



YOUR STORY COULD GET YOU IN THE DOOR

The Wall Street Journal has reported that the #1 tactic for retailers such as Macy's, West Em, Whole Foods and Nordstroms is to carry local artisan goods and rare global products. This has helped to set them apart from their competition. In some cases, local goods are selling better than core products.

WHY TO CUSTOMER WANT HANDCRAFTED PRODUCTS?

The uniqueness of the products, the fact that some of the products have limited availability, and the brand story. Customers enjoy the stores and the history these products represent, making the products seem familiar. One of my favorite parts of my job is hearing the stories of how our Made in Wyoming members started their businesses. I share these stories at our store during the Wyoming State Fair and the customer appreciate them so much; they can even give another reason to buy the product.

TELL YOUR A STORY

On your web site, your business Facebook page, or any of your business social media or ecommerce sites, **TELL YOUR STORY!** Customers want to know about you, your business, the history of your product/company. It makes it personal for them. Include pictures on your sites of you creating your great products. Video is huge right now. Have someone video you making your product while telling your story.



IS IT JUST A FAD?

[NY NOW.com](http://NYNOW.com) believes the demand for unique, limited editions is not going to slow down, which means carrying local artisan products is a must. Handmade products have become the new “add on” or “upsell” for large and small stores.

HOW DO I MOVE FROM A HOBBY TO A BUSINESS?

Entrepreneur.com features a great article on just this topic by Larry Alton. Here are the steps:

1. Create a plan, a roadmap for your company.
2. Get your first sale. Many of you already have this. But are you still selling at local events and want to move to the Internet or wholesale?
3. Maximize your time. Time management as you get started is key. Balance work and family.
4. Build an online presence. This is essential. Have a business Facebook page, when you are ready create a web site, utilize other social media platforms and ecommerce sites as well.
5. Network. Go to local chamber meetings, find clubs, conferences and groups in your product category. The new Made in Wyoming website has a blog section and groups: ask a question of other members.
6. Treat it like a job. Read about the industry, learn about sales and marketing and continue to develop your business.

The Wyoming Business Council has great partnerships with the [Wyoming Small Business Development Center \(SBDC\)](#), [ManufacturingWorks](#), and [Wyoming Women's Business Center](#) that may be able to assist you in growing your business.

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