🎯 Tips for Becoming a Successful Simple Treasures Vendor

🌟 *NEW NEW NEW!*

Customers love finding something **new and unique** — that's why they keep coming back!

- Whether it's a new product, a fresh display, or a new concept — keep it exciting!
- **Keep what's selling**, and **rotate out** what's not.
- Don't get comfortable with the status quo — keep your booth evolving!

👀 Stay on Top of the Latest Trends

- Boutique trends come and go — always keep your eye on what's hot!
- Many successful vendors play off of:
    - Popular movies
    - Trending phrases
    - Social media moments
- Update your sayings/quotes regularly. Some become overused and lose appeal.
- Always keep what's working — and replace what isn't.

🚫 DON'T Copy Other Vendors

- Every vendor works hard to come up with original ideas.
- Copying is not only frustrating — it's poor vendor etiquette.
- Be inspired, but **stay original**!

🎯 Know Your Audience

- Think about the crowd at each show:
  Cowboys? Christians? Kids? Men? Women? Art lovers?
- Tailor your products to the demographic of **each show** for better sales.

📉 Avoid Market Saturation

- Even best-selling products can lose steam over time if too many vendors sell them or customers already have them.
- Be proactive — have **new products ready to phase in** before others fizzle out.
- A diverse product mix helps protect against dips in one category.
- If you have a product that is commonly done…find a niche! Something that makes yours stand out.

💰 Price for Success

- **Don't overprice!** Customers won't buy if it's too high.
- **Do your research:**
  - Visit other shows.
  - See what similar items are priced at.
- **Volume vs. Margin:**
  Sometimes it's smarter to price lower and sell more units than to price high and sell fewer.

💵 Have a Variety of Price Points

- Mix high-end items with lower-priced options.
- A wide price range helps balance out your total sales — that way if higher end items don't do well, the lower end items make up for it and vice versa.

❤️‍🩹 Final Thoughts

Our goal is for **every vendor** to have a successful experience at Simple Treasures!

If you've learned any great tips through your time with us, we'd love to hear them!

Let's grow together — and have fun while doing it!