



Marketing Your Craft

There are two ways to apply to the Ontario Crafts Council's **Marketing Your Craft** program. As an emerging professional craftsperson (within your first five years of professional practice), you can take advantage of product assessment and marketing feedback from a retail perspective. As an established craftsperson (practicing for more than five years), you can apply to The Guild Shop to exhibit and sell your work.

Emerging Craftspeople (within their first five years of professional practice)

This program provides product assessment and marketing feedback from a retail perspective, helpful for developing a marketing strategy. This program is aimed at the emerging craft professional, however all Craft Professional members may take advantage of this benefit.

Craftspeople with work showing potential suitability for the Ontario Crafts Council retail venue will be contacted by the Manager of The Guild Shop for a personal interview. These makers will be asked to bring in 6-8 pieces of their current work for a more in-depth critique. From this second critique, work may be selected for display in The Guild Shop.

Application submissions will not be returned without request and a SASE (self addressed stamped envelope).

The following will be taken into consideration when determining the marketability of all works:

1. Design quality: colour suitability, functionality, and aesthetics.
2. Originality: creativity, new concepts, and innovative techniques.
3. Craftsmanship: technical merit, attention to detail.
4. Presentation: supporting material/ labels, price list, order forms, artist biography.
5. Sales potential: depth of product line, price point, and profitability.

You will receive:

1. Written product feedback regarding each of the judging criteria
2. Suggestions and ideas for improvement
3. Direction to resources for marketing or showcasing your craft

***Note:** *Applications take approximately 4 weeks to review.
Applications are not reviewed between November 1 and January 15.*

Established Craftspeople (more than five years practicing professionally)

Emerging craftspeople who do not want marketing feedback but wish to apply to exhibit at the shop can apply through this process. Craftspeople with work showing potential suitability for the Ontario Crafts Council retail venue will be contacted by the Manager of The Guild Shop for a personal interview. These makers will be asked to bring in 6-8 pieces of current work. From this interview, work may be selected for display in The Guild Shop. If your work is selected for exhibit in The Guild Shop, you will be required to become a Crafts Professional member of the Ontario Crafts Council. Unsuccessful applications will be returned.

All applicants must submit the following:

1. 6 – 8 professional quality images (preferred* disk with jpeg images of 300 dpi.) representing your current body of work.
2. The image identification sheet; please be sure to print in black ink.
3. Current curriculum vitae.
4. An established price list of your current product line.
5. A self addressed, stamped envelope to return your slides
6. Any additional support material (i.e. labels, order forms, artist biography)
(note: incomplete applications will not be reviewed)

***Note:** *Applications are not reviewed between November 1 and January 15.*

Send applications to:

The Guild Shop
Attn: Manager
118 Cumberland Street, Toronto, Ontario, M5R 1A6
t: 416-921-1721
f: 416-921-3688
theguildshop@craft.on.ca

Please see Application Checklist on the next two pages.

This program is supported in part by the Ontario Arts Council.



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Are You Ready?

The following checklist must be completed in full and submitted with your images and image list. This information will enable us to provide feedback for you to use in developing your marketing strategy.

Name: _____ Membership #: _____
Business Name: _____ Date Submitted: _____
Address: _____ Home Phone: _____
_____ Business Phone: _____
Email: _____ Fax: _____

Please select (circle) one of the following:

I am...

- a) ...an emerging craftsperson
- b) ...an established craftsperson

I would like...

- a) ...marketing feedback about my work
- b) ...to apply to exhibit my work at the shop

A. Ensure you have you included:

1. Your slides and completed slide identification sheet
2. A current curriculum vitae
3. A price list identifying wholesale & retail value
4. A self addressed, stamped envelope for return of images if you wish to have them returned.

B. Do you have:

- | | | | |
|------------------------------------|-----|----|-------|
| 1. A professional portfolio? | Yes | No | _____ |
| 2. Professionally produced slides? | Yes | No | _____ |
| 3. An artist statement? | Yes | No | _____ |

C. Please respond:

1. Do you have a body of work ready to market?

Yes No _____

2. Can you survive on the income potential of your work?

Yes No _____

3. Are you considering this as a full or part-time commitment?

Full Part _____

4. How much work can you produce per year? (retail)

\$ _____

5. Can you produce orders on a timely basis? (i.e. 3 - 5 weeks)

Yes No _____

6. Do you want to deal with wholesale or consignment?

W/S Cons. _____

7. Would you be interested in doing retail shows?

Yes No _____

8. Would you be interested in doing wholesale shows?

Yes No _____

9. How many stores would you be interested in stocking?

10. Are you interested to sell through Ontario Crafts Council retail/exhibition venues?

Yes No _____

11. Do you have any additional comments/questions?

