

We recommend that all makers gather the following deliverables in an easily accessible folder before attempting to log in. This will save you time and stress.

1. NARRATIVE:

- a. **We recommend that you write your narrative in the first person. Keep it under 300 words.** Write as though you are talking to a shopper as they approach your booth at an in-person show. What do you want them to know about you, your business, your products, or your motivations? Consider this your "elevator pitch."

Helpful Tips:

For your "About Me" section, make sure to include what you do, how long you've done it, what you love about it, and what makes you unique.

For the "About the Product(s)" section, think through the details you want shoppers to know about your product. How are they made? What makes them special? Who might enjoy them?

Remember to keep it friendly and add some memorable detail, but stay under the word limit!

- b. **SAMPLE NARRATIVE from HA's executive director:**

ABOUT ME:

Welcome to the Sew Much, Sew Nice maker page! My name is Tricia Brancolini-Foley and I have been making adult and child aprons since 2006. I get most of my fabrics and notions from thrift stores and (no joke) your grandmother's sewing stash. For years, friends and family have been giving me beautiful, vintage fabric finds from their grandmother or great aunt's stash. I also buy much of my material, notions, and thread at the Salvation Army Annual Fabric sale. I love matching colors and patterns to create a one-of-a-kind bib-style apron with complementing, colorful pockets. Thanks for checking me out!

ABOUT MY PRODUCTS:

My aprons are lined, wash well, and do not need to be ironed. All of the straps and handmade bindings are cut and ironed by hand! The adult aprons make great gifts for the cooks or bakers in your life. The kid aprons are for the little ones who love to cook, bake, or need something to wear during messy playtime.

2. PROFILE IMAGE: 512 x 512 pixels

- a. Prep and save your profile image as a .JPG or .PNG file.

Yes, the dimensions are for a square, BUT this image will display in the same way that social media images work.

3. IMAGES: Slide show images and product images

NOTE: Each maker page has the opportunity to show 16 different images.

- a. **Prep and save your images as a .JPG or .PNG file.**

- b. **Sizes for all images are the same:**

- Maximum size of 1800 x 1200 pixels (3:2 aspect ratio)
- Minimum size of 800 x 533 pixels (*Any smaller than this, and the image is not going to look clear.*)

- c. **5 to 6 Slider Images**

- **5 images + an embedded video**

If you choose to embed a video, carefully read number 4

- **6 images if you did not make a video**

1. We recommend that you use this opportunity highlight YOU or YOUR BUSINESS.
2. Use images that make a personal connection.
3. A picture of you at your table from a past event, images of a grouping of your products, studio images, process images.
4. You can also show photos of your products. It is entirely up to you.

- **IMPORTANT:** The FIRST image you put in your SLIDER IMAGES will default to your FEATURED image that gets pulled in your maker card on the home page, marketplace page, and category page. If your first slider is your video, the featured image will be your SECOND image. Make sure this image is a good representation of your products and will make shoppers click through to your maker place.

- *NOTE: We have discovered that makers who used strong product images or images of themselves making or in a selling situation did best. Images that show you doing a hobby like rock climbing or something similar did NOT get as many clicks.*

3. IMAGES: Slide show images and product images (con't)

d. **PRODUCTS ARE OPTIONAL**

Because we are changing the virtual component from a market to a catalog, we do not think it is necessary to add products. Last year's virtual market proved that our audience doesn't want to shop online from you. They want to preview your work and shop from you in person. That said, if you want to add products, you can. If you are a returning maker, you must either delete past products or update them with new ones.

10 Product Images

- These images should be product images of items that you currently have in stock. Anything else is confusing.
- If you sell out of something before or during the event, you will be able to log in and swap out images.
- Each image will link directly to your e-commerce site in a new window. You are responsible for setting these links and testing them. These links can go to your homepage, to a top-level category page, to an individual product page.

4. Video File: OPTIONAL

- a. You have the opportunity to create a short video file that serves as an introduction to you and your business. This is optional. Video MUST be under 3 minutes in length. Anything longer will be abandoned by the user. (Even three minutes is on the long side these days.)
- b. If you have a video on your website or social media account that you want to use, just paste the link in the field.
- c. If you want to create a video and have Handmade Arcade upload it to our YouTube channel and create a link for you, we can do that. Here are the directions.
 - Accepted formats: .MOV .MPEG4 .MP4 .AVI .WMV .MPEGPS .FLV 3GPP WebM DNxHR ProRes CineForm HEVC (h265)
 - You can view maker videos from past events to get an idea of what other makers created.
https://www.youtube.com/playlist?list=PLL7rfO3FNlRbV2LrT2SClvottCP_gday7
 - **If you decide to create a video, you must upload it to Handmade Arcade's drop box NO LATER than Wednesday, November 16 at 11:59 PM.** That will give us time to process your video on our YouTube site and send you the link to add to your slide show. You do NOT need to have this link to begin creating your page.

USE THIS LINK to upload your video file to HA Dropbox

<https://www.dropbox.com/request/CgLixLp6nbGU9ei63DBd>

Feel free to email at tricia@handmadedearcade.org for help at any time.

She will do her best to point to the answer as quickly as possible.