

Boutique Tips to get you on the track to selling in other venues.

These are some of my personal methods so of course like all of my hair bow instructions, tips and what have you I can't speak for others.

You will see a sample page of my book below.

You need to put your best foot forward and make a sample book with your ribbon samples, this is what you will need to have in your book.

Make a page for each bow.

Name or the hair bow

Sizes that are available in

Samples of the colors and texture/medium i.e.: silk, grosgrain etc. of ribbon that you have available for *that* particular hair bow.

Retail prices and wholesale prices listed

Any options that may be available for that particular bow such as a silk rosette that may be added or a hair bow resin.

Now on that sheet, on the top of the page, add your logo, and full contact information including phone, fax, web site and e-mail address.

Add your ribbon samples on that sheet and adhere them to the page using white crafters tape, it is one sided sticky tape that looks nicer then if you would have glued your ribbon on.

You can type this all up on your computer nice and neat and print it out, adhere your ribbons, punch holes and put these sheets in your binder. You can get a binder that is used for a School or Business report or a ring binder, both will work well. If you use a ring binder and you are good at crafting you might like to cover your book like a photo album per say, plain but in your company colors, print out and laminate your company logo and cut the edges if you want with a pretty edged scissors and adhere it to the front. I have made several of these for friends who have sold everything

from homemade country preserves, candles to boutique barrettes for adults* and cigar purses. If you need any help with this or need one made and have something in mind that you don't think you can do or simply do not have the time I might be able to help and make you one.



Package your goods well!

Tags, print out your own or buy 'Favor Tags' online on Ebay they are much much cheaper then if you went out and had costume made hang tags for your items! I know I was looking for them, the cheapest I found them was \$80 for 150! LOL I found Favor Tags on Ebay and they printed the design that I wanted in the colors I wanted and punched a hole in the end so that I could run a silk ribbon through it and attach it to my items.

Business cards! Another MUST! This is your calling cards! Buy these and ALWAYS have some on hand to give out wherever you are! There is a web address located in my *Resources File* that has FREE business cards and not yucky ugly ones, but pretty ones, all you pay is the shipping!

You need a web page! I know that they are expensive to start up with all of the art, graphics and hosting etc involved but even if it is something simple, you need it for your costumers to go and see more of your Boutique items that are available.

Because of the high high price I paid to have mine done and set up I just started offering a hosting and design service, to make very reasonable web hosting for Boutique shops. "Boutiques Fit For A Princess"

www.boutiquesfitforaprincess.com we will also be doing the upkeep of your boutique so no need to worry about all of that work or knowing how to do complicated HTML. You can go to

www.hairbowinstructions.net/hosting.html for more details.

Your Bow Cards! Another must if you are looking to start getting into Boutiques etc.!

You do NOT want to just have plain white plastic bow cards! Get a bunch of address labels printed out! you can choose your colors and design, mostly everyone will allow you to send them your own logo and print it on your labels for you at NO extra charge! This is a cheap cheap way to dress up and personalize your bow cards. Place one label on top of your bow card.

Places to take your hair bows to sell

Just do not pick any place please! This is important, make sure the place is nice as it is a reflection of your goods that your produce! Another words don't choose a consignment shop that sells junk that you wouldn't even want in your home.

Consignment shops! Perfect place, they get a nominal fee of 10-15% some even 20%

Baby and Childrens Boutiques of course

Florist Shoppes, most are not just Flowers today, they sell lots of gift items, your baby hair bows would go good there! Think about someone who wants to send a NEW MOMMY bouquet that has had a little girl, maybe send a pretty package of baby hair bows!

Brownie or Girl Scout Troop Leaders! as a perfect fund raiser, they will make money and so will you!

Other places. I live in a small town now out in the country so to speak and I have to travel to take my goods to places, I have a huge bag ready filled with bows, packaging, my book, business cards, printed out ***sheets in color of my best selling bows to give out or leave along with my contact information listed and an attached business card, samples of my clippies and actual samples of my hair bows.

For me being far away, I am not familiar with many place so I have found a great way to find places at home on my computer by going to www.superpages.com this is PERFECT to find places to sell your goods weather you are in a big city or a small town, Superpages have nearly everything listed, no fumbling through a phone book where hardly anything will be listed, or asking around where is this place of that place. You can type in even a general business type of name such as FLORIST, in NYC and a bunch will pop up, print them out and take them with you, need directions to get to those places so you wont get lost? Go to www.mapquest.com they will give you EXACT directions and tell you the approx. amount of time it will take you to get there.

I would suggest calling the places that you are going to visit if you are short on time and want to just weed out the people who will not give you

the time of day. Call and ask to speak to the owner or manager and when "they might have a time that is good for *them* to see you" make an appointment and bring all of your goodies with you and sell!

If you are going to an area that has a lot of places where you can go, you can just take it on the fly and stop in and give out one of your ***sheets and talk to the manager or owner, if they are not there find out when they will be and follow up on it! Keep records in a note page as you go alone because trust me by the time the day is done you WILL not remember who is who if you are going to a lot of places LOL.

You might even want to leave a little sample, a nice bow or two in a clear cello bag with a silk ribbon bow at the top with your business card attached, nice and classy. This is perfect to leave as a gesture especially if the person is un decided or the owner is not there.

I would LOVE to add to my Boutique Tips so that I can better help all of your girls so please e-mail me ANY tips that you have and I will accredit it to you and add it to this list the next time I update this CD!

If you haven't already you can join our Hair Bow group! We have a bunch of lovely talented ladies in it, we share tips, ideas and just plain have fun! If you would like to join just send me an e-mail and I will send you an invite.

Good luck ladies I wish you the very BEST and much success! I mean that from my heart! :o)

God Bless

Dorothy :o)