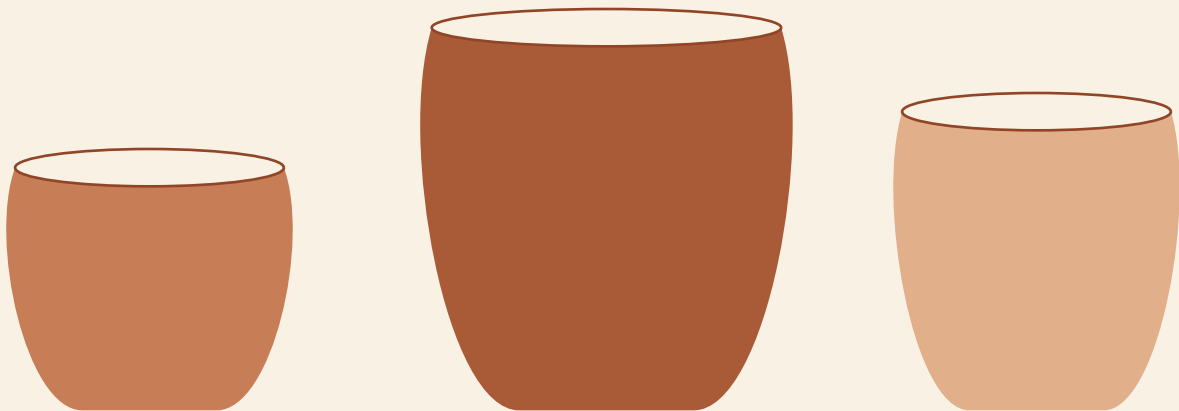


Your First Pottery Market

Pack with a plan. Set up with confidence.
Learn from what actually sells.



Arrive with a plan.

Your project: prepare for one pottery market, record what happens and make the next decision using your own evidence.

Who this is for

You have pottery you are ready to offer for sale and a first local event in mind. You need help deciding what to bring, how to organize it and how to learn from the day.

What you will finish

A show brief, a stock list, a cost scenario, a table plan and a packing checklist. At the event, you will record sales and useful questions. Afterwards, you will compare the result with your original assumptions.

How to use the kit

Read pages 3-5 before committing to the event. Work through pages 6-11 while preparing. Page 12 demonstrates a complete fictional scenario. Pages 13-17 are reusable planning and review sheets.

Keep expectations useful

A first event is a learning opportunity with real costs. No inventory ratio guarantees sales. The examples here are hypothetical planning exercises, not forecasts, typical results or pricing instructions.

Give every piece a clear record.

A small catalog prevents forgotten prices, confused counts and vague memories about what sold.

Use simple item codes

Give each design or clearly distinguishable piece a code. For example, M01 might identify a mug style, while V01 identifies a vase. For unique pieces, add a suffix and photograph the piece next to its code.

Write the offer plainly

Record the item name, price, quantity available and the description you can support. Prepare accurate use and care information. Do not guess about microwave, dishwasher or food-contact suitability.

Check sale readiness

Inspect each piece and its packaging before adding it to stock. Separate display-only items, seconds and pieces you are not ready to sell. If you sell seconds, describe their condition clearly and follow applicable rules.

Keep variants distinguishable

If two similar mugs have different prices, make the difference visible on your sheet and label. A small photograph or glaze/color note can help the person assisting you identify the right item.

Create one source of truth

Use the same codes on the stock list, labels and sales log. Make price changes in all three places before opening.

Your stock & contribution sheet.

Use prices and costs from your own records. Add a separate sheet for a larger assortment.

Code / item	Packed	Price	Variable cost	Contribution

What my variable-cost figures include

Costs not included yet

Fixed event costs / planned labor allowance