

DO

1. get a logo.

Take the initiative and possibly the \$40 bucks and get a real designed logo!

Please don't use clipart, a template, or something you copied off the web. It will not only make you look like an amateur, but it may also make you look cheap. To find a designer you can hire or trade with a friend or graphic design student. There are also listings on elance.com or craigslist. A good designer will listen to your ideas and offer a few options to choose from.

2. create a consistent look.

Everything from your logo to the paper you print it on and the surface you display your products on needs to be consistent. For example, if I made gold plated picnic baskets I would have the following:

- a. A red and white large gingham print fabric topper over a white long table cloth over my tables.
- b. Tiers of my gold plated picnic baskets on my tables in various sizes.
- c. Business cards with a gold picnic basket on it with red lettering.
- d. A smattering of black acrylic ants to add some contrast.
- e. I would also be wearing a white apron, with red trim and black lettering with my company name.
- f. I might also offer accessories to go with the baskets, such as blankets, utensils, plates, etc.
- g. If I had a website or ecommerce site this should also be consistent with the same look I present at the craft shows or in stores. Same goes for any print materials.

3. get a website.

Unless you are living in the dark, all means of communication is over some form of technology. A blog, a .com, .org, or twitter or facebook page is something. Also an email address with your company name behind it, rather than a popular one looks more professional.

4. Be Professional

Act the part, be confident, and handle challenges like a grown up.

5. Delegate

Trust people who are smarter than you, who like the things you don't like, and can help you accomplish and stay focused. Granted some of this requires cash, but paying an accountant is much cheaper than the acupuncture for all of the headaches!

