

# You Can Make and Sell Gift Baskets!

## 10 Tips to Start Now



A report by **Shirley George Frazier**

Gift Basket Industry Expert and Author of:

**How to Start a Home-Based Gift Basket Business**

**The Gift Basket Design Book**

**Marketing Strategies for the Home-Based Business**



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**TIP 1.** Decide if gift baskets will be a full-time business or part-time hobby.

If you start a business, be ready to take all necessary steps to launch it, create a workspace solely for gift basket making, and abide by your region's rules and regulations.

If gift baskets are a hobby, you'll still need space for your creativity, but you won't have access to corporate businesses that order multiple gift

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baskets. Corporations order from business owners rather than hobbyists.

Corporate gift basket orders allow you to make the most money in this industry.



**TIP 2.** Learn how to create beautiful designs with help from [books](#), in-person and [online classes](#), gift industry trade shows and conferences, or video training found online.

It may seem easy to make gift baskets, but knowing how to design them like the pros is important to mastering this dynamic art form.

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Videos showing various design ideas and sharing tips are available online on the [Gift Basket Business YouTube channel](#) as well as through other video makers on YouTube.

**TIP 3.** Set up a dedicated workspace that inspires your creativity.

Rather than making gift baskets in a home kitchen, consider organizing a basement, attic, spare room, or garage space into the area where gift basket designing and administrative tasks are done.



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A permanent, creative space is needed whether you make gift baskets for fun or profit. A dedicated workspace motivates you to practice your design style and increase your desire to reach the success you envision.



**TIP 4.** Subscribe to newsletters, social media sites (Facebook, Twitter, LinkedIn, etc.), and online discussions that focus on gift and gourmet baskets.

For example, the [Basket Biz newsletter](#) is published weekly and delivered by email, and the [Gift Basket Business page on Facebook](#) includes lots of tips and ideas from designers worldwide.

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You'll recognize which gift basket and gourmet news sources are helpful and which are not. Continue to follow sources that inspire you, and unsubscribe from the ones that don't provide positive and constructive assistance.

**TIP 5.** Buy gift basket items that people prefer rather than items *you* like.

This is an important step that marks the difference between a successful enterprise and one with lackluster sales, and that's true whether you make gift baskets for fun *or* profit.

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The more you know about the person who will receive the gift basket, the better the results. You don't want to include items that cause allergic reactions or sweets they can't eat.

The bottom line is to ask questions when receiving orders to ensure the recipient has a big smile on her face because she likes what she sees through the wrapping and can't wait to open it.

**TIP 6.** Be thankful for mistakes.



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Problems can and will occur. However, errors bring you closer to solutions, and solutions move you closer to making beautiful, cherished designs that everyone wants to receive.

Common problems include not having enough products at the last minute, shipping an order to the wrong address, and forgetting to bring business cards with you to networking events or while running errands.

You don't have to admit every mistake, but you do want to document and minimize them as your business or hobby matures.

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**TIP 7.** Understand each customer's lifestyle, limitations, and preferences to anticipate their gift giving needs.

By becoming familiar with clients' personal and professional lives, they will consider you as more than a gift basket designer, and as this occurs, you will receive lots of repeat orders and referral sales.

Here's an example. A client orders a birthday gift basket in June. The next year, you contact the client in April with information about the gift basket she purchased one year ago along with instructions to order this year's basket.

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This type of notification helps a client see you as more of an *ally* than a *salesperson*.

**TIP 8.** Create a website so people can see and purchase your gift baskets.

While launching a site may seem daunting, it is important that you have a web presence so people know you're ready and able to fulfill their orders.

In today's technological world, people expect you to be online. It validates your claim of being a gift basket maker whether you design full time or part time.

Reviews to ensure that your website is ready for maximum visibility and sales are available in the [GiftBasketBusiness.com shop](https://www.GiftBasketBusiness.com).

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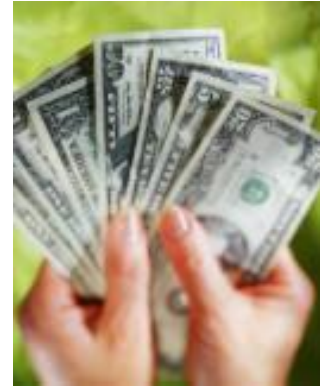
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### **TIP 9.** Don't expect quick riches.

Just think, if it were easy to get rich with gift baskets, there would be so many people in this industry that you'd have no chance for success.

Be patient; sales will come in time. Right now you're either just getting started or continuing to mature after the initial launch.



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Gift baskets earn lots of oohs and aahs from friends when you make them for fun, and if you're going into business or are already there, they earn healthy profits in the long run.



**TIP 10.** Surround yourself with a support team.

Support is required whether you start or continue your gift basket hobby or business.

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Your team includes long-time industry experts and designers who understand the ins and outs of designing, marketing, finding products, and solving problems.

Support can also be found through trusted friends who are honest when sharing opinions rather than be envious of your dreams and success.

You'll find my [online support](#) to be easy to schedule and very thorough as you and I explore your challenges so you solve them quickly and take action that makes you money. You and I can talk for as little as five minutes or as long as you wish. It is my honor to guide you to create the gift basket business of your dreams.

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[Schedule a call with me today.](#) You'll find me to be open and honest, and at the end you will have a clear action plan to move forward with gift baskets.

My hope is that this report confirms your love of gift baskets and that you will commit to this creative industry with all your heart so your life is positively transformed forever!

Wishing you baskets of success,

*Shirley George Frazier*



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