

31 Days Crochet Business Blogging Challenge #4



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Start Teaching Crochet
Start a Membership Site
Be a Speaker or Coach

<http://crochetbusiness.com>



About Momwithahook

I'm Sara Duggan, and I've been crocheting since 1999. I started blogging in 2007. In that same year I opened up an Etsy shop. By 2008 I was designing patterns for customers.

Currently I am the Managing Editor/Writer for <http://crochetbusiness.com>. My mission is to help crochet businesses succeed by connecting them with the people and resources that will launch them into the business of their dreams.

What Can You Get From CrochetBusiness.com?

- **Honest reviews** on services that cater to the crochet business owner
- **Crochet Business Interviews** from those who are following their dreams
- **Resources** that will connect you with service providers to assist you in setting up your shop, your blog, your social media presence and YES, even suppliers of yarn and other tidbits that you will need
- **Support** for those new to blogging whether that be handling it for you, teaching you how to do it yourself, OR connecting you with a more qualified provider
- **Education** that will help you connect with your customers, build a community, set up and run an email list, and anything else that you find needful
- **Cheerleader and Prayer Warrior** as I am determined to shake up the crochet community for good.

Webinar Notes: (<http://crochetbusiness.com/how-to-password-protect-a-post-in-wordpress/>)

[Sara]

Welcome to the third Webinar of the July 2013 31 Days Crochet Business Blogging Challenge.

I am Sara Duggan the editor of Crochetbusiness.com. I entered the blogging world in 2007 as Momwithahook. I opened an Etsy shop the same year and eventually closed it in 2010. Now I spend my time ghostwriting, editing, and assisting other businesses behind the scenes.

Crochet wouldn't let me go so I decided to merge my two passions – writing and crocheting. Thus CrochetBusiness.com was born when I published my first eBook "Hooking for Cash 101: 10 Ways to Make Money with Your Crochet Blog" in March 2012.

Today I will show you how to widen your crochet business offerings to include Teaching, Coaching or Mentoring or a paid subscription or Membership site.



image by: nokhoog_buchachon <http://freedigitalphotos.net>

How can these benefit you?

1. Selling crochet can be fun but it is really hard work. I interviewed Georgia of The Hat Factory and she works nearly 12 hours a day crocheting her hats.
2. Adding an additional income stream whether that be teaching, coaching, mentoring, or membership sites is a wise business decision. It can also be a very profitable decision.
3. Adding additional streams of income will make you less dependent on your ability to design or create a product.
4. You can sell your services at a higher price range and work less hours.

Let's get started and then at the end I will open it up for questions.



image: jscreationzs via <http://freedigitalphotos.net>

Step 1: Choose What You Want to Add to Your Crochet Business

- Teaching Crochet
- Coaching or Mentoring
- Membership Sites



image: jscreationzs via <http://freedigitalphotos.net>

Step 2: Choose the Right Technology

Anymeeting.com – (<http://anymeeting.com>) my meeting room is hosted at Anymeeting.com. It is a free service with an optional paid upgrade. Currently I can't record these sessions but I will invest in this ability in the future.

CourseCraft.com – (<http://coursecraft.com>) later this week I will be talking specifically about teaching crochet. I re-introduce you to Ali of Hooked on Crochet a previous crochet business interviewee.

Ali started her career by teaching a friend how to crochet. Others asked for her assistance and she started teaching out of her home office. She developed the first UK eCourse on crochet and just released her first book for those who wish to improve their crochet skills.

This service [coursecraft.com] has a free option with the ability to charge for your course. Try Ali's course preview for free to see what taking a course through them will look like for your clients/students.

Freeconference.com – (<http://freeconference.com>) another service I use to hold consultations. I will be adding these to crochetbusiness.com after I finish my internship in August.

Again this is a free service but you do have to read the fine print to make sure you aren't charged for the extra (optional) add-ons.

You receive a free number, you give the call in number to your client, and proceed to coach or mentor them.

Step 3: Setup Your Services Page

This is something I am currently working on with my business mentor. You can view my services at <http://crochetbusiness.com/hire-sara/>

- **Describe your services**

Remember that your clients and students want to do 1 of 3 things. First they want to be entertained, second they want to be educated, and third they want to solve a problem.

Find out what they want and gear your services to meet that need.

- **Set your prices**

Set firm prices and policies. You don't want to sell yourself short here. You can always give discounts to clients when you are starting out BUT always put the full price on your website.

Discounts can be a good thing but only if used properly. Have a quarterly sale or a yearly sale.

My business mentor hosts a May Madness sale where many of our mastermind group members offer their services and products for a significant discount - \$5.

Yes, you heard me right. I hired a VA to format my first eBook for \$5. Excellent deal plus each year her entire email list looks forward to this one event.

If you visit my service page you will see the prices are high for the crochet market - High according to whom?

My prices are actually below market but I service a section of crochet business owners and bloggers who are like me, struggling because of unemployment or a limited budget.

Yes it is scary for me to charge so much but that is only because of my money mindset. I'm so used to pinching every penny to get by that I forget that others have the budget to invest more in their businesses.

This is MY business. Yes, my clients are the ones who pay me and support my family BUT I have the final say as to who I will work with and how much I will charge. This is the beauty of entrepreneurship.

- **Market Yourself**

Finally you will need to put yourself out there. Again, it is scary especially if like me, you are timid and have confidence issues. Work on it and keep working on it until you have conquered it.

My favorite motivational speaker Joyce Meyer says "Do it Afraid". This is exactly what I am doing.

My Calendar

<http://www.doodle.com/saraduggan>

End of Webinar

Questions? Visit Me at <http://crochetbusiness.com>

Suggestions? Want to Have Me Teach On a Certain Topic?

Contact me: <http://crochetbusiness.com/contact/>



<http://crochetbusiness.com/hooking-for-cash-101>