

## 5 Foolproof Ways to Craft for the Men in Your Life

### 1. Start With the Man, Not the Materials

Think about who you're crafting for. Is he into cars? Hunting? Cooking? Tailor the theme to his personality.

### 2. Choose Colors & Motifs He'll Love

Swap pastels and florals for camo, denim, sports, or rustic textures. Stick with neutrals, bold primaries, or whatever color he wears most.

### 3. Keep It Simple... or Not!

Decide if he appreciates a clean, no-fuss card-or if he would be wowed by flips, flaps, and interactive elements.

### 4. Make It Functional

Will this card need to hold a gift card or cash? Make sure the design includes pockets, slots, or hidden flaps.

### 5. Factor in the Final Form

Are you mailing it? Delivering it in person? That will help you choose the right layers and thickness.