



## Course details

### Course title

Setting up an Arts and Crafts Business

### Course code

Q00021671

### Course date

Start: 22/05/25

End: 22/05/25

### Number of classes

1 sessions

### Timetable

Thu 22nd May, 10:00 to 15:00

### Tutor

Karen Duncan

### Fee:

£18.50

### How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

### Venue

Online

## Course overview

This micro course is designed for those who want to explore how to turn their creativity into a business. The course will outline the very basics of what you need to know in order to set up, and start running, a successful arts and crafts business whether creating and selling unique artwork, unique home décor, or jewellery. The course covers how to identify and define your niche within the arts and crafts sector; the basics of pricing products to ensure profitability; key steps to setting up an online shop or selling at local markets; simple marketing techniques to attract customers, including using social media. This course is perfect for beginners and requires no prior business knowledge. By the end of the session, you will have a clear understanding of the first steps needed to launch their arts and crafts venture and make your creative passions profitable.

## Course description

This course is designed for those looking to increase their knowledge and awareness of how to set up and run an arts and crafts business. It begins with helping you explore your passion, define their niche, and understand the local and online market. You will discover how to create a simple business vision plan, develop effective pricing strategies, and select the best platforms to sell their products, including online shops, social media, and local markets. The course also covers basic marketing techniques to attract and retain customers, such as building a professional online presence.

## What financial support is available?

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

## What other support is available?

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/skills-work/self-employment/22-may-setting-arts-and-crafts-business>