

== TOP 10 == PRODUCTS TO SELL — AND — HOW TO PRICE THEM



TOP 10 PRODUCTS TO SELL AND HOW TO PRICE THEM



This guide will give you an overview of the Top 10 Products to sell as well as how to price them. If you're interested in making and selling craft projects, this is a great introduction. It will show you some of the best items to sell – ones that don't take much time to make, but yet, will yield a really good profit – and provide a pricing guide for them.

GENERAL TIPS:

- The pricing we're providing here is the price before shipping costs are added in.
- You can make more profit on these items by shopping around, doing some price comparisons, and buying in bulk.
- Many of these items can be prepped ahead of time so that once you get those orders coming in, you just have to finish them off and ship them to your customer.
- You want to be sure you are serving your customer in a professional manner. For a mug, for example, it often requires a 28-day cure time before it is food and dishwasher-safe. You want to let your customer know this ahead of time and include instructions with the mug when you ship it reminding them of this.
- Remember, you can charge more for anything that is personalized or customized.



1

Car decals – Car decals are ideal to make and sell. You can use scrap vinyl for them, and they take very little time to make them. They're also really economical for shipping. You can sell these for \$6 each.

Birth stat elephants – These are really popular! You can sell them personalized with the baby's birth details for \$30 each. These take very little vinyl and are quick to make. [You can find our free instructional video here for a tutorial on making these.](#)

2



3

T-shirts – These are easy to make and really popular. If you're not making custom t-shirts, you can use the most common sizes (L and XL) and make these ahead of time so they're ready to go. We would price our t-shirts at \$20 each.

Custom pillows – Buy the really nice quality pillow covers and customize them for your customers. You can either instruct them to buy the pillow forms to go inside or you can sell those as well for an additional charge. Reminder: if you sell them without the pillow forms, they can easily go into a bubble envelope and shipping will be very inexpensive. These will sell for \$25.

4





#5

Mugs – This will be one of your top-sellers! You can sell them for \$15. Sealing can be included, or you can charge extra for it. This is another project that uses up scrap vinyl so they're quite economical to make.

Doormats – Another top-selling item here! You can price them at \$40 and they will be really popular. We have a technique for making them using freezer paper that gets really clean results and is really easy to do.

[Find our video tutorial here.](#)

#6



#7

Decorative Hand Towels – This is just as easy, if not easier to add your HTV design to as t-shirts. You use less vinyl (think about using up those vinyl scraps again!) and so it's even easier to position. You can put quotes, graphics, or even personalize with monograms. These are great to make in seasonal themes! You can easily charge \$10 each for your towels.

Signs – For one of these signs, you could price them at \$50 and still make a really good profit on them. If you allow your customer to have some choices (for example, in the color of stain), you can charge more. You can prep them with plain white backings, in a selection of sizes and stains and you'll have a head start on these when the orders come in.

#8





Koozies – These are really inexpensive to buy, but very popular for things like weddings and parties. Since you will likely have some fairly large -orders for these, consider offering a -discount if people buy them in larger quantities (50, 100, etc). Once again, you'll be able to use up scraps of vinyl to personalize them. A good selling price for these is \$8 each.

Resin Keychains - \$10 is a really fair price for these keychains. They're really cute, functional, and very durable because of the resin. Best of all, they're very easy to make. The keychains can be prepped ahead of time and then finished off when you get an order. The resin will have to set for 24 hours but then you'll be all set to ship them out.



This guide to the best craft items to sell will give you a good start, but when you're ready to really jump into a crafting business, you're going to want to sign up for **Design Make Sell**. With lessons that give you much more detail on

what to sell, what not to sell, a formula for pricing your products, and so much more, you're going to be all set to build your successful business.