

# Ultimate Marketing Tool

Contributed by William  
Sunday, 25 February 2007  
Last Updated Monday, 16 April 2007

Everybody knows that the Internet is the ultimate marketing tool. The development of the technology today made the Internet accessible for most of the people, and for your woodworking business, this is a big advantage in linking you to prospect customers. But how can you use the Internet in advertising your woodworking business? The answer is easy: a website.

A website gives you the opportunity to display your products and keep your customers updated with your latest wood products and the schedule of your woodworking classes. People can find out what your prices are, where they can find you or the trade shows or art crafts you will attend and where they can see your products and live demonstrations of your woodworking crafts. To draw the visitors of the website you can also list the special discounts you offer for some of your products or the awards you have won with your products. Many woodworkers give up too easily the idea of using The Internet for advertising their business because they think a website is a difficult thing to realize. They are wrong: in the present there are many programs like FrontPage or Dream weaver that you can use to create your own website after you learn the basic things about the software. You can choose a hosting website that could provide you with this software to automate the process of creating your website with ready-made templates, and you just have to choose the graphics and add your text.

If you still think The Internet is just not your thing, you can hire someone professional to build and maintain your website for about 500\$ a year. Another option would be a website that manages your website and advertises it for a small fee for every item you sell. For example, RubyLane.com allows you to open a virtual store on their site. They market your woodworking business through Yahoo and Google search engines and you gain customers and popularity for that certain fee paid every time you sell an item.

You can also use EBay for selling your wood products. EBay is a site that connects the sellers with prospect buyers and sets Internet auctions for the selling items. You can find here almost anything, from food to houses, and of course, wood products. That is why in order to be successful on EBay, you have to follow some basic rules: pay attention to the research items you introduce, create in interesting items descriptions, and protect your wood products with the right images and copyright.

You must understand the way EBay works in the first place and you will manage to sell your wood products. If you find a more detailed description for your wood products than FURNITURE, for example, the results of the search will be less than a general description and you will increase the chances of being chosen by a prospect buyer. You can choose maybe HAND CRAFTED FURNITURE or HANDMADE FURNITURE.

The secret of marketing your wood products on EBay is to list the qualities of your wood products that make them unique and not like any other wood products. The customers are usually attracted by an exciting description, detailed in presenting the process of creation of the wood item, the price and payment options, the shipping and other information related to your business, photos. Based on your relation with the buyers you will get ratings and if they are positive ones, other people will want to buy your products too.

As you can see, The Internet gives you exactly what you need for advertising your woodworking business and sell your products all over the world with just a little effort and imagination.