its biggest advantages.

Just make sure you know the numbers

Just make sure you know the numbers before you click "ship worldwide."

Know the size of what you're selling, know where it is going, and check the real postage cost before you promise a price.

Direction	Approx. parcel	Example tracked price
UK → USA	1 kg	$23.71
USA → UK	2 lb / 0.9 kg	$76.90

Fig 10. Significant differences in sending a package (taken from just one courier so prices will vary).

What You Can Do

Before you start offering delivery to different countries, spend a few minutes doing the maths first. Weigh the item with the packaging you are actually going to use, measure the box or parcel, then go onto an international courier or postal website and check what it would cost to send to the main countries you expect to sell to.

Once you know the real cost, you can make a sensible decision. You might charge the customer the full postage amount, absorb some or all of it into your selling price, or decide that shipping to certain countries simply isn't practical for that particular product.

The important thing is to work it out before you make the sale, not after.

Things to check:

- [x] Weigh your item
- [x] Measure the box/parcel
- [x] Check international costs
- [x] Factor in customs/import charges
- [x] Consider tracking
- [x] Have a returns policy
- [x] Make sure your selling price covers all the costs





> Facebook should bring people to your shop – not necessarily be the shop.

*This is based on a very modest $200 per month which I know all readers can grow multiple times above once their systems are set up correctly.

Estimated annual money from this activity

$2,400*

Running Total

$3,600



5. Custom Orders & Commissions



Custom work can be one of the most rewarding ways to make money from the audience you build on Facebook.

Home Junkie has made sports bags, blankets and all sorts of one-off pieces for people over the years, and commissions now bring in roughly as much as sales through the website.

The difference is that custom work carries a bit more pressure.

Making a bag from old jeans is one thing. If nobody likes it or buys it, I simply move on to the next thing. But being entrusted with a child's clothing to create a memory blanket, or asked to turn the clothes of a loved one who has passed away into keepsake bags that help their family preserve precious memories, is something entirely different.

These materials are irreplaceable, and the person giving them to you is trusting you with something that means far more than the fabric itself.

That is also why bespoke work can usually command a premium. The customer is not simply buying a bag or a blanket. They are paying for your time, skill, judgement and the fact that you are creating something completely unique to them.

For Home Junkie, another advantage is that many commissions come from people locally or through people we already know, so there is often little or no postage involved. That will not be true for everybody, of course, but it can make custom work particularly attractive if you build a strong local following.

And yes, there is more pressure.

But when it goes right, the satisfaction is enormous.
We have had customers in tears when they have seen the finished piece for the first time – happy tears, thankfully! And I will admit that this has occasionally resulted in a few Home Junkie tears as well. That is the lovely side of this kind of work. You are not just making another product. Sometimes you are helping somebody preserve a memory.

So Where Does Facebook Come Into It?

You may never actually complete the transaction through Facebook, but Facebook can be the place that gives somebody the confidence to ask you in the first place.

If people regularly see your work, your videos, previous commissions, customer comments and the care you put into what you make, they start to understand who you are capable of.

More than just a product

Custom orders aren't just items – they can be precious memories. That's why they carry more pressure, but also why they can be so rewarding.

Local opportunities

Many commissions come from people locally or through people we already know, so there is often little or no postage involved.

A premium you can justify

Bespoke work usually commands a higher price because customers are paying for your time, skill, judgement and a completely unique piece made just for them.

The best part

When it goes right, the satisfaction is enormous. Sometimes you are not just making a product – you are helping somebody preserve a memory.

Know. Like. Trust.

That brings us back to something we have talked about throughout this guide.

Know. Like. Trust.

Facebook is brilliant for building all three.



Custom work is more than just a product – it can be a piece of someone's story.



Show previous commissions. Show parts of the making process. Share customer feedback. Explain what you made and, where appropriate, the story behind it. Over time, people stop seeing you as somebody who simply sells handmade products and start seeing you as somebody they would trust with something important.

And that trust can lead directly to paid custom work.



A Few Things to Think About

Because custom work is so personal, it is worth being clear from the start about exactly what the customer wants, what you can realistically make and how long it will take.

For sentimental pieces especially, I would also make sure both sides agree what materials are being handed over and what the finished item is expected to be. Once you start cutting into an irreplaceable piece of clothing, there is obviously no going back.

For larger commissions, it may also be sensible to take a deposit before you begin and to make it clear that bespoke work is different from buying a standard product off the shelf.

None of that needs to make the process cold or formal. It simply protects both you and the customer and helps make sure everybody is expecting the same thing.

Sentimental pieces

Be clear about materials and expectations, especially when working with irreplaceable clothing. There is no going back once you start cutting.

Keep it clear and friendly

A simple agreement on materials, design, timings and any deposit helps make the process smooth and enjoyable for both you and the customer.

Quality = Performance - Expectations.



Estimated annual money from this activity

$1,800*

Running Total

$5,400

*Based on around $150 per month, this is easily achievable once established and trusted, that's if you want to put the time into this, because as I mentioned there is added pressure!

6. Selling Digital Products



Before we go any further, please don't see the words "digital product" and immediately think this is going to involve coding, complicated technology or spending six months learning how to build an app. It really doesn't.

A digital product can be something as simple as a PDF sewing pattern, printable template, step-by-step guide, eBook, video tutorial or short online course. If you have useful knowledge that somebody else wants, there are now plenty of relatively straightforward ways to package it and sell it online.

And there is a very good reason digital products are worth thinking about.

In 'The Black Swan', Nassim Nicholas Taleb talks about scalable work, where your income isn't completely restricted by the number of hours you personally have available. A physical maker has a natural limit – if I want to sell another bag, I need to make another bag. That means more materials, more cutting, more sewing and more time.

A digital product works very differently.

You do the main work ONCE, and then the same product can potentially be sold again and again.

You're Actually Looking at One

Take this guide you're reading now. I've chosen to give it away because I wanted to give something useful back to the wonderful people who follow and support Home Junkie, but I could have sold it.

Would you have paid $5 for it? $10? Perhaps more? Perhaps you wouldn't have paid anything at all, and that is completely fine too!

But imagine I charged $10 for this guide instead of giving it away for free. How much could that potentially earn me?

We'll come back to that shortly, because when you start looking at the numbers, even a relatively inexpensive digital product can become a surprisingly interesting source of income.

What is a digital product?

A simple, useful piece of content such as a PDF pattern, printable template, step-by-step guide, eBook, video tutorial or short online course.

Why it's worth thinking about

- ☑ Relatively straightforward to create
- ☑ Can be packaged and sold online
- ☑ Not limited by the number of hours you have available
- ☑ Can be sold again and again

Different to physical products

A physical product takes more materials, more cutting, more sewing and more time for every item you sell. A digital product can be created once and sold many times.

Scalable income

Once created, a digital product can be sell repeatedly, giving you the potential to earn income beyond the hours you have available.



Once I had finished creating the guide, I wouldn't need to write another copy every time somebody bought one. The same guide could potentially be bought by 10 people, 100 people or 1,000 people.

Or nobody at all.

That last bit is important, because digital products aren't magic money machines. You still have to create something people actually want. But if you get that part right, the ceiling is completely different from selling something you physically have to make every time.



What Could You Sell?

For makers and crafters, the possibilities are enormous.

You might create sewing patterns, printable templates, crafting guides, project instructions, eBooks, checklists, video tutorials, mini-courses or something completely different based on the knowledge you already have.

And don't dismiss an idea because you personally think it is "too simple". Something you have been doing for twenty years and hardly think about anymore, may be exactly the thing somebody else is struggling to learn.

Your Facebook followers can also give you clues. If people regularly ask "Do you sell this pattern?", "How did you make this?" or "Could you show us how to do this?", they may already be telling you what they would potentially pay to learn.

Listen to your audience

The questions people ask can reveal exactly what you could turn into a digital product.

But I'm Not Very Technical!

Neither are plenty of people selling digital products.

You also don't necessarily have to possess every skill required to create the finished product yourself.

If you can explain what you want but don't know how to turn it into a polished waving pattern, illustration or beautifully formatted document, freelance marketplaces such as Upwork can connect you with people who do. The same principle applies to editing videos, graphic design, formatting eBooks and other jobs that may sit outside your own skill set.

upwork™

Upwork can connect you with skilled people to help bring your ideas to life.

What is a digital product?

A simple, useful piece of content such as a PDF pattern, printable template, step-by-step guide, eBook, video tutorial or short online course.

Scalable income

Two do the work once, and the same product can be sold again and again at 10, 100 or even 1,000 people.

Simple can be valuable

Something you have been doing for years may feel simple to you, but it could be exactly what somebody else needs to learn.

Use the questions

If people ask "Do you sell this pattern?", "How did you make this?" or "Could you show us how to do this?", they may already be telling you what they would pay to learn.

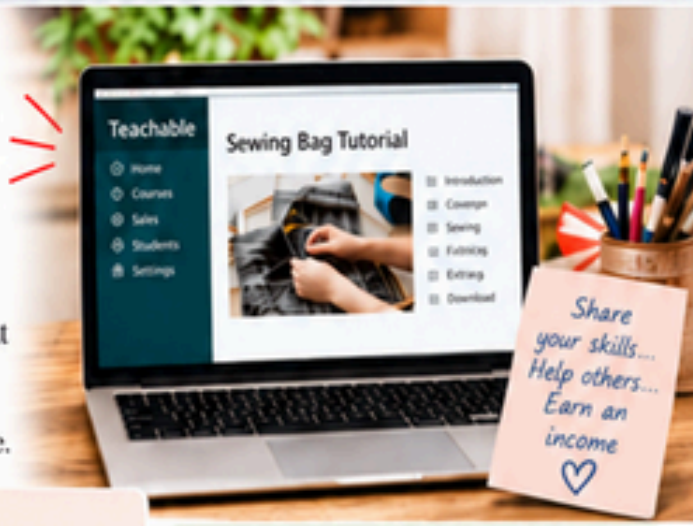
Get help if you need it

Facebook, marketplaces like Etsyy and other platforms make it easier to reach new customers. You don't have to do it all alone – and you can always learn as you go.



If teaching is more your thing, platforms such as Teachable allow creators to sell online courses and digital downloads without having to build the technology themselves. Teachable currently supports things including courses, guides, PDFs and other downloadable products, with payment and delivery tools built around them.

The point isn't that you must use any particular platform. It is that there is a gap in your technical skills doesn't automatically mean you can't do this. You can learn some things, outsource others and use platforms that already provide much of the infrastructure.



"Surely Everyone Is Doing This?"

A lot of people are. Digital products can be highly competitive because the same things that make them attractive to us, relatively low production costs and the ability to sell the same thing repeatedly, make them attractive to everybody else too, not just crafters. So selling physical products is also competitive.

You're not starting from zero

The same things that make it both easier and more rewarding to sell to a particular audience can also apply to earning money from that same audience. If you've already built an engaged Facebook audience, you already have an advantage. Those people already know your work, trust you and are more likely to read what you post here.

What Could It Actually Be Worth?

Remember that $10 guide I mentioned earlier? Well, let's see what the numbers might look like. Imagine you have 10,000 Facebook followers and create a digital guide costing $10.

You shouldn't assume thousands of followers are automatically going to buy it, but even a very small percentage of your followers deciding to make a purchase can produce some surprisingly interesting results. Let's take a look...

Followers who buy	Customers	Sales
0.1%	10	$100
0.25%	25	$250
0.5%	50	$500
1%	100	$1,000

Fig 11. Selling a digital guide – illustrative example

And that's what makes digital products so interesting.

With physical products, increased sales usually means increasing your workload. With digital products, the same guide can be sold repeatedly without having to make another copy.

Of course, there's no guarantee people will buy it. You will need the right product and an audience that wants it. But when you get those things right, the potential can be certainly worth exploring.

It's about the right product and the right audience

You still need the right product and an audience that wants it. When you get those things right, the potential is genuinely worth exploring.

Benefits of digital products

Increase your workload without earning sales another copy

- ☑ Low production costs
- ☑ Can be sold repeatedly
- ☑ Can be attractive to a wider audience
- ☑ Can complement your physical products



“Learning reshapes the heart as much as the mind.”

– Luca Hardy.

*This is a very conservative estimate based on releasing a digital product between 2–4 times per year. For those good at this, this could yield 5 figures.



Estimated annual money from this activity

$2,000*



Running Total

$7,400

7. Affiliate Marketing



STOP!

Before you see the words 'Affiliate Marketing' and decide this sounds far too technical, let me translate it into normal human language.

Affiliate marketing simply means

You recommend something. Somebody buys it through your special link. The seller gives you a small percentage of the sale.

That's it.

The customer doesn't pay any extra because they used your link. The commission comes from the seller, not from the person buying the product.

And for makers, this can make a lot of sense because people are already asking us things like:

"What sewing machine do you use?"
"Where did you get those handles?"
"What glue do you use?"
"Which crafting mat is that?"

If you are already recommending something you genuinely use and love, an affiliate link simply means you may earn a little money if somebody decides to buy it, so how do you do this?

Amazon Associates

amazonassociates

One of the easiest places to understand the idea is Amazon Associates, Amazon's affiliate programme. You join the programme, create a special tracked link to a product, and share that link with your audience in places Amazon permits. If somebody follows it and makes a qualifying purchase, Amazon pays you a percentage.

Top Tip

Amazon associates insist that you tell your audience that you gain a percentage of the sale. So when you post a link you need to write...

"As an Amazon Associate I earn from qualifying purchases."



Estimated annual money from this activity

$2,000*

Running Total

$7,400

**This is a very conservative estimate based on promoting a digital product between 2–4 times per year. For those good at this, this could yield 5 figures.*

How Much Does Amazon Pay?

The percentage you earn depends on the type of product being bought. Amazon UK currently pays different commission rates across different categories, with many useful craft-related areas sitting somewhere in the middle of the range.



For example

Some categories such as Home, Handmade, Books and Power & Hand Tools currently pay around 5%.
So if somebody buys a £50 item in a 5% category, your commission would be about £2.50.

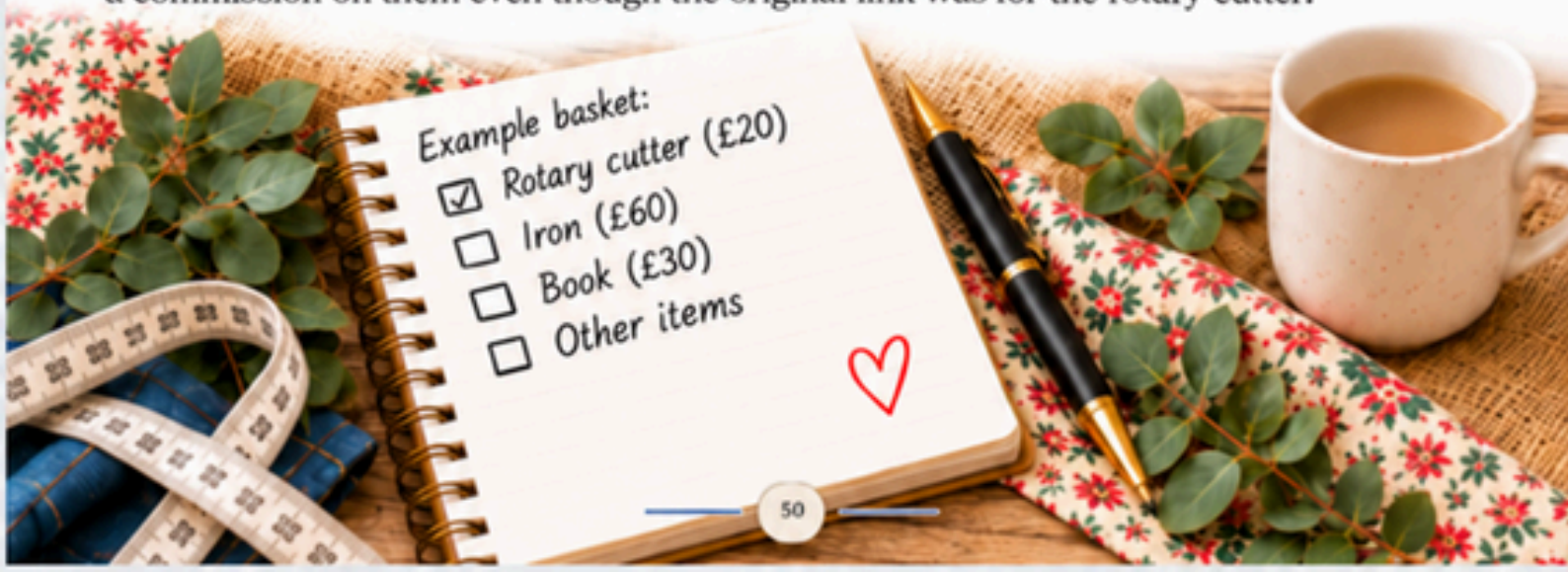
Not exactly early retirement money, but this is where it becomes more interesting.

The Customer Doesn't Have to Buy the Product You Linked To

Imagine somebody asks you: *"Which rotary cutter do you use?"*
You send them your Amazon affiliate link to a £20 rotary cutter.
They click the link, have a look – and decide not to buy it.
But while they are on Amazon, they may add:

- a £60 iron
- a £30 book
- and a few other qualifying items to their basket.

If those purchases are made within Amazon's qualifying attribution window (usually around 24 hours currently, after clicking the link), you may still earn a commission on them even though the original link was for the rotary cutter.



Typical Commission Rates (UK examples)

Small recommendations can add up and help others too!

Amazon pays different commission rates depending on the category. Here are some common examples:

- ☑ Home – around 3%
- ☑ Handmade – around 5%
- ☑ Books – around 4.5%
- ☑ Power & Hand Tools – around 3%

Rates vary across categories and can change over time. US and UK rates are different, and many categories commonly range from about 3% to 9%.

Even Small Commissions Add Up

One £2 or £3 commission might not seem like much on its own. But if lots of people are regularly asking which tools, materials, books or equipment you use, those small commissions can start stacking together, especially because the person may buy other qualifying products after following your link.

Why Would a Business Pay You a Percentage?

From their point of view, you are helping them make a sale they might otherwise have missed. Instead of you recommending a product from a supplier and somebody in your audience buying it for £100, if the affiliate commission is 10%, you receive £10 and the business gets a new customer. It's a win-win.

It Doesn't Have to Be Amazon

Amazon is simply the easiest example because most people already understand how Amazon works. Plenty of specialist suppliers also run affiliate programmes, which can be useful when recommending particular craft tools, materials or equipment.

Estimated Income Potential

The numbers here are just examples to show how this can add up over time. Your results will depend on your audience, the products you recommend and how often people buy.

Estimated annual money from this activity

$1,000*

Running Total

$8,400

Ideas to share:
- ☐ Tools I use
- ☐ Materials I love
- ☐ Books I recommend
- ☐ Helpful equipment
- ☐ Craft essentials

**This is a very conservative estimate based on recommending useful products between 2–4 times per year. For those good at this, this could be significantly higher.*

8. Sponsorships & Paid Brand Partnerships



Sponsorship is simply when a business pays you to promote or feature one of its products or services to your audience. This could be through a Facebook post, photograph, video or Reel.

Unlike affiliate marketing, where you generally earn a commission when somebody buys through your link, sponsorship usually involves an agreed payment for creating and sharing the content itself.

Before we go any further...

I want you to look at something important: how many people are actually seeing your content and interacting with it.

A Real Example – Home Junkie (28 Days)

For example, during one randomly chosen 28-day period. Home Junkie had:



Fig 12. Home Junkie analytics – Views, Viewers and Interactions (28 days)

934,600 Views (This will include some people watching content more than once)
272,300 Viewers (formerly called Reach)
20,000 content interactions

Now, that's quite interesting when you consider that Home Junkie had around 25,000 followers at the time. During those 28 days, more than a quarter of a million different people saw the content, and it generated around 20,000 interactions.

Imagine being able to show these figures to a business whose products are relevant to your audience. Instead of simply saying "I have 25,000 followers," you can demonstrate how many people you're actually reaching and how they're responding to what you share.

But what could that be worth to a business?

To understand that, let's look at what companies are already prepared to pay to reach potential customers.

Why These Numbers Matter

Brands are interested in real people, not just follower counts. These figures show them:

- how many people are actually seeing your content
- how many are engaging with it
- and that your audience is active and responsive.

That makes you a much more attractive partner for sponsorships and paid brand collaborations.



So What Is That Audience Worth?

This is where I think creators sometimes underestimate themselves. Businesses already spend considerable amounts of money advertising their products to audiences they believe might be interested in buying them.



A Real Example

The Crafts Council UK advertised a one card listed £800 for a half-page advert in Crafts magazine, which had an estimated readership of around 18,000 people.

The same rate card listed £400 for one sponsored Facebook post on the Crafts Council Page, which had around 128,000 followers at the time.

Now, that doesn't mean that if you have 128,000 followers, you should automatically charge £400! But it does demonstrate something important: businesses are already prepared to pay hundreds of pounds to put their products in front of the right audience.

Businesses already pay to reach audiences

They use magazines, websites, social media and other advertising to get in front of people who might be interested in their products.

And You Can Offer More Than a Traditional Advert

Think about what somebody gets when they buy half a page in a magazine. They get a photograph, some words and perhaps contact details or a website address.

You can offer so much more

A Facebook post lets you actually show the product, demonstrate the results, explain what you genuinely like about it, answer questions underneath the post and give people a direct link to buy it.

A Wider Audience

Your audience might also extend far beyond your local area. Home Junkie, for example, has followers across several countries, so a suitable product could potentially be introduced to people in the UK, USA, Canada, Australia and elsewhere. Of course, this won't suit every business. A roofing company operating in one small town probably doesn't need to advert seen on the other side of the world! A local publication might be much more useful to them.

Global reach

Your audience could include people in the UK, USA, Canada, Australia and more.

Finding the Right Match

The important thing is finding businesses whose products genuinely suit your audience. When you find the right match, you could have something considerably more interesting to offer than a traditional advert.



Why It Matters

Your audience has real value. By showing how many people you actually reach and interact with, you can demonstrate to brands why working with you makes sense, rather than them relying on traditional advertising channels.

What Might a Brand Actually Ask You to Do?



A sponsorship doesn't always mean a big, complicated advertising campaign. A sewing-machine manufacturer might want you to demonstrate one of its machines. A fabric supplier could ask you to create something using its materials, or a bag hardware company might want its handles or fastenings featured in your next project.

It Can Be Simple

Sometimes it could be as simple as a photograph and a few words. Other times, you might be asked to create a Reel, film a tutorial or produce several posts over a few weeks.

A Fair Exchange

In return, the brand or company usually provides the product for free (or at a reduced cost), and in some cases they also pay you a fee or commission.

Not just free products

A free product can be a perfectly reasonable exchange, especially when you're starting out or it's something you genuinely wanted anyway.

Think About the Value

Don't undervalue yourself. If a business approaches you, don't immediately think, "They're giving me a free product, fantastic!"
A free product is worth something, and if you're being asked to provide a review or create content, it's completely reasonable to discuss what that's worth to you.

Your time is valuable

If a company wants your content, they're asking for your time, creativity and the trust of your audience. That's worth something.

Consider the Extra Exposure

If a company agrees to sponsor a post or feature your content, they may also share it on their own channels, such as their website or social media accounts. That can give you extra exposure to new potential customers, which is often as valuable as the product or payment itself.

Be Clear Before You Say Yes

Make sure you're clear about a few things:

- What exactly am I expected to provide? (e.g. one photograph, a Reel, a full tutorial, or several posts?)
- How much time will it take? Include preparation, filming, editing and responding to comments.
- Can the business reuse my content? If so, where and for how long?
- What am I receiving in return? A product, a payment or a combination of both?

Remember Your Worth

You don't need to become greedy or start demanding ridiculous amounts of money. But equally, don't automatically assume that your time and skills aren't worth anything.

You don't necessarily have to wait for a business to approach you either. Sometimes you can start the conversation yourself!



You Can Approach Brands Yourself



You don't have to sit around waiting for companies to discover you!
If there's a supplier whose products you already use and genuinely like, there's absolutely nothing wrong with contacting them yourself.

The important thing is to approach them with an idea rather than simply asking for free products.

For example, imagine you regularly use a particular brand of bag handles. You could contact the company and suggest creating a short video showing how you attach those handles to one of your bags, demonstrating the finished result and sharing it with your Facebook audience.

That's much more interesting to a business than receiving another message saying, 'Hi, could you send me some free stuff?'

You're offering them something in return.
And remember, you have something useful to support your proposal: your Facebook Insights.

WHEN APPROACHING A POTENTIAL SPONSOR, I'D SUGGEST INCLUDING A FEW KEY THINGS:

- **Who you are:** A brief introduction to your Page and what you create.
- **Who follows you:** The type of people interested in your content.
- **Your audience figures:** How many people your content reaches and how much interaction it generates.
- **Your idea:** Exactly how you could introduce or demonstrate their product to your audience.

You don't need to write an enormous proposal or bombard them with statistics. Just give them enough information to understand what working with you could look like.

Show Them Who Your Audience Is

A potential sponsor may also want to know a little more about the people behind those viewing figures. Facebook Insights can help you understand things such as where your audience lives, their age ranges, gender breakdown and which types of content receive the most interest.

For example, a business selling sewing machines might be far more interested in reaching 10,000 people who regularly sew than 100,000 people who have no interest in sewing whatsoever.

So don't just tell a potential sponsor how many followers you have. Help them understand who those people are and why they might be interested in the company's products.

Ultimately, the business wants to answer one simple question:

'Are these the people we want to sell to?'

If the answer is yes, you've given them a good reason to consider working with you.
But there's another useful way to think about all this.
Imagine you were the business spending the money. Where would you choose to advertise?

Put Yourself in the Business's Shoes

Imagine you're running a business selling sewing machines, fabrics or bag-making supplies, and you have £1,000 to spend on advertising.

Would you choose a magazine, radio, billboards, leaflets or a Facebook creator whose audience already has an interest in your products?

Each option has its advantages and disadvantages, so let's compare them.



Where Would You Spend Your £1,000?

A quick look at why businesses may choose Facebook creators over more traditional advertising routes.

ADVERTISING OPTION	WHAT'S GOOD ABOUT IT	WHAT'S NOT SO GOOD
Facebook creator / niche Page	• Can reach a very specific audience. • Products can be demonstrated in photos or videos. • People can ask questions. • Clickable links can send customers straight to a website. • Real-life stories and engagement can be measured. • Audience can be national or international.	• Reach is not guaranteed. • Success depends on creating the right content and product. • A poorly matched promotion can feel forced.
Magazine advert	• Can reach a specialist audience. • Established publications may carry credibility. • Advert can remain visible for weeks or months.	• Static format. • Limited chance to demonstrate a product. • Readers cannot ask questions. • Harder to measure exactly what results it achieved.
Billboard	• High visibility. • Can reach large numbers of people repeatedly in a particular area.	• Broad audience rather than a specialist one. • Very little space to explain anything. • No demonstration. • Difficult to measure results accurately.
Radio advertising	• Can reach lots of people within a chosen area. • Repeated adverts can build recognition.	• No visuals or demonstrations. • Listener may not be interested in the product. • No clickable route to purchase. • Difficult to track results.
Leaflets	• Simple and familiar. • Can target local neighbourhoods or events. • Gives people something physical to keep.	• Printing and distribution cost money. • Many are ignored or thrown away. • Limited opportunity to showcase. • Hard to measure effectiveness.

There's no single right answer. A Facebook creator won't necessarily be the best choice for every business, just as a magazine advert or leaflet campaign won't be right for everyone.

But the comparison shows why working with a creator can be a genuine alternative to traditional advertising, rather than simply asking a business to pay you for posting on Facebook.

A Simple Way to Get Started

You don't need to wait until you've secured your first sponsorship to start preparing for one.

Next time you're using a sewing machine, crafting tool or material you genuinely love, try filming a short video demonstrating how you use it. Show what it does, why you like it and perhaps the finished result.

Think of it as creating a sponsored post, just without the sponsor!
If you later approach that company, you'll have something to show them rather than simply telling them what you could do.

And remember, not every company will be interested, and not every offer will be worth accepting. But one successful partnership could be the beginning of something much bigger.

Show what you do

Create a short video using a tool, material or product you genuinely love. Show how you use it, what it does and, if possible, the finished result.

Make it real and natural

Keep it simple – it could be a quick Reel or a few short clips. Focus on being genuine and showing how the product fits into what you already do.

Have something to show

When you later approach a company, you'll have a real example of your work to share, rather than just telling them what you could do.

Start small, think bigger

Not every company will be interested, and not every offer will be worth accepting. But one successful partnership could be the start of something much bigger.

Top Tip

Create videos with you using a sewing/crafting tool, pretend that someone is paying you to show it off, that way you'll have something to demonstrate to the supplier of what they can expect from you.

Estimated annual money from this activity

$3,000*

Running Total

$11,400

**Based on $250 per month once started*



So, What Could All This Actually Be Worth?



I've just shown you several different ways your Facebook audience could potentially make you money, but realistically, very few of us are going to use every one of them. You might decide to concentrate on sponsorships and brand partnerships, while Facebook Content Monetisation and occasional bonuses quietly earn in the background. You may have no interest at all in Stars, digital products or affiliate marketing, and that is completely fine.

The figures below aren't promises or guaranteed averages. They're simply intended to show what each opportunity might look like when you're getting started, when things are going well, and if you manage to get something really flying. The aim isn't to do everything; it's to choose the opportunities that feel right for you, your business and your audience, because you still need to enjoy what you do!

Income from your Facebook audience	Getting Started	Going Well	Really Flying
Facebook Content Monetisation	$240	$600	$1,200
Bonuses & Challenges	$300	$600	$1,200
Facebook Stars	$0	$50	$100
Digital Products	$500	$2,000	$4,000
Affiliate Marketing	$200	$1,000	$1,500
Sponsorships & Brand Partnerships	$500	$3,000	$10,000

Figures are estimated possible revenue streams (per annum) originating from your Facebook audience.

What About Selling Your Own Products?

I've deliberately left normal product sales and custom orders out of this table. Facebook can absolutely help you generate both. One person reading this might sell $5 handmade items, while somebody else might take $200 commissions, and the amount each person can physically make will also be completely different.

So think of everything in the table as additional potential income created from the audience you build on Facebook. Whatever you make from selling your own products or taking custom orders would be on top of these figures.



And Don't Dismiss the Smaller Numbers

An extra £20, £50 or £100 here and there might not sound life-changing, but over a year it can add up. That money might pay for materials or equipment, go straight back into your business, help cover Christmas, contribute towards a vacation or simply give you a little more breathing room. However you use it, it is money you didn't have before.

There are also a couple of routes here, particularly digital products, affiliate marketing and sponsorships, where the potential can be considerably higher for the lucky few who manage to get them really working. There are absolutely no guarantees, but if you've spent months or years creating content, building an audience and earning people's trust, you deserve the chance to benefit financially from all that hard work.

You don't need all six to work. Pick one or two that suit you, give them a proper go and see where they take you.

Top Tip – Play to your strengths

If you're confident on camera, enjoy demonstrating products and can talk naturally about the things you use, then sponsorships and brand partnerships could be a great fit. If you're more organised, enjoy explaining things clearly and like creating something once that people can use again and again, then digital guides or online courses may suit you much better.



The Home Junkie Facebook Journey

A visual recap of your Facebook journey.

1. Get Your Shop Window Ready

Set up your Page properly



Page name • Profile photo • Cover photo • About section
Contact details • Call-to-action

Make it easy for people to understand who you are, what you make and what to do next.

2. Give People a Reason to Stop

Create posts people actually want to see



Photos • Videos • Questions • Shares • Conversations
Originality • Consistency • Reach • Followers • Trust

Post content that stops the scroll, reaches new people and builds a community around your work.

3. Let Your Facebook Page Earn Its Keep

Explore the ways your hard work can start paying you back



Facebook payments • Bonuses • Stars • Product sales
Commissions • Digital products • Affiliate income • Sponsorships

Choose the income ideas that suit you best — you do not need to do everything.

Set up → Post well → Grow → Earn → Repeat



"Your creativity today might be exactly what someone else needs tomorrow."

Frequently Asked Questions



When I first mentioned that I was putting this guide together, lots of you sent me questions, frustrations and things you wished somebody would simply explain properly. Some of them are covered in more detail elsewhere in this guide, but I wanted to bring the most common ones together in one place and give you the short version too.

Q Before We Start – A Quick Word About Meta One

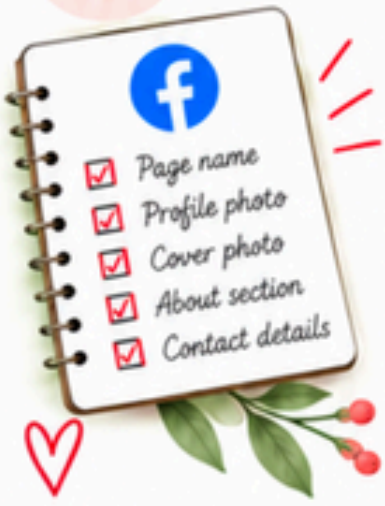


Just as I was finishing this guide, Meta launched Meta One in mid September 2026, a new paid subscription service for Facebook, Instagram and WhatsApp. The Advanced plan is priced at £41.99 per month in the UK and $49.99 per month in the US. Prices, features and availability may vary by country and account.

I mention Meta One in a few of the answers below because some of its new features directly relate to questions you asked me. These include automatic follow invitations for people who interest with your content, a more prominent Follow button on Reels and, with Advanced, things such as links in organic posts and Reels. Story scheduling, exportable analytics and deeper audience information. It is VERY new, though, and ordinary Facebook remains free. I certainly wouldn't rush out and subscribe simply because Meta has launched something shiny and new, but where it might save you time or solve a particular problem, I'll point it out.

For full transparency I've just subscribed to Meta one but it's too new to give feedback for.

Q1. Where Do I Even Start With Facebook?



Don't start by worrying about algorithms, monetisation or how many followers somebody else has. Start with your Page itself. If a complete stranger lands on it, can they quickly work out who you are, what you make or do, and how they can buy from or contact you? Get those foundations right first: your name, profile photograph, cover photograph, About section, contact information and a useful call-to-action button.

Then post something. It does not need to be perfect. One of the biggest lessons I've learned is that you get better at Facebook by actually using Facebook. Your photographs improve, your writing becomes more natural and you gradually learn what your particular audience responds to.



Q2. What Should I Post?

I get this one completely, because I've spent plenty of time staring at my phone thinking, 'What on earth am I supposed to post today?'

The trick that helped me was to stop thinking about one post at a time and instead ask what job do I want this post to do? One single post there to get noticed, another to share a conversation, another to show something I've made, another to build trust and occasionally one might simply be there because I have something to sell.

Show finished work, but don't only show finished work. Show materials before you start, something half made on the table, a mistake, a quick tip, a customer question, a transformation, a funny moment or ten seconds of you actually doing what you do.

One project can often give you several completely different posts without you having to invent extra work.



Q3. How Often Should I Post?

There is no Facebook law saying you must post seven days a week. If you can manage three good posts a week consistently, start there. If fewer feels comfortable, brilliant.



I would much rather see somebody post three times every week than post fourteen times in a burst, exhaust themselves and then disappear for a month.

That's why I included the weekly planning section earlier in the guide. The important word isn't really frequency, it's consistency. Choose something you can realistically keep doing.

Q4. When Is the Best Time to Post?

I wish there was one magical answer to this. "Tuesday at 2.13pm, that's the time!" would make life considerably easier.



Unfortunately, your audience is not necessarily online at the same time as mine. Meta Business Suite can show Active times and suggest times when your audience is likely to be online, and this is useful because the interaction may stop cope a first few post as it helps push your post to more people.

You can schedule posts for free through Meta if you want to a sureal to post at the time your audience is online.

There is another practical consideration too. If you want conversations underneath a post, try to publish when you can actually be around for a little while afterwards. If people are taking the time to comment, that is a good opportunity to reply while the post and conversations are still fresh.

Q5. What Kind of Photographs Should I Use?



You do not need a professional studio, and please don't let the pursuit of the perfect photograph stop you posting anything at all.

For makers, some of the most interesting photographs are not necessarily beautifully staged finished-product shots. Photographs the mervials bcfere you begin, take a packet halfway through and then photographs the finished result.

Show details people would normally miss. Show something being held or used so people understand its size.

Let people see some of the process as well as the polished ending.

My basic rule would be make it clear enough to stop somebody scrolling and interesting enough to make them look twice. Perfection can come later.

Frequently Asked Questions



Q6. Why Does Facebook Show My Posts in the Wrong Order?



This was a really good question because it is incredibly frustrating if somebody sees your "REVEAL" before they have seen yesterday's "Can you guess what I'm making?"

The problem is that Facebook's main Feed is personalised rather than simply showing everybody every post in chronological order. Meta uses ranking systems and lots of different signals to decide what it thinks each person will find most relevant, so you cannot guarantee that two posts will be shown to somebody in the same order you published them.

I would therefore make important posts understandable on their own. Instead of simply writing "Here's the reveal", try something like, "Yesterday I showed you the pile of old jeans I was working with, well, here's what they became." If they missed the first post, they can still understand the second one.

For events, deadlines or anything genuinely time-sensitive, I would also repeat important information rather than assuming everybody saw the first announcement.

Q7. How Should I Interact With My Followers?

Like people, not statistics, and be yourself, you are the one thing that no other business in the world has, so let your personality shine, if some people don't like it, then fine, they weren't for you anyway.

If somebody takes the time to comment, reply where you reasonably can. If their comment gives you something to talk about, talk to them. Ask another question. Have a laugh. Thank them properly rather than automatically answering every single person with exactly the same copied-and-pasted sentence.

We've talked a lot in this guide about Know, Like, Trust, and this is where it actually happens. People gradually realise that there is a real human being behind the business rather than a Page endlessly firing products into their Feed.

You obviously don't need to spend your entire day replying to Facebook comments, but particularly when a post is fresh, being present for a little while can help keep a genuine conversation going.

Q8. Can My Page Automatically Send a Welcome Message to New Followers?



Not quite in the way you might imagine.

Facebook does allow Pages to set up an automated Messenger greeting/instant reply, so when somebody begins a conversation with your Page they can receive an automatic message. But that is different from automatically sending every person who presses Follow a private "Welcome to my Page!" message.

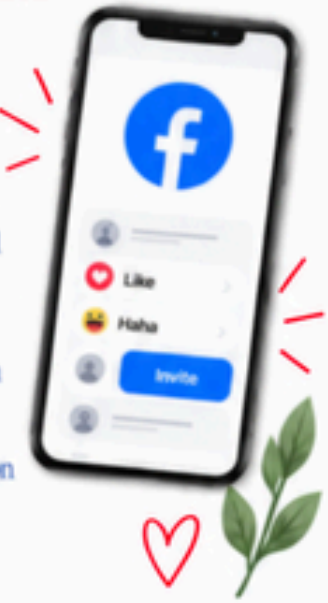
Personally, I don't think that is a terrible thing. I'd rather somebody followed Home Junkie without immediately being attacked by an automated sales message!

There is, however, another related feature which brings us nicely to the next question…

Frequently Asked Questions



Q9. Can I Automatically Invite People Who Like My Posts to Follow My Page?



Until now, this has been one of those boring little jobs I've had to do manually.

When somebody reacts to one of my posts but doesn't follow Home Junkie, I can open the reactions on that post and press Invite next to the people who are eligible. Facebook also tries to show you people you can invite, but in my experience that figure is not always particularly reliable. I've had Facebook tell me I have 0 people to invite, then opened individual posts and found another 200 people waiting to be invited!

So if one of your posts does particularly well, it is worth opening it and checking for yourself rather than assuming Facebook's summary is correct, but be warned, this is time consuming!

This is one area where Meta One could genuinely save time. Meta says its creator and business subscription includes follow invitations (helps sent automatically) to people who engage with your content. Because Meta One has only just launched, I can't say that it helps or not yet.

Q10. How Can I Get More People to See My Posts?

You cannot press a button that says "Please show this to 100,000 people." What you can do is improve your chances.

Create something worth stopping for, start genuine conversations, give people things they want to share, make original content that could only really have come from you and keep showing up consistently.

The really important number is not simply how many followers you already have. It is how many non-followers your content manages to reach, because those are the people who could become your next followers and customers.

Meta is also explicitly putting more emphasis on original creator content and says original material is being given greater opportunity for recommendation in Feed and Reels. So your photographs, your process, your voice, your knowledge and your story are assets, not flaws.

Q11. Why Does One Post Take Off While Another One Goes Absolutely Nowhere?



Welcome to one of Facebook's great mysteries!

I have posted things that I thought were brilliant and watched them quietly die. I've also posted something fairly ordinary and suddenly discovered Facebook has shown it to hundreds of thousands of people.

Facebook's ranking systems use a huge number of signals to predict what individual people are likely to find interesting. That means two similar-looking posts do not necessarily receive identical distribution, and Meta is still constantly changing and improving those ranking systems.

So don't judge your entire strategy from one post. Look for patterns over time. Which subjects repeatedly work? What gets shared? Which videos keep people watching? Which posts start conversations? Learn from those patterns rather than trying to reverse-engineer one disapppointing Tuesday afternoon.



Q12. Do Hashtags Actually Help?

Yes, they can help people discover relevant content, but I wouldn't trust them as magic fairy dust. Facebook specifically says hashtags can be useful, particularly if you've created content that might feature in a movie or TV show, as they can help with your reach.

What I wouldn't do is attach a huge block of vaguely related hashtags to every post and assume that will suddenly create reach.

If you make upcycled denim bags, something relevant such as #Upcycling, #Sewing or #HandmadeBags makes sense. Twenty-three unrelated trending hashtags probably don't.

The content still has to be worth looking at once somebody finds it.

Q13. Everyone Says They Love My Products, So Why Aren't They Buying?

A 'Like' is easy. Buying requires somebody to trust you, understand exactly what they are getting, know what it costs, understand the postage, feel comfortable sending you money (because there are a lot of scammers on Facebook) and believe the finished item is worth the price.

That is why I prefer to think of Facebook as somewhere that creates interest and trust, rather than necessarily being where the entire transaction has to happen. For Home Junkie, I'm much happier directing somebody towards a proper website or another established selling platform where the buying and payment process feels clear and secure.

And please don't assume that lovely comments are worthless because somebody didn't immediately buy. The person telling you "That's gorgeous" today may have followed you for six months before they finally need the thing you make.

Q14. Is Facebook Marketplace Worth Using With All the Scammers?

This question came from somebody who had actually stopped using Marketplace because she was so fed up with scammers and I completely understand the frustration.

Facebook itself has dedicated Marketplace scam and shopping-safety guidance, so unfortunately the problem is real enough to require it.

I've gone into scams in more detail earlier because it affects sellers and genuine customers. My golden rule is simple: never send an item because somebody has sent you a screenshot of a message claiming they have paid. Check the money through the actual payment provider yourself. Be suspicious of strange links, overpayments, sudden courier arrangements and anybody trying to rush you into doing something outside the normal process.

Personally, for a handmade business I would rather use Facebook to attract the customer and then take the actual purchase through my website, Etsy or another proper selling/payment system. Marketplace can still work, particularly for local selling, but you absolutely do not have to build your entire business around it.

Facebook Glossary



Here are some of the key terms used throughout this guide, in simple language.

Affiliate Link	A special trackable link that can earn you a commission if somebody follows it and makes a qualifying purchase.
Algorithm	The system Facebook uses to decide which posts, Reels and other content each person is most likely to see and in what order.
Call-to-Action (CTA)	A simple instruction encouraging somebody to do something next, such as Follow, Comment, Shop Now or Visit My Website.
Content Monetisation	Facebook's programme that allows eligible creators to earn money from the performance of content including Reels, Stories, photographs and text posts.
Conversion Rate	In this guide, this means the percentage of non-followers who see your content and then decide to follow your Page.
CPM	"Cost Per Mille" means the advertising cost of showing an advert 1,000 times and shows how much Facebook actually pays a creator.
Earnings Rate	Facebook's estimate of how much your content earns for every 1,000 Qualified Views.
Engagement Rate	The percentage of your audience that interacts with your content, although the exact calculation can vary depending on whether you compure interactions with viewers, followers or another measure.
Followers	People who have chosen to follow your Page so Facebook can show them more of your content.
Interactions / Engagement	Actions people take on your content, such as reacting, commenting, sharing or saving it.
Meta Business Suite	Meta's free management tool for publishing, scheduling and reviewing Facebook and Instagram content and performance.
Non-Followers	People who see your content even though they do not currently follow your Page, in other words, potential new followers.
Organic	Content, views or activity that you receive naturally rather than by paying Facebook so advertisers can see it.
Professional Dashboard	The area of Facebook where creators can find performance insights, monetisation information and tools for managing and growing their presence.
Qualified View	A view of your content that Facebook considers potentially eligible to generate money through Content Monetisation.
Reach	Facebook's able term for the number of different people or accounts your content reached, which is now being replaced in newer reporting by Viewers.
Reel	Facebook's video format, with Meta increasingly treating video content on Facebook as Reels.
Views	The total number of times your content is played or displayed, so the same person can potentially create more than one View.
Viewers	The number of different people who actually viewed your content, Meta's newer unique-audience measure that is replacing the old Reach metric.

Useful Resources



There are thousands of apps, websites and services promising to make running a small business easier, and you definitely do not need all of them. These are simply some of the ones I've mentioned throughout this guide, along with a few others that may genuinely be useful as your Page and business grow.

Canva	Brilliant for creating Facebook posts, guides, price lists, graphics, videos and other marketing material without needing to be a professional designer. There is a very capable free version, so you certainly don't need to pay when you're getting started. https://www.canva.com/
CapCut	A very capable video editor for trimming clips, adding music, text, transitions and automatic captions to Reels, tutorials and other social-media videos. Again, you can do an awful lot before needing any of the paid features. https://www.capcut.com/
GoDaddy	A straightforward option for buying your own domain name and creating a website or online shop without needing to know how to code. There are plenty of other website builders available, but I've included GoDaddy because it gives you an idea of how easily a small business can now get its own proper website online. https://www.godaddy.com/
Square	Useful for accepting card payments, sending invoices and creating payment links. If you build your own website, services such as Square are often relatively simple to connect as part of the website set-up rather than something you need to understand technically beforehand. https://squareup.com/
Stripe	Another widely used service for securely processing customer payments online. Like Square, it is commonly offered as a payment option when setting up a website or online checkout, and the website provider will usually guide you through connecting it. https://stripe.com/
PayPal Business	A familiar way to accept online payments and send invoices, and some customers simply feel more comfortable using a payment service they already recognise. Many website builders also allow PayPal to be added as a checkout option. https://www.paypal.com/business/
Teachable	Worth exploring if you decide to turn your knowledge into an online course, tutorial or downloadable digital product. It provides the platform for hosting your material and selling access to it without you having to build the technology yourself. https://teachable.com/
Amazon Associates	Amazon's affiliate programme, allowing you to earn a commission when somebody buys a qualifying product after following one of your approved affiliate links. If your followers regularly ask what tools, materials or equipment you use, this can be one of the simplest ways to start experimenting with affiliate marketing. https://affiliate-program.amazon.com/
Upwork	A freelance marketplace where you can hire somebody to help with something you either can't do or simply don't want to spend days learning yourself. That might be graphic design, video editing, website work, proofreading or helping you put an online course together. https://www.upwork.com/

One Final Tip ♡



Please don't read this page and immediately sign up for nine new subscriptions!

Start with the tools that solve a problem you actually have. Canva might help you create better graphics, CapCut might make video editing easier, and when you're ready for your own website you can investigate GoDaddy and connect a payment provider such as Square, Stripe or PayPal as part of setting it up.

Where a service offers a free version or free trial, use that first. Spend a little time with it, make sure you actually like using it and check that it genuinely makes your life easier before committing to another monthly payment.

A tool can look brilliant in an advert and still turn out to be completely wrong for the way you work. Likewise, there is no point opening a Teachable account until you actually have something you want to teach, or joining an affiliate programme until you have useful products you genuinely want to recommend.

A useful tool should save you time, make you money or make something easier. If it does none of those things, you probably don't need it.

A Few Other Options Worth Knowing About ♡

There are plenty of other services you may come across as your business grows. Slightly worth exploring if you eventually want a more dedicated online shop, while Etsy can give handmade businesses access to an established marketplace without having to build their own audience from scratch.

Both are slightly outside what we're trying to cover in this Facebook guide, but they may be useful depending on how and where you want to sell.

Shopify	A popular platform for creating an entire shop, with lots of templates and features. Worth exploring if you decide you want a dedicated online store. https://www.shopify.com/
Etsy	An established marketplace where handmade businesess can reach a large audience without having to build their own website from scratch. https://www.etsy.com/

If you decide to build an email list, Mailchimp is one of the best-known services for sending newsletters and keeping in touch with customers away from social media.

PayPal Business is another familiar payment option and can often be connected to websites and online checkouts alongside services such as Square or Stripe, Again, you don't need any of these simply because they exist, just keep them in mind if your business reaches the point where they solve a genuine problem for you.

Mailchimp	A widely used service for email marketing, helping you send newsletters and stay in touch with customers. https://www.mailchimp.com/
PayPal Business	A familiar way to accept online payments and send invoices. Many website builders also allow PayPal to be added as a checkout option. https://www.paypal.com/business/

Sources & Important Information

The boring stuff...



I've tried to make this guide as practical and accurate as possible, using a mixture of my own Home Junkie experience, Facebook data from my Page and information published by Meta and other organisations.

Facebook changes constantly. Features, terminology, eligibility requirements, payment rates, subscription prices and the way Facebook measures things can all change, sometimes with very little warning. The information in this guide was therefore checked and updated in October 2026. If you are reading this much later, it is always worth checking the latest information directly with Facebook or the relevant provider.

Any earnings figures or examples in this guide are intended to explain what may be possible rather than promise what you will earn. Results will vary enormously depending on your audience, content, location, products and the amount of time you choose to put into it.

This guide is based on personal experience and research and is provided for general information only. It should not be treated as legal, financial or tax advice. Where something affects your own tax, legal or business position, please check the current rules that apply where you live.

Main Sources Used

Meta / Facebook	Meta Newsroom, Facebook Help Centre, Meta Business Suite and Facebook Professional Dashboard. Used for information about Facebook, Content Monetisation, Qualified Views, Earnings Rate, original content, Reels, Stories, Page tools, monetisation eligibility, scams, analytics and Meta One.
Home Junkie Facebook Data	Home Junkie's own Professional Dashboard, Meta Business Suite statistics, monetisation results, Page analytics and real-world experience have been used throughout the guide wherever I discuss what has actually happened on my own Page.
Buffer	Social media research including its analysis of more than 180,000 posts helping it predict consistency and its 2023 analysis of approximately 14 million Facebook posts looking at posting times and engagement.
Amazon Associates UK	Official Amazon Associates programme information, operating agreement and commission schedules used for the affiliate marketing examples.
Advertising Standards Authority (CAP)	UK guidance on affiliate marketing, sponsored content and making it clear when social media content is advertising.
Crafts Council	Crafts Advertising and Partnership Opportunities, Autumn/Winter 2024 media pack. Used as a world of real-world example of what a organisation showed advertisers to reach a specialist craft audience.
Hoffman Media / Classic Sewing	Classic Sewing media kit data used as a historical example of the relationship between follower numbers, impressions and engagement within a specialist sewing audience.
Lindgaard Fernandes, Dudek & Brown	Australian web designers. You have 90 milliseconds to make a good first impression. Behaviour & Information Technology, 2006. Used when discussing how quickly people can form an initial visual impression online.

One Last Thing

Where I have shared an opinion, recommendation or something that has worked for Home Junkie, I've tried to make that clear rather than presenting it as a Facebook rule. Social media is far too unpredictable for anybody to guarantee that doing exactly what I do will produce exactly the same result for you.

Checked and updated: October 2026

A Final Word From Me



Before I finish, I want to say a huge thank you.

Thank you for reading this guide, for supporting Home Junkie and for those of you who have followed me for a while, for every like, comment, share, message, order and word of encouragement along the way. Home Junkie would simply be a woman surrounded by an alarming quantity of old denim without the people on the other side of the screen!

There is one thing I really hope you take away from everything you have read.

The one thing your business has that no other business in the world has is YOU.

Someone else may make the same type of product. They may use the same materials, sell at a similar price or even be technically better at certain things. But they don't have your personality, your ideas, your experiences, your sense of humour, your way of explaining things or the little quirks that make what you do unmistakably yours. So use them. That is your superpower.

There will probably be things in this guide that make you feel uncomfortable. Maybe you hate talking to a camera. Perhaps the idea of approaching a company about sponsorship fills you with dread, or creating a course feels like the last thing on earth you would want to do. That's okay. You do not have to become somebody else just because someone on the internet tells you that's how successful businesses behave.

At the same time, there are undoubtedly things that you are really, really good at, and there will be things in life you've been through that were a lot tougher than this. So on the days when your confidence disappears and you start looking at everybody else's work thinking they are more talented or more professional, remind yourself of that. Play to your strengths. There will be something you can do, know or create that somebody else would love to learn from, buy, watch or simply enjoy.

I should also apologise for bags, sewing and old jeans appearing in nearly every single example throughout this guide! They are what I know, so naturally they became my examples, but I know so many of you are painters, jewellers, woodworkers, knitters, crocheters, furniture upcyclers, bakers, potters and all sorts of other wonderfully creative people. Whatever I have written "bag", mentally replace it with whatever brilliant thing you make.

If we include the Home Junkie map on the next page, I think it sums up one of my favourite things about all of this. Something I make at home can be seen by somebody hundreds or thousands of miles away, and somehow a community forms around it. That still amazes me.



Look, I understand that real life gets in the way. Most of us do not have endless hours to make products, photograph them, film videos, reply to comments, update websites, create digital products, look for affiliates, contact brands and then somehow remember to eat dinner as well.



So please don't finish this guide with a list of twenty-seven things you think you must do tomorrow. Choose the ideas that feel good to you. Try one. Get comfortable with it. Then perhaps add another. Small, consistent steps will take you much further than trying to change everything at once.

I love making things, and I'm always grateful whenever somebody buys one of them. My favourite thing about Home Junkie, though, is the community it has created. There are so many kind, creative and supportive people around it, and that is what inspired this guide in the first place.

If you finish reading and still have a question, please don't be a stranger. Reach out and send me a message. Ask anything. Tell me what worked for you, what didn't, or even something you think I may have missed. I'm still learning too, and I always love to hear from you.

If you have found this guide helpful, please pass it on or recommend it to another maker or small creative business. I genuinely believe there is room for all of us. Helping somebody else grow does not make your own business smaller.

We're not really in competition with each other. Although life can be a bit of a challenge at times, we are all walking a similar path, and we can give each other encouragement, ideas and support along the way.

Now go and show the world what you can do.

Thank you!

Luba, Home Junkie

