

Welcome to

*madebyhandonline.com*

"Putting the best of Britain and Ireland's craft products online"  
Financial Times' How To Spend It website.

"Dedicated to selling the best British handmade designs"  
Elle Decoration magazine.

### **What is madebyhandonline.com?**

We are an online craft fair consisting of no more than 165 individual businesses selling directly to the public 365 days of the year.

Madebyhandonline.com launched in December 2010 and is a unique shopping site selling a wide range of the best, carefully selected crafts from Britain and Ireland.

Madebyhandonline.com is under the direction of friends Sarah James and Katie Honnor. Sarah's extensive and positively obsessive passion for craft has been honed over 15 years through her tireless support and promotion of handmade products from the country's leading makers. She is the Director of The Contemporary Craft Festival, Bovey Tracey, and Project Manager of Made by Hand at Tredegar House. Former teacher Katie, brings her great organisational skills and marketing panache, creative and detailed thinking and enthusiasm and love of contemporary craft to make madebyhandonline.com a great success for you.

### **How are we different to existing shopping sites?**

We are committed to being small, yet beautifully formed! We do not want to get too big and risk losing the personal touch. We believe that so many fantastic concepts are lost when businesses become too large or do not have stringent quality controls. We are committed to working with no more than 165 companies to guarantee the highest quality. We select exclusively of British and Irish handmade ceramics, jewellery, glass, textiles, furniture, mixed media and more. Our style is luxurious and highly professional whilst retaining a personal, creative image across the whole site.

We use an experienced selection panel to ensure that you can have the confidence that you'll always be in fabulous company! We want you to remain ever present in the buyer's mind and we go the extra mile to make not just the site a success, but also you as an individual.

### **Much more than a shopping site!**

Madebyhandonline.com is also growing as an essential resource to help create a strong supportive community for makers - providing information on

national events, professional development, exhibitions and opportunities as well as keeping you informed about news within the craft industry.

If you're taking part in shows and exhibitions we also promote you personally on our What's On page, and promote the whole site at all the major national craft events. So, as well as selling your work, the site is also a useful and interactive resource providing essential up to date information that affects you as makers, new and established.

### **How is madebyhandonline.com promoted?**

We promote the site in various creative ways:

- We use a combination of direct mailings to our substantial database of ABC1 consumers of contemporary craft.
- We work to maximize our presence in the design and consumer media to ensure national magazine coverage and online promotions.
- We produce regular e-newsletters and a blog with features and promotions to increase traffic to the site.
- Social networking is a key element to our marketing campaign and we have many followers on Facebook and Twitter. These followers are customers, events organizers, makers and gallery and shop owners.
- We supply our makers with high quality fliers to distribute and display at events and exhibitions.
- We work closely with some of the key national craft events. We sponsor The Great Northern Contemporary Craft Fair, The Contemporary Craft Festival in Bovey Tracey and Made by Hand at Tredegar House and link to their activities.

### **The madebyhandonline Style:**

Excellently styled and lit photography is the essential ingredient to successful selling online. The madebyhandonline.com style is crisp, luxurious, enticing and inspiring. Makers provide the majority of their own images to match the madebyhandonline style. We work closely with you to ensure your images are of a high standard, creating coherency and consistency across the site from the Home page to each of the individual makers pages. We may select work to use in professional photo shoots through the year and these images will feature on the Home page and other key pages, as well as in our national pr campaigns.

### **Day to Day Running**

Orders are made directly on the site. UK Post and Packaging costs are included in the on screen price so that buyers do not accrue numerous postage costs as they shop. We can also take international orders and commissions if this suits you. We monitor the orders, manage the money and hold buyers details, which will then be passed on to the Maker who will send their products to the buyer directly using some of our madebyhandonline packaging, which we will supply to you.

### **How much does it cost?**

We take 22% commission on all sales. It costs £170 to join the site as a seller

for a year. This fee can be paid in one go or spread across monthly payments.

The price includes the set up of your selling pages on madebyhandonline.com, continuous support, proofreading, editing and image formatting if needed, marketing of your work on madebyhandonline.com, management of all transactions, opportunities within our national PR campaigns and social networking activities and certain branded packaging materials.

**What to do now...**

If you would like the opportunity to sell your work with us, simply follow the instructions on our application form, print it out and send it completed to us at madebyhandonline.com HQ.

We really look forward to hearing from you.

Best wishes,

Sarah & Katie

# *madebyhandonline.com*

Dedicated to supporting British contemporary craft

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Postcode** \_\_\_\_\_

**Phone** \_\_\_\_\_ **number** \_\_\_\_\_ **email** \_\_\_\_\_ **Website** \_\_\_\_\_

**Please tell us about your work** : What is your craft, training, inspiration, price range, techniques?

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**How do you currently market your work?**

\_\_\_\_\_

\_\_\_\_\_

**Do you currently sell online?** \_\_\_\_\_

**If Yes which sites do you use?** \_\_\_\_\_

**Please submit 6 digital images of your work on a named CD ROM in the following format:** Ideally we'd like jpeg images to be submitted in two file sizes. 72dpi is fine for selection, but 300dpi is required for press and print. If you can only supply 72dpi at the moment that's fine, but if your application is successful we will need higher resolution images from you. Unless specifically requested CD's will not be returned.

Please send this completed application form, disc of images, a £50 deposit cheque made payable to madebyhandonline, and an A4 SAE (larger letter stamp) to : **Sarah & Katie, madebyhandonline.com, Unit 37, Teignbridge Business Centre, Cavalier Rd. Bovey Tracey, TQ12 6TZ.**

Your deposit cheque for £50 will only be cashed if your application is successful. Applications without deposits can not be processed. If you are successful you will be sent further details on how to proceed. We really look forward to hearing from you and seeing your work.