



All Wired Up

your Gold Club Newsletter

Volume 1, Issue 1 July 2011

Time-Management Suggestions For Jewelry Makers

by Dale "Cougar" Armstrong

It really doesn't matter what you do in your everyday life, whether you have 1 or 2 full- or part-time jobs, a club or other regularly scheduled activities and/or meetings, a human family of any ages, or furry family members that depend on you: time management can be more than a challenge! To answer this need, there are actually people who have developed entire companies to **train** you to handle the responsibilities of your everyday life and still make time to do what you **want** to do. This brief article is just an example of one way that I know, that can help you become more successful with managing **your** time.

We will make a pie chart so you can visualize where your time is spent (see p. 2). Let's begin by looking at a sample of a typical 5-day work week for a woman who has a spouse and 2 children under the age of 18. (5 days = 120 hours) How many hours of sleep do you require? In the sample chart on p. 2, at 7 hours per night, 29% of the week is spent **Sleeping**.

OK, now we all have to eat, so let's include everything that goes along with **Eating**: grocery shopping (including travel), preparing food, kitchen cleanup afterwards, and emptying the dishwasher or hand-washing the dishes and putting them away, or, going out to eat = 18 hours, or 15%.

How many hours or minutes do you spend commuting to your job? And how much time are you **at** work? I estimated my example at 8 hours a day (we included lunch time under **Eating**) for job time and 1 hour per day for the

commute for a total of 45 hours, or 37.5% under the heading **Real Job**.

I still have 52.5 hours to designate! So, what about **Personal Maintenance** time? The minutes spent taking a bath or a shower, exercise like walking, running, jogging, biking, or swimming on a regular basis (**not** included in the next heading of **Scheduled Activities**), and fixing your hair and make-up. At a combined average of 6 hours per week, these necessary actions count for 5% of the week!

*10-year-olds and husbands **can**
learn to do their own laundry!*

Because our example woman has two children, time needs to be spent taking care of them as well as her spouse, so let's figure in a **small** average of 3 hours a day = 15 hours per week, or 12.5% for **Family Needs**. Almost everyone has **Scheduled Activities** these days, whether it means taking the children to sports practice or attending a meeting after work, or your own exercise routine like a visit to the gym, so I included 4 hours (including driving time) for 3.3%.

I would like to think that she spends a little time **Relaxing** each day, so I have scheduled 2 hours per day for reading or watching television. This leaves our example with almost 4.4 whole hours not accounted for! (Although I imagine that in **real** life, these ??? hours are non-existent.)

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Letter from the Editor

Well, it's that time of year again: show season! This time last year, we were finalizing the Definitive Guide to Selling Handcrafted Jewelry before its release - I can't believe it's been a year! And I've heard from so many people who've loved learning from Dale and the Wire Faculty as they discussed how they sell their jewelry.

Since we're nearing the start of show season, this issue of *All Wired Up* is focused on show experiences. But even if you just make jewelry for yourself and your friends, I hope you can learn from it and enjoy it too, like Dale's article on Time Management (who doesn't need advice there!) and I always enjoy seeing finished jewelry pictures - you'll see some pictures from Albina and Mary in their review of colored craft wire.

I hope you enjoy this newsletter, and feel free to send me your feedback, or what you'd like to see in our winter issue, at rosem@wire-sculpture.com.

-Rose Marion, Editor
Wire-Sculpture.com

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So looking at our hypothetical wife/mother/worker bee, where do you think she can make time for her jewelry creating hobby? Maybe she can ask her husband to help take care of the children one or two nights a week, so she can have more creative time? I certainly don't think she really gets all that sleep, so cutting sleep time is not an option. What about her weekends? (I wonder when she does laundry and cleans the house?) What about **your** weekends?

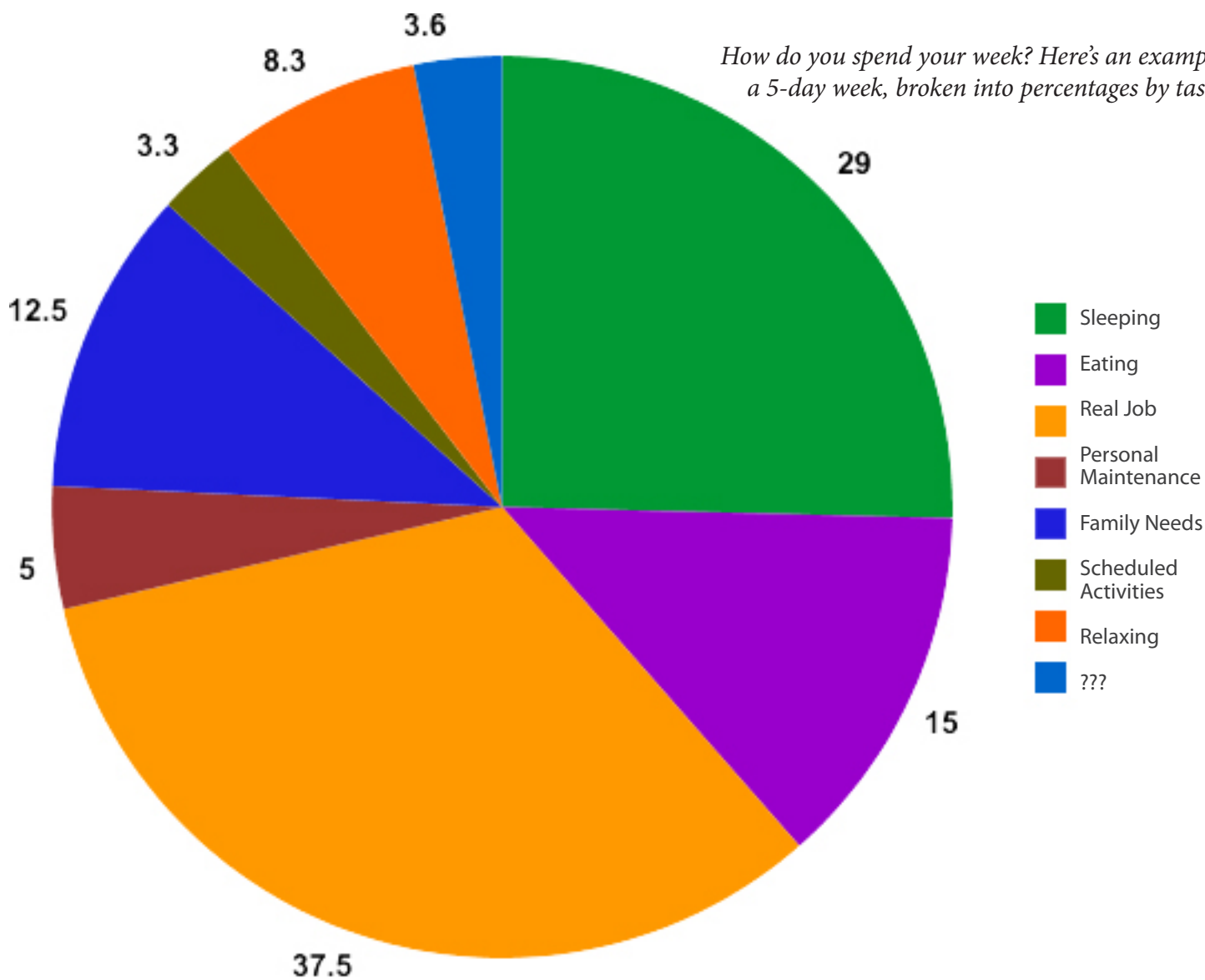
If you have children, have you thought about play-date exchanges? What about switching off weekends with your spouse: one weekend they plan and do activities with the children, and the other it's weekend your turn. How about taking turns with your spouse or children (if they are old enough) in making dinner on certain days of the week? Does your family already do their own laundry? (Again, if they are old enough, 10-year-olds and husbands **can** learn to do their own laundry!) What about any clubs

or groups you belong to - do you really get enough from **belonging** to spend your time there instead of making jewelry? Why do you make jewelry? Is it to relax? If so, then plan your **Relaxing Time** for jewelry making. Here is my challenge to you. Make two pie charts of your life. One for **your** 5-day work week and one for **your** weekend. What do you spend your time doing that you could either delegate to, or trade out with, another person in your world?

Although each person's situations are different, I hope that my examples will help you understand where you need to spend more time and where you can spend less, hopefully assisting you with better Personal Time Management.

Dale "Cougar" Armstrong has created, sold, and taught wire jewelry for 20 years, an internationally renowned artist and designer from Tennessee. She is Wire-Sculpture.com's Education Consultant and heads the Wire-Sculpture Faculty.

How do you spend your week? Here's an example of a 5-day week, broken into percentages by task.



Ask a Faculty Member

We asked 5 Wire Faculty members some fun questions while preparing the newsletter. Here's what they had to say!

Question: Do you prefer Indoor or Outdoor shows?

Albina:

I prefer outdoor shows because more people can see what's going on. Except extremely hot and rainy weather, of course.



Albina

Dale

Jill

Dale:

Definitely indoor shows! Then I don't have to worry about such things as the weather, children with food or sticky fingers, dirt and dust, lighting, and oh yes, did I mention weather?



Mary

Mint

Jill:

Indoor shows, because there is always a possibility of rain, wind, and temperature extremes when doing them outdoors. Of course, all of mine are outdoors.

Mary:

Definitely an indoor show with conveniences, like easy unloading & set-up, electricity, bathroom, and a refreshment center, and no worries about storms and such.

Mint:

My husband helps; we have done some indoor shows, but mostly outdoors. The indoor shows are nice because you can close up the space and do not have to take all of the jewelry down at night (if the building is locked and has security.) Setup is more hectic though, because you have to cart everything into your space and there is usually not much room.

On the other hand, we do mostly outdoor shows and I think in the long run they are my favorite. The set up is usually less hectic, because you can keep your vehicle close by and unload things as needed. Weather can be a concern, and is always an issue, but generally the clients that are there on really hot or rainy days are the more serious purchasers.

Question: What do you like to snack on at shows?

Albina:

I can eat anything that I have! No preferences.

Dale:

I always have several containers of what my family calls "bird food" around - dried fruit and nuts. Occasionally I add yogurt covered raisins and (of course) chocolate!

Jill:

Chocolate, caramel nut clusters!!

Mary:

Chocolate-covered macadamia nuts! Or, chocolate in any form, and then maybe something salty, like pretzel sticks, and lots of Diet Mountain Dew or unsweetened tea.

Mint:

I don't eat many snacks so that is a toughie!!

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Promote Your Handcrafted Jewelry on the Internet

by Albina Manning

Do you want to be recognized as a jewelry designer? The internet is a great place to promote and sell your work. There's a lot you can do online, the possibilities really are endless!

Social Network

One of the first things you need to do is create accounts on the popular social networking sites such as Facebook.com, Twitter.com, and MySpace.com. When you create these accounts, make sure to fill out your profiles with detailed information about yourself, your work, and include links to your other website(s) or online profiles. Don't forget to upload your very best pictures (you know, when selling jewelry online, one of the most important aspects of this is having **clear photos** of your jewelry).

Personal Website or Blog

Having a personal website or blog is necessary for self-promotion. It is not expensive; you can get free websites if you search, for example Wordpress, Typepad, and Google's Blogger.

Starting a blog is a great way for people to get to know who you are, and it helps potential customers find you. When it comes to online promotion, it's really about participation. Bloggers love comments and by participating you're doing two things: you are doing some virtual networking, and you are promoting yourself via the link back to your site that is part of your post every time you comment.

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How to Prepare for a Show, Mentally

by Mint Schlieff

For many people, the biggest hurdle to selling their jewelry shows is in their mind - literally! We asked Wire Faculty member Mint Schlieff how she mentally prepares for a show, so she'll be sure of success.

There is only one way to head into a show and be sane and that is to be totally organized!!

First, I find out in advance if the show is indoors or outside. If it is outside, I ask what type of surface I will be setting up on: grass, pavement, dirt, etc. Then I can take the appropriate items, such as weights for hard surfaces, and rebar, a sledgehammer, and duct tape for grass. If it is an indoor show, I consider, do my husband and I need to take a dolly?

Next is to have our checklist for loading the truck (as Dale teaches on "The Definitive Guide") so we are sure that everything is available at the show site if needed.

Then, three to four days before leaving, I start cleaning and polishing my jewelry. At this time, I also make sure that all of my items are labeled with pricing and inventory numbers and are listed on my current inventory sheet. Making sure the jewelry is thoroughly dry, I put it into travel containers with anti-tarnish cloth, and I have the cases ready for loading into the truck the night before we leave. This preparation is vital to becoming mentally prepared for a show (and not turning into a very frustrated monster!).

When we arrive at our destination, we try to visit the

show site a day early to find our setup location; because the spaces are numbered at our shows, we can drive right in and not have to wait in line for check-in when it is time to begin setup. It is much easier to walk from the booth site to check-in, than having to drive back and forth in a maze of trucks that are all wandering around aimlessly looking for their space.

While setting up, we try to take out items as we need them so we are not stepping over "stuff" as we set up the tent. We get everything ready to go the night before, with the exception of putting out the jewelry.

The morning of the show, we try to get there 2 hours before opening time, to put out the jewelry and make any last minute adjustments to the lights and general setup.

Not being rushed is the only answer I have found to being mentally ready for the occasion. If things don't go well, we are short on time, or we have missed packing something, it makes for a difficult and frustrating beginning.

And as with any type of selling... clients can pick up on "bad vibes" and will move on to someone who is having a great day. So make sure at the show that you are in a great frame of mind and thinking positively!

Mint Schlieff is a recognized wire artist in Virginia. She contributes patterns to Wire-Sculpture.com and operates Mint Spring Designs, LLC, participating in many juried Fine Art shows.

Reviews: Colored Copper Craft Wire

We sent Albina Manning and Mary Bailey some samples of our colored copper craft wire and asked them what they thought of it. They even sent us pictures of how they used the craft wire!

Review by Albina Manning

18- & 26-gauge Round Silver Plated Sea Foam Copper Craft Wire

An easy to shape and form wire. I coiled this wire by hand, bent and shaped with a WigJig, and hammered this wire. The color stays very well, only coming off from the ends where the wire was in contact with pliers. The pliers may dent heavy-gauge wire, like 18-gauge, if grabbed very tightly. When making spirals I would recommend using nylon-jaw pliers to do hold the spiral while working. The WigJig did not cause any damage in my work. While hammering, I would recommend using a half dome chasing hammer so you will not leave any marks on the wire that could cause the color to chip.

22-gauge Round Silver Plated Amethyst Copper Craft Wire

Another easy to shape and form wire. I coiled by hand and with the Coiling Gizmo, and bent and shaped the wire. The color stays well, although some came off the ends where the wire was in contact with pliers. When making spirals, I would recommend using nylon-jaw pliers to hold the spiral while working. I would try to minimize using pliers that squeeze the wire from two sides, and "rubbing" wires (Viking Knitting and so on). Rather, try to use techniques that require hand work (French beading, herringbone weave, coiling, and so on).

22-gauge Round Silver Plated Rose Gold Copper Craft Wire

Excellent wire! Love the color and wire's "behavior." The color stays very well even while shaping the wire with regular pliers without any special protection. ...continued p. 6



Albina Manning's jewelry made from copper wire. Top: Pendant made with amethyst craft wire. Bottom right: pendant made with rose gold craft wire. Bottom left: Earrings made with sea foam craft wire.



Promote Your Handcrafted Jewelry on the Internet (continued)

Online Store

Sites such Etsy.com provide a venue for selling your jewelry directly to your customers. There are special promotion tools on Etsy, such as Etsy Mini, you can add to your blog or website.

When I list my item on Etsy, I write a blog post about my item(s), and I share my Etsy item on Facebook and Twitter. I also share that blog post on both Facebook and Twitter.

As far as other sites, you can also sell your jewelry on ArtFire.com or Zibbet.com. These sites do not charge listing fees, but on ArtFire you do pay a monthly fee, while on Zibbet a basic account is free.

Mailing List

A mailing list is great to have so you can keep your fans updated about what is happening in your creative world. Simply ask your customers for their email addresses. Be sure not to spam your subscribers, only send out valuable information and updates about yourself. You can even include show/event dates, coupons, contests, tips, and other promotional information.

Albina Manning is a round wire artist in Arizona, originally from Russia. She has recorded a DVD series with Wire-Sculpture.com, Coiling and Weaving Wire Jewelry Designs, and frequently contributes jewelry patterns.

Reviews: Colored Copper Craft Wire (continued)

Review by Mary W. Bailey

The colors are very rich-looking. In my case, I had the 18-gauge Bronze enameled copper craft wire, the 22-gauge Pacific Blue silver plated copper craft wire, and 26-gauge in Pacific Blue and Smokey Quartz enameled copper craft wire.

The 26-gauge was a dream to coil with. I used a base of regular 18-gauge round copper wire and coiled the 26-gauge Pacific Blue around it. I really enjoyed the look of the two colors together. I would definitely make some fun summer earrings out of the bright colors in these gauges! Mixing the colors with the bronze or a silver color would also look really festive, and adding colored crystals would make the wire colors pop out even more. The 26-gauge Smokey also looked great on the copper base as well. Even using a silver base wire looked good, with the bronze color coiled around it.

The 18-gauge Bronze worked up nicely when used as a base for coiling with the other colors. It worked out well for making spiral links or leaf links and was definitely a color pleaser by itself or used with the other colors.

I found that I have to use nylon-jaw pliers in order to prevent damage to the color overlay on the copper. This became apparent as soon as I started coiling a leaf link and the coating marred very easily, so the coated pliers are a definite must-have for using this wire.

This is definitely a departure for me, using the colored wire, since I think in terms of sterling or gold-filled, but I was actually having a great time trying this wire out and seeing how it bent, cut, coiled, etc. as shown by the photo I took of my experiments.

Mary Bailey is a wire and renowned scrimshaw artist from Tennessee. She frequently contributes jewelry patterns to Wire-Sculpture.com, as well as articles and answers to bone and ivory-related questions on the Wire-Sculpture.com Blog.



Mary Bailey's copper craft wire "experiments."

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