

If you haven't- Set up your Shopify Account

1 product or 20, get on the site to take advantage of promotions, features, search function, and be ready for future opportunities! You can never have too many breadcrumbs leading potential buyers to find your work. We don't require exclusivity, we understand and respect your relationships with galleries, retailers, and your own ecommerce sites. This site, like everything we do, is about connecting your work to the public.

1-Clean and Effective Image

Having a high-quality product image displays the quality and authenticity of the product, making it more pleasing and trustworthy for the consumer. If applicable, add multiple angles, inside/outside, back if 3d etc. Review your photos with a fresh eye, if you were a potential buyer seeing your work for the first time, would the photo compel you to buy? (*Pro Tip- cropping, lighting, simple consistent backgrounds are all key to quality images. Avoid any background that distracts from your work*)

2- Be Descriptive

Tell your story through your product description. Size, Medium, ready to hang etc are minimum info needed, but discussing your process, materials, inspiration, are great connections to potential clients. Research shows, the more buyers connect to you, the more likely they are to buy. (*Pro Tip- if you write your bio, process, material info in word or notes or a google doc, you can copy and paste as needed with minimal edits instead of starting from scratch each time.*)

3- Be A Good Store Manager

This is your platform to represent your work and your professionalism. Keep your "shop" updated and accurate. Treat this shop as another "breadcrumb" in leading more people to see, engage and buy your work. (*Pro Tip- Make sure your interactions with customers are great. Communication, timing, delivery, gift wrap if asked, provide your business card, and ours if you would. We also have Shop Evanston Made gift tags available- just ask, and a thank you note all make an impression*)

4- Be A Good Marketer

Make use of all the opportunities to promote, share, link, and connect through your network and ours. Have a portfolio page on our EM site, add your contact info, social media, and email. Do you take commissions? Say so. Do you have your contact info, a tag line about your work and IG link, your newsletter signup, and/or website as your email signature? Take advantage of all points of contact to connect with your fans and potential clients! Ask your network to follow @shop_evanstonmade on IG and @evanston_made on IG, FB, Pinterest, and our newsletter. Tag us on your posts and #evanstonmade when you share your work, your WIP, your sales, news, interviews etc. (*Pro Tip- People can't buy what they don't see, include your ShopEM URL on FB, or wherever live links are allowed*) (On ShopEM, search yourself, then copy and paste search link/url)

5- Stay Engaged

Have a strategy for quick response to opportunities. Do you have work you can show, sell, or feature given short notice? We are constantly, actively seeking out new opportunities to share and sell your work. That means that sometimes (often), there's a tight window between concept and launch. We want to include everyone, but we understand not everyone wants to be or can be ready for every opportunity. Read our newsletter and stay connected. #evanstonmade #CollectEvanstonArt #shopevanstonmade
(*Pro Tip- If you see something great or something is working for you, let us know so we can do more of it*)

