

# NCQC Teacher's Roundtable, 10-23-20, April Sproule

## E-Commerce Options

### Intro

As teachers of a variety of textile art workshops, the products we sell to our students is also a huge part of our income. With the changing in our mode of teaching from in person to online, now is a great time to take a closer look at your sales strategy and consider options for increasing your online sales.

### I. New Product Development

- A. Physical Products: Patterns, Kits, Books, Supplies
- B. Digital Content: E- Books, Downloadable Patterns, Workshops
- C. Monthly memberships, paid subscriptions for varying content or perks
  - 1. Patreon: Fees range from 5% to 12% of your monthly income
    - plus credit card processing at 2.9% + \$.30 per transaction

### II. Sales Platforms

#### A. Websites

- 1. Free
  - Wix, GoDaddy, Network Solutions, Host Gator, WordPress (read the fine print, and do not give them your credit card info)
- 2. Paid
  - **Shopify**: Plans range from \$29.00- \$299.00 per month. Add on apps such as galleries and calendars are extra. They take a percentage of your sales based on your plan. The cheapest plan is 3.5% I believe. Some of the best features are customizable templates, their own shipping system, and their own billing system. They have a two week free trial. You can also call for phone support, and they are wonderful. This is a huge plus!
  - **Squarespace**: Plans range from \$12.00- \$40.00
- 3. Make sure the plan you choose includes the features that are most important to you and are not add-ons for an additional fee.

#### B. Blogs, Monetized

- [Wix Article](#) on different ways to make money from your blog
- PayPal buy button added to your blog: set up a PayPal business account, create a button for the item you are selling, paste it into your blog.

#### C. Others:

- 1. Etsy, Costs are \$.20 per listing and 5% fee on sales (not an expert on Etsy)
- 2. Amazon Handmade, \$39.99 per month and 12% on sales
- 3. Artfire, Listing fee and 9% on sales

### III. Marketing: Getting the Word Out

#### A. YouTube, short tutorials

- Great way to drive traffic to your website, promote your workshops, and grow an audience
- After you reach 1,000 subscribers on YouTube, you can receive payment for ads placed on your video content based on the amount of time people watch your channel.

- Link I just used to build my new channel: [Justin Brown](#)

## B. Newsletters, Free Platforms and Their Limits

- I use Mailchimp for free
- Read the Full Article outlined below: [6 Best Free Email Marketing Sites](#) , from Theme Isle

SERVICE	SUBSCRIBER LIMIT	MONTHLY SEND LIMIT	DAILY SEND LIMITArticle
<a href="#">Sendinblue</a>	Unlimited	9,000	300
<a href="#">Mailchimp</a>	2,000	10,000	2,000
<a href="#">Benchmark</a>	Unlimited	250	None
<a href="#">OmniSend</a>	Unlimited	15,000	2,000
<a href="#">Sender</a>	2,500	15,000	None
<a href="#">MailerLite</a>	1,000	12,000	None

## IV. Business Resources

- Craft Industry Alliance, \$69.00 per year, lots of great webinars and business articles
- Justin Brown of Primal Video for anything YouTube related
- Shopify Articles
- Squarespace Articles