

**DISTRIBUTION**  
*Spaces*  
or Channels  
**WORKSHEET**

- For Makers and Artisans -

**LET'S DO  
THIS!**

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# DISTRIBUTION *Spaces* or Channels WORKSHEET

- For Makers and Artisans -

**Small handmade craft businesses with limited resources or financial support should create a distribution channel analysis to determine which distribution channel is best suited for their customers.**

## DOING THIS WILL HELP YOU:

**Figure out where to sell your products and give you tasks to get there.**

When creating a marketing strategy, your distribution spaces should be one of your four core subjects of discussion along with product, price and promotion.

**Choosing the right distribution channel when you are a small or handmade business is pretty important. Whether retail, wholesale or business-to-consumer making sure your picking the right spaces is pretty important.**

You have already spent so much time honing tweaking and developing an awesome product, correctly positioned it for your target market, developed your brand and visual identity, figured out the correct price and designed all of your packaging...why wouldnt you pick the right distribution channel for your business?

Changing your other marketing tactics and strategies are easier than switching up your distribution tactics...so lets make sure to pick the right ones. When you have limited funds and resources its usually best to select one distribution space or a limited number of spaces.

**WHEN YOU ARE GOING THROUGH THIS EXCERCISE THINK ABOUT THESE THINGS:**

**Easiest way to enter the market against your competition**

**Lowest cost**

**Ability to provide and keep up stock**

**Pricing and profit margins**

With that said you are probably wondering what exactly is a distribution channel or I like to call them spaces (it just makes more sense to me). Why do I need to even worry about it? Pretty much to sum it up, it is about how your products reach your client. You can sell your products in a physical store, a shop, a telephone channel, send a letter, network marketing, home sale events, mail-order, canvases, fairs, kiosk, or even on the street. Distribution channels can be used in various ways or used by themselves. They are meant to reinforce each other.

## HERE ARE SOME "SPACES":

### SINGLE-CHANNEL DISTRIBUTION

You provide only one space for your customers to buy your goods. Like an eCommerce website or storefront where you sell your handmade goods.

### MULTICHANNEL DISTRIBUTION

So this term is used when you have multiple spaces (with different businesses) selling your craft goods. Often each space will have different prices, and customer service quality.

### CROSS-CHANNEL DISTRIBUTION

This selling space is different than usual because the customer has no idea there is a difference in distribution spaces but when they purchase the customer chooses one and gets a tailored experience.

### OMNI-CHANNEL DISTRIBUTION

Basicly an omni-channel distribution strategy is a complete blended mashup of the different distribution spaces. One example might be you buy a gift on Target.com, contact them through the website to return, comment on social media to get there attention, and return the product to the store to get cash...

## STEP 1.

**QUICKLY LIST THE VARIOUS DISTRIBUTION SPACE AVAILABLE TO YOU.**

**(Suggestions: advertising, public speaking, press releases, cross marketing, website, blog, Twitter, Facebook, Instagram, current customers, etc)**



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**COMPLETE THIS WORKSHEET BY PUTTING IN EACH OF THE SPACES YOU LISTED ABOVE AND FILL IN THE PRO'S AND CON'S OF EACH.**

An example would be, What is your cost? What preliminary contacts or research do you need to undertake?

DISTRIBUTION SPACE	HOW HARD IS IT TO GET IN? Ease of Entry	IS IT CLOSE? Geographic Proximity	COST Big Investment?	COMPETITORS POSITION Where they at yo?	YOUR EXPERIENCE Need Education?	STAFF Have some or need to hire?	MARKETING NEEDS What's needed?

**IDEAS FOR POSSIBLE DISTRIBUTION SPACES (CHANNELS):**

RETAIL OUTLETS (OWNED BY YOU OR INDEPENDANT MERCHANT OR CHAIN)

CABLE DIRECT MARKETING

WHOLESALE OUTLETS (YOUR OWN OR THOSE OF INDEPENDENT DISTRIBUTORS)

SALES FORCE COMPENSATED BY SALARY OR COMMISSION

STREET VENDORS

POP UP MARKETS

HOME PARTIES

DIRECT MAIL VIA YOUR OWN CATALOG OR FLYERS

EVENTS

TELEMARKETING ON YOUR OWN (OR HIRE A FIRM)

ART SHOWS OR FAIRS

INTERNET MARKETING (YOUR OWN ECOMMERCE WEBSITE)

HOME SHOPPING CHANNELS





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3.

WRAP IT UP AND CHOOSE YOUR DISTRIBUTION SPACES AND SET SOME STRATEGY.

Put some tasks on your to do list and get to work!

DISTRIBUTION SPACE	NAME	STRATEGY	TONE	DESIRED ACTION
EXAMPLE BLOG	EXAMPLE NEW BLOG	EXAMPLE Cross linking and partnering up with aother artisans. Sharing work on other blogs. Offering discounts on blog.	EXAMPLE Funny Casual Professional	EXAMPLE Link to blog posts

