

## Finding Your Market

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If you are one of the persons who enjoy woodworking in their free time, as a hobby, you might be interested in turning your hobby into a profitable business. The woodworking business can be rewarding because today, hand crafted wood, quality woodwork and traditional designs are very appreciated by the customers.

Anyone would like to have a personalized, unique wood product, such as furniture, toys, jewellery boxes or even wood jewellery. Those needs of the customers lead to a fast development of the wood products market. It is easy to place today high quality wood products on this market, due to the growing demands. All you have to know is how to value your skills, your passion and the time you put into woodworking. If you take the right way, than you will have a successful woodworking business.

Therefore, if you are thinking seriously about this option, than you should take in consideration few things. The first thing you have to do is to check the local or the state requirements for opening a woodworking business and make all the legal arrangements. Once those are settled, you should decide upon the types of wood products you want to produce: furniture, toys, decorative items or wood jewellery. Based on this choice, find a supplier that can provide you with the necessary tools and the woods you need for your woodworking business. Find out which are the right types of woods for your products, because not any type of wood matches any type of product. There are a lot of choices when it comes to the tools, power tools or hand tools, and it is recommended to buy the best brands for the best results. Choose the quality over the quantity. Do not buy the cheapest supplies you find; in this business, good wood means high-quality wood products , and a lasting product will bring you good referrals and new customers.

You can than begin working on a first group of products. After you have finished the first wood products meant for sale, you should think about your marketing strategy. There are lots of ways of marketing your wood products, and the Internet is the ultimate marketing tool. A web site is the best way for you to present your products and your business. The customers can buy your wood products from the comfort of their homes and then tell other people about the quality of your products, or you can advertise them on various web sites.

There are also traditional methods, as efficient as the Internet, because those methods can bring the customers in direct contact with your wood products and the feedback is immediate: trade shows, arts markets, craft fairs, malls, small stores. All these opportunities can lead to your break in the woodworking business. You can advertise your wood products also through brochures, flyers, in trade magazines or woodworking related magazines, and gradually, people will begin recognizing your brand and your high-quality, unique products.