

Simply Loved Gifts
www.simplylovedgifts.com * www.potterythings.com
Creating Quality Connections. Increasing Your Sales.

Do you have a great hand-made item or art that needs some extra exposure?

Simply Loved Gifts Boutique started with a few local artists and artisans who thought it would be more practical to combine our marketing efforts, thus saving ourselves time and money. Where one artist may find it difficult to afford a \$1000 advertising campaign, 20 could more easily afford \$50. We choose artists and artisans in different categories and then help **actively promote** their work online, in home shows, craft shows and physical stores. Our approach is a bit unique in design as we work with each artist individually to promote their work, other artists and the boutique.

We offer three different tiers from simply getting you placed in an effective local online store with show options (we take your art to shows for you), to e-mail marketing, store placement and much more.

Pottery n Things (PNT) Online Gallery & Local Show Representation:

One year contract, \$220 for the year* (*\$120 for 12 month, plus yearly maintenance fee of \$100*); 35% comm.

Standard Simply Loved Gifts Membership:

One year contract, \$400 for the year* (*\$25/mo for 12 months, plus yearly maintenance fee of \$100*); 35% comm.

Premier Simply Loved Gifts Membership:

One year contract, \$640 for the year* (*\$45/mo for 12 months, plus yearly maintenance fee of \$100*); 35% - 50% comm on sales (varies per store)

***Please note:** We prefer to have the year's payment in full (*less time spent in bookkeeping, more time spent promoting your art!*) but can work out a monthly payment plan if needed.

What you will get: *(It's a lot...)*

With PNT Online Gallery

- 1. Your own artist page on the website boutique listing your store items. (A \$180+ value!)** We use your bio and either a photo of you (preferred) or a photo of your art for your bio page. We request up to 20 items from you for the online store. (Additional items may be added for a small fee. Price varies with size and number of items.) We provide quality photos of your work and list these items for you on your store pages, linking the listings so an interested buyer can easily view your other items for sale when they click on one item.
- 2. Home page continual rotation.** An amazing piece of PNT's effective online gallery is that they have a continual rotation of artist's things on the home page. We doubt you will find another online store that gives you such exposure and advertising. While most online stores put the most recent listings or paid advertising up front, PNT's unique rotation system allows all artists to be equally promoted. Try it! Open five or more tabs on your browser with www.potterything.com - each time you open the home page there is a different set of artists represented!
- 3. Effective advertising through online promotions and more. (\$150 Value!)** The owners of PNT have the experience and knowledge of keywords, SEO and other online advertising techniques that many artists and retail sellers lack. People pay hundreds of dollars to have their sites made effective for Google and other searches. This is included in your gallery pages!
- 4. Show Promotion Options. We take your art and work into various shows in the Denver area. (Up to \$250 value!)** Different shows allow different medias. We work with you to find shows you can attend personally as well as shows that we can bring your work to for you. For a **small fee per show** (usually around \$10 - \$15 per show) we actually take the art with us from our online store inventory. Upon your request, we actually represent your art at no additional fee other than our 35% commission rate! Many professional companies pay people \$8 per hour plus commissions to run shows for them. Our artists reps take the risk with you: when you get sales, they make money. What makes this venue especially effective is we let customers know they can find your art online as well. If they see something, but perhaps aren't prepared to buy, they need only take a card and can purchase from you later on our store. We have had very positive results from this kind of promotion. How It Works: We inform you of upcoming shows and you opt in as you wish. We take up to 20 artists per show on a first come, first serve basis.

Excited, but need a bit more?

With a Simply Loved Gifts Standard Membership, you get all the above PLUS...

1. **We provide our artists with e-mail and USPS marketing** so you can more easily gain repeat customers. SLG sends out a monthly newsletter to our customers via USPS and e-mail. Each one of the artisans have a spot in that newsletter and we have a focus on two to three artists per month so each year you are with us you get the extra exposure twice a year. (Note: If you wish to have us run your own individual e-mail/USPS marketing for just your customers, we can create a plan for your specific needs. Our time is \$20/hr for creative writing, newsletter creation and other services.)
2. **Your own subscription page on our online boutique.** This is a unique concept to Simply Loved Gifts Boutique. If you had 100 people you knew would buy \$20 of products monthly from your store, would that stability help you to move forward? You bet it would!! That's a steady \$2000 a month sales income. We work with each individual set goals - for what YOU need and work toward getting consistent monthly customers for your store.
3. **The biggest thing you get is the one-on-one help for ideas and suggestions to help you get sales.** Our artist reps work with you to find unique, sellable avenues for your art. Got a great photo? Prints and cards are fine, but what one thing can we do to get your art different from all the rest? (We can't tell you here....) We do our very best to get you as much business as possible. We don't guarantee sales, but we DO guarantee to do our very best to promote you and your art!

Did we mention Store Placement? (Oh, yeah...)

With a Simply Loved Gifts Premium Membership, you get all the above PLUS...

Store/Gallery Placement. We seek to find quality store connections for your art. We guarantee no less than 20 store placement attempts in one year. We can maintain up to five stores once a month under the contract. If things go phenomenally well, we may have to charge a small fee to cover time/gas. Typically we do NOT make profits from store placements. We usually get about 5% comm to cover gas, not time. Each placement is unique and store commissions vary from 30% to 50%. We work with you to get you the best results possible.

Requirements:

1. Artist is responsible for their own licensing. Any licenses (sales tax, etc) you need personally is your responsibility. We carry the licensing needed for our shows.
2. We are a bit conservative in our approach (bear with us as each must answer to God for his/her own conscience) and though all artisans are welcome regardless of religion, we are a Christian-owned company and will only sell products reflecting the values of the company. We do not permit any items with wording that is in any way derogatory, cursing, etc. Uplifting and encouraging words are most welcome! We also do not celebrate Halloween, but welcome fall items during that season. Also, please note that "To the Glory of God and our Lord Jesus Christ" is on some of the pages and the site may be used in a small degree (links, etc) to promote the Christian faith and the teachings of the Bible.
3. Each member seller must agree to a two week full refund policy as we want to offer our customers a 100% money back guarantee. Payments to artisans on items sold reflect this two week delay.
4. You agree to give us up to 20 items physically for use in shows, etc.
5. You agree to pay a small show fee for shows we do for you.
6. As we desire to keep the costs down, we work on the DUO honor system regarding breakage and loss. (DUO = "Do Unto Others - as you would have them do unto you.")

Insurance rarely covers small amounts. While our warehousing is insured against damage and theft, it does not cover accidental breakage, etc. If we are careless in the handling of your art, we take it upon ourselves to cover any damage done. We also would expect to be responsible for theft. If a tornado rips through a show we are doing (could be an elephant) and just happens to knock over your item, we ask that you please be gracious and take the loss. We will provide all broken pieces to the artist, should an accident occur. If something catastrophic happens out of our control, we ask for grace from the artists and will work things out one by one. As we grow, we can charge the artists an "insurance" fee and put it in savings to cover any damage or loss, but right now, we prefer not to add any more fees. We welcome artists suggestions here. Thus far, all artists have graciously agreed to work with us on the honor system. If a store accidentally breaks something, as long as it is not too high priced an item and is not a repeat occurrence, we would like to give some grace. We will work with each artist individually on liability. If an artist needs something more defined, we will determine whether or not we can provide it at that time.

So, could you use more sales? ☺

The Costs

The costs are FAR lower than you would expect to pay if you started your own web store and took the time and money to do what we will do for you. The price SHOULD be about three times what we are charging for 2012, but we know the economy has hit everyone and are bringing this down as low as we possibly can so you (and we) can get this ball rolling.

1. **There is a yearly maintenance fee of \$100.** This includes our creating your web pages, photo taking, email marketing and your gallery pages. It also includes up to 20 items listed online, plus your items placed in the home shows, craft shows, java shows and boutique shows that we host/participate in.
2. **The membership fees are as presented above in the tier descriptions. (\$120/yr, \$300/yr, \$540/yr)**
3. **You must agree to a one year contract.** Growth takes time. We can make no guarantee that you (or we) will make a single sale. At Simply Loved Gifts Boutique we can't promise you sales, but we DO promise and guarantee that we will do our very best to actively promote YOUR products online, in home shows, craft shows and Java shows and that we will work with you to find ways for you to increase your sales and profits.
4. **35% commission** on anything we sell for you in shows or online. (Store placements are more.)
5. A small fee (usually \$10 or \$15) for each show we attend for you. (See above for details.)

Payment Options

1. **Pay in full up front. (Preferred.** Saves on bookkeeping.) We take checks*, cash or we can bill you via PayPal.
2. Pay the set up fee plus first month payment and then pay the agreed upon amount per month for the remaining 11 months. We can bill you monthly via USPS or we can set up payments for you through PayPal if you have internet access. (PayPal would automatically take the amount per month from your account.)

**For Online Gallery, please pay via credit online (we will bill you) or make check payable to Pottery n Things. For Simply Loved Gifts Memberships, please make checks out to Christa Mason.*

Let us know how we can help you. We look forward to helping you promote your work!! Call us or e-mail us if you have any questions.

Sincerely,

Christa Mason, Owner
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