

# Partnering to make your carving business work

*Brittany Hamilton Altoona, Pa*

*<https://www.facebook.com/RLHWoodSculptures>*



Brittany Hamilton of Altoona, Pa grew up in a small town. During High School she yearned to learn much about entrepreneurship through Future Business Leaders of America. After traveling and gaining much experience abroad she returned to the USA and settled in Altoona, Pa where she met her husband. He was the perfect match, his talent and her business skills were combined to continue running his full-time carving business. For the past 5 years she has done everything from website building and maintaining, social media, invoicing, customer service, sales, chip clean up, videography, photography, painting, and a little bit of sawing. She hopes to grow the business and venture into new mediums and outlets in the coming years!

# Presence on the *world wide web*

<http://www.getchainsawart.com/>

<https://www.facebook.com/RLHWoodSculptures>

The screenshot shows the website for RLH Wood Sculptures. On the left is a dark sidebar with a navigation menu including: Home, Store, Contact Us!, Recent Works, Custom Orders, On-site Carvings, Behind the Scenes, Benches, Super Heroes, Cartoon Characters, Mascots & Signs, Human Figure, Religious Carvings, Animals, Seasonal Items, Nautical, Wooden Statue of David, More Carvings, Carving Care, Additional Art Mediums, Event Booking, and Cart (0). The main content area features a header with the site name and a search bar. Below is a 'Welcome to our Site' section with a photo of the artist and a paragraph of text. A section titled 'Richard L. Hamilton From Wood to Art' includes a bio and a large image of a bear sculpture. At the bottom, there is an 'About the Artist' section with a short bio and contact information for RLH Wood Sculptures in Altoona, Pennsylvania.

The screenshot shows the Facebook page for RLH Wood Sculptures - Richard L. Hamilton. The page header includes the name and profile picture. The cover photo shows the artist working with a chainsaw. The page has 3,292 likes and is described as 'Very responsive to messages'. A post from February 12 at 9:07pm in Altoona, PA, is featured, titled 'Valentine Give-away!'. The post text reads: 'This is the perfect bundle to spoil a special somebody with. WIN this Hearts Sculpture and 3 #Sheetzforthekids sugar cookies. To enter: 1) Share this post 2) Comment who your Valentine is 3) Like this post... See More'. Below the post is a photo of the Valentine's bundle, which includes a wooden heart sculpture and three bags of 'Sheetz for the Kids' sugar cookies.

# Purpose in having a web presence

A website is used to make sales and display work to those already interested in buying

-No posting limitations

example

-example

-

-

-

Social Media is a way to build a relationship with past, present and future clients

-consumer interaction

example

-example

-

-

-

# Pictures on Website

## Your ability

- Custom orders
- Selection
  - Currently for sale
  - Previous carvings

## Who are you?

Provoke emotion: people's connection with photos

# Facebook-your social media presence

## Content: tips to writing engaging posts

- Motivational posts
- Funny
- Beautiful Pictures
- Stories
- Emotional content/provoked by
- Food
- Themselves
- Traveling – places/people
- Create curiosity
- Personal content
- Do not say 'you all' or 'everybody'

## Limitations

- Your posts only reach so many people who actually like your page
- Certain rules regarding what your pictures can contain
  - A boosted post cannot contain more content/words than actual picture
  - A FB page banner cannot contain your physical address
  - A personal FB account cannot be used for business. Once your discovered your account will be permanently wiped.

# Facebook: Tangible yield of posts

- Our experience: It took us many years to actually have FB reach people that we would of never seen in person and they followed through and purchased carvings
- It's a constant reminder to those who have bought locally, so hopefully the next time they need a gift, lawn item, furniture, they call you!
- Documentation of your work for people to view if you don't have an album on hand.

# Business FB Page

Content:

- o Motivational posts
- o Funny
- o Beautiful Pictures
- o Stories
- o Emotional content
- o Food
- o Themselves
- o Travel –

places/people

- o Create curiosity
- o Personal content
- o Do not say 'you all' or 'everybody'
- o Client content
- o

Post Pics and Content Together

# Features on FB Pages

- Messages button under comments
- Scheduling posts – posting frequency
- Insights – posts

Website: weebly

No limitation as to what content you can share with the World

Content:

- Bio
- Contact Form
- Carving Care



# Documenting your work

Needed for both your website and your social media presence!

Pictures, Pictures, Pictures!

Digital Camera

Photographer friend

Smart phone

Document the process!

People need to see that there is a lot to the sculpture... and why the price! (find the wood, get the wood, store the wood, carve the wood, finish the piece, transport and display the piece and then maybe sell it)

# Photography

## Camera vs. Smart Phone

- Picture quality
- Editing photos
- Watermark

## Background

- Clear the clutter
  - Natural background or landscape
- Use a plain blanket/sheet
- Edit out the background

Photoshop

# Client Contact

Business cards

Email

“Contact Us” form on website

Phone (s)

In person

# Payment methods

## Cash

Check- we only accept on custom orders that won't be done for 2 weeks- gives time to clear

Credit Card: "Square" Run payments easily with your phone – sends receipt. If you forget your reader you can manually enter.

## Accept payments over the phone

- Invoice clients who contact you via email or phone. Invoice potential clients who agree to a future purchase
- Great way to keep track of order details

## Paypal

- Great for invoicing and online sales