# 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

"Like" us on Fasebook

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Search

Welcome to our Site

Hope you enjoy all of the fabulous

carvings made by Artist Richard L

Richard specializes in 'custom' work, so don't hesitate to contact us with your

Han

project or ideal

#### http://www.getchainsawart.com/



Cart(o)



**RLH Wood Sculptures** 

#### Richard L. Hamilton From Wood to Art

Richard 1. Hamilton is a growing artist that curves finely datalied scalptures out of wood with a chainsaw. His evasions are unique treasures to be valued throughout the years or oven passed down to generations to come. Enjoyt



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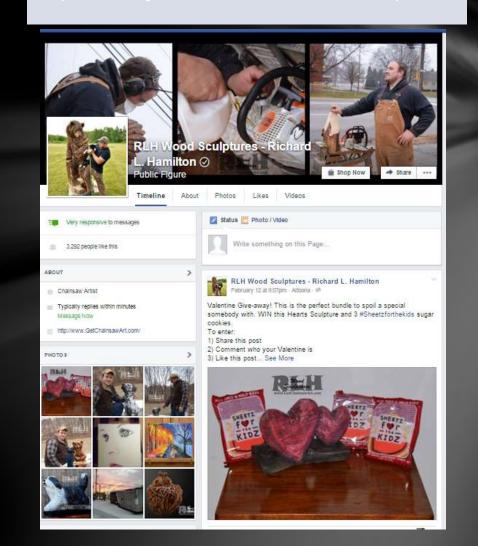
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#### About the Artist

From a young age, Richard L Hamilton has been gifted with great Artistic ability. He found that he was most content when pursuing the passion for Art. Af the age of 25, Richard logan Chainaw Carring and has been doing so for the past 7 years. He has a magnificent taint that he displays within his work. With his gift he is able to make a smalling passes of Art card of work. If you can taih the it, be can make it?

> RLH Wood Sculptures Altoma, Pennsylvania 814213-6223

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#### 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

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

places/people
Create curiosity
Personal content
Do not say 'you all' or 'everybody'
Client content

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## 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 toa future purchase
- Great way to keep track of order details

Paypal

Great for invoicing and online sales