

## 6 Questions to Find the Right Markets for Your Products

@shawnamariemurphy

I learned the hard way in my first year of selling my jewelry that not all markets are right for my particular items.

In my first year, I did 68 markets and made \$27 822 sales.

Last year, I did 11 markets and made \$73 865 in sales.

Finding the RIGHT markets for your items can make a huge difference in your sales.

Everyone's products are different, and that means everyone will have a different **demographic** (demographic just means the traits of the people that buy from you).

Even minuscule details about your product like the logo or the packaging could make your ideal buyer different than someone with the same products as you.

I've created this quick resource to help you figure out who your **demographic** is, which will help you find the right markets for your unique handmade products! 🍰🎨💍🍷🧶🧵📦

### ➡ Here are the 6 questions:

1. Who has bought from you in the past?
2. How old are they?
3. What is their budget?
4. Are they male/female/other?
5. What types of markets/events do they like to attend?
6. What time do they go shopping?

If you haven't done any markets yet, these questions may be harder for you to answer. If this is the case, do your best to consider: Who do you think is your ideal shopper? Who likes your photos online? Have you had any friends or family say they'd love to buy your items? Can you find someone that makes similar items to you (NOT to copy), but to see who their customers are?

★ I HIGHLY suggest trying some markets — even if you don't want to do them forever — because they are a great way to learn who your demo is, how to sell, how to market your items, etc.

➡ Once you've responded to the 6 Questions, you'll have an idea of your unique **demographic**. Now you can concentrate on finding markets where your ideal customer will be!

For ex. if you find your customers are men ages 60-70, who usually spend about \$50, selling at a night market at a rave probably isn't the best type of market for you.

➡ Example: A few years ago, I signed up for a permanent spot at a Saturday morning farmer's market without doing any research, assuming it would be perfect for my jewelry.

After the first few markets, I realized I made a big mistake because the community was mostly elderly people (65+) with very limited budgets for anything besides food.

My customers are women between the ages of 20-60 who usually have between \$40-\$60 to spend, and they generally aren't out shopping on a Saturday morning until at least 11am (which was reflected in my sales — ALL my sales came in between 11am-12pm. This is why the time of the market matters).

I had to learn the hard way that researching markets to find the ones that my demographic will actually be at is SO important!!

If you need more support, [this](#) might help.