

Getting Ready to Populate your Handmade Arcade Maker Page

Before you log in, gather the following deliverables in an easily accessible folder.

1. **NARRATIVE: Due Friday, APRIL 16 (required)**

- a. **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.

- c. **Write your narrative and CLICK HERE TO UPLOAD for editing**
<https://www.dropbox.com/request/2xAX42mmPFkYUuKtHtRk>

- d. HA's copyeditor will review each narrative. Once reviewed, the narrative will be made available via a shared google document for you to retrieve.
- e. **No action needed if you already participated and are using the same narrative.**

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. Photos: Larger images and product image

- 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. In this instance, BIGGER IS BETTER.
- c. **5 to 6 TOP Level Larger Images for the Slider**
 - **5 images + an embedded video or**
 - **6 images if you did not make a video**
 - The images be anything you want to show. We think you should use this opportunity to highlight YOU or YOUR BUSINESS, show images that make a personal connection. A picture of you at your table from a past event, images of a grouping of your products, studio images, process images. You can also show photos of your products. It is entirely up to you.
 - **IMPORTANT: The FIRST image that 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 slider image. Make sure this image is a good representation of your products and will make shoppers click through to your maker place.**
 - *NOTE: After the winter marketplace, makers who used strong product images or images of makers making or in a selling situation did best. Images that show you doing a hobby like rock climbing or something similar did NOT get click throughs.*
- d. **10 Product Images**
 - YES, you will be able to log in and swap out images throughout the event if you sell things.
 - Each image will have a link that will link to your e-commerce site. You CHOOSE where they go. The links can go to your homepage, to a top-level category page, to an individual product page.

4. **Video File: Due Friday, APRIL 23 (optional)**

a. **Upload files HERE**

<https://www.dropbox.com/request/FwT285pednQBWclg4FAc>

b. Video MUST be under 3 minutes in length.

c. Accepted formats: .MOV .MPEG4 .MP4 .AVI .WMV .MPEGPS .FLV 3GPP WebM DNxHR ProRes CineForm HEVC (h265)

d. No action needed if you already participated and are using the same video.

PAST MAKERS: You can log in using your log in from the winter event. If you can't remember your password, you can reset it. Use your user name or email address for your log in.

NEW MAKERS: An email with your user name and password was sent on April 13. Check your SPAM folder. It likely went there. The email will come from no-repy@handmadedearcade.org. The Subject line is **[Handmade Arcade] Login Details**

You can start populating your page at any time.

NEW (and RETURNING) MAKERS PLEASE NOTE:

In order to include you on the marketplace webpage, I have already started your maker page. Returning makers, you already have a maker page that you will update.

- When you log in, on the TOP LEFT, click MAKERS or ALL MAKERS.
- **NO ONE SHOULD CLICK NEW MAKERS.**
- You will see that you already have a link with your company in the table.
- Hover over your name, click EDIT and begin.

PLEASE feel free to WAIT for the update step-by-step instructions before you begin. They are being updated and will be sent soon.

LOG IN PAGE: <https://www.handmadedearcade.org/wp-login.php>
