



MAKER NARRATIVE:

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."

Make sure you use spell-check.

We also recommend using [Grammarly.com](https://www.grammarly.com) - a free online writing assistant that checks grammar, spelling and helps with style and tone.

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 unique? Who might enjoy them?

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

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 cooking, baking, or needing something to wear during messy playtime.