



GYC Craft Fair Kit

Fillable PDF text. Companion to Stage 6, Step 4 and The Craft Fair Playbook.

The go or no-go worksheet

Market: _____ Date: _____

Scouted in person as a customer: Yes

Crowd against my persona:

☐ Strong match ☐ Partial ☐ Wrong crowd, so walk away

What visibly sold when I scouted, and at what prices:

The maths

- Stall fee: \$ _____
- Insurance or permit: \$ _____
- Travel and parking: \$ _____
- Display extras (spread the cost of one-off kit across the markets you'll use it at): \$ _____
- Total cost: \$ _____
- My average profit per sale (from the Pricing Calculator): \$ _____
- Break-even = total cost ÷ profit per sale = _____ sales
- Sales I'd honestly expect, based on what I saw when scouting: _____

A quick sense check:

Is the stall fee under about 20% of what I realistically expect to take? ☐ Yes ☐ No

Verdict:

☐ Book it ☐ Try a smaller market first ☐ Walk away



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The booth checklist

Look

- ☐ Banner with your logo, readable from five metres
- ☐ Table styled like your best lifestyle photo (fabric, plus risers or crates for height)
- ☐ Signage: shop name and your one-line positioning sentence
- ☐ A clear hero spot at the front for your single best piece
- ☐ Prices visible on everything, because half of browsers won't ask
- ☐ The QR sign from page 4, framed and facing the crowd

Sell

- ☐ Card reader charged, and a cash float of \$_____ in coins and small notes
- ☐ Stock plan: bestsellers as anchors ☐ the full price ladder ☐ a basket of small impulse pieces around \$_____
- ☐ A made-to-order display piece and order forms, for anything you can't stock in depth
- ☐ Bags, tissue, and insert cards (every bag gets one, exactly like every parcel)

Survive

- | | |
|--|-------------------------------------|
| ☐ Gazebo and weights if outdoors: | ☐ Tape |
| ☐ A chair | ☐ Scissors |
| ☐ Water and food | ☐ Pens |
| ☐ Phone battery pack | ☐ Spare tags |



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The packing list

- ☐ Stock, counted (quantities on the back of this page)
- ☐ Display kit: banner, fabric, risers, signage, frames
- ☐ QR sign, insert cards, business or thank-you cards
- ☐ Payments: card reader, float, charger, battery pack
- ☐ Packing: bags, tissue, protective wrap for anything fragile
- ☐ Order forms, price list, pens
- ☐ Setup tools: tape, scissors, zip ties, string, clips
- ☐ For you: water, food, layers, sunscreen, a chair
- ☐ Stall confirmation email, site map, and arrival time: _____



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The results page

Fill this on the way home, or the morning after.

- Revenue: \$_____ Costs: \$_____ Profit: \$_____
- Break-even was _____ sales, and I made _____
- Email sign-ups from the QR: _____ New follows: _____
- What sold out: _____
- What didn't move: _____
- Best conversation or customer insight of the day: _____
- Price feedback (any flinches, or any "that's all?"): _____

Two weeks later: online orders that mention the market: _____

My verdict

☐

Rebook this market

☐

Try a different market

☐

My shop is best online

Remember, the stall fee buys you one day of sales, but the capture loop makes that day pay for weeks. So judge the whole loop, not just the cash box, and don't write your final verdict until the two-week line above is filled in.