CuteConglomerate Handbook

A short guide to ordering a listing, updating a listing, and knowing how and when you'll get paid.

July 9, 2013
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1. Introduction

Thanks for choosing CuteConglomerate. This guide is designed to help you sell your handmade goods. This guide will detail each form that needs to be filled, the criteria for the inspection process, and how and when you will start to see some money for your creations.

First let us tell you our part in the whole process.

1.1. We are CuteConglomerate

We are CuteConglomerate, a small independent company. Seriously, we are small. As such, only vetted people will be allowed to sell on our site, for the beginning at least.

We aim to sell the product of our hobbies. That knitted sweater you made or maybe those ear rings. Whatever. The point is we want to sell handmade items and we want to sell your handmade items.

2. The Vetting Process

Vetting is pretty simple. There won't be a background check or anything, but this is where the site admin and creator will make sure that you are a good fit for CuteConglomerate. We are a small company so we want to make sure of the arrangement before both parties sign the dotted line.

2.1. The Contract

There will be a contract. It is a plain-English contract that is designed to work for both you and us. The contract is to ensure that both parties know what to expect. This guide is also here to help with that. The contract also helps us finalize if CuteConglomerate is right for you.

2.2. What we do for you

We understand you have options. We get that and we encourage you to look around. What we will do for you is list your item and advertise it on our social media (Facebook, Google+, Twitter, and Pintrest). You are of course recommended to advertise your own things too, but you will see your work advertised across all of CuteConglomerate's social media accounts. That is at no extra charge to you.

We also fulfill the shipping for you. In order to provide our customers with better deals on shipping, we like to combine shipping. You are of course welcomed to provide your own specialized packaging, but we will ultimately be putting multiple orders in one box. As such you don't see shipping charges and the order gets fulfilled

without you even needing to lift a finger.

2.3. What we will sell

As stated above, we sell handmade and vintage items only. Yes, our criteria is similar to Etsy. We can sell downloadable items like patterns and instructions, as well as almost any mailable good. It has to meet the criteria of the USPS in whether or not it can ship. We also like to ship flat rate, so if the item can fit in any number of the flat rate boxes, that is prefered. The usual items we like to sell (jewelry, accessories, and clothes) meet that criteria perfectly. Larger items are allowed, but just note that they will fall into a different shipping class and will be more costly for the customer. This may or may not be a deterrent for them, so please take this into consideration when pricing your oversized items.

You set the price at CuteConglomerate. That means you calculated material and after reading the Payment schedule, content with the posting costs (see Section 5.3). Having calculated our own items for sale on CuteConglomerate, we recommend setting a listing price at a minimum of $5.00. You can of course set the price lower if you want, just know that you may take a loss in doing so.

The only other requirement is that your goods will have to pass a visual inspection. We want to sell quality goods, that means that whatever you've made or are making has to be durable.

The last thing to note is that it may be worth your time as well as ours to have a decent amount of your item or items already made. The more we have at once, the less work we will have to do in the long run for both parties.

2.4. Signing the contract

This, of course, has to be done face to face. We will need both parties present at the time of signing. The contract is short and written in plain English. There will also be a brief overview of how things are done. We want you to know the whole process.

If you are happy with listing at CuteConglomerate, you will be given a Client ID number so you can start listing!

2.5. I've signed, now what?

Once you've signed with us, you will be give a Client ID number. You will need to keep that number handy as it will be important for filling out the necessary listing forms.

You should also receive a copy of this handbook both in physical and in digital form. It shouldn't be needed, but it will provide an important reference guide. It is

recommended that you keep this with all the forms you will fill out for your records.

The forms are self-explanatory, but this guide will go through them anyway. Without further ado, here is how to fill out the proper forms.

3. Order Form Guide

To date, there are only five forms you will have to contend with. They are pretty painless, we promise. They will make sure that we have all the information we require to properly list your item. Consider them mainly a check-list.

The five forms are as follows:
1. Add a new listing
2. Update price, photos, and inventory
3. Update descriptions in your listing
4. Adding a variation to an already existing listing
5. Scheduling a sale

All of the forms can be accessed from the website: CuteConglomerate.com. There is a link for "Clients" in the footer to access each form, or go to the following url: http://cuteconglomerate.com/?page_id=130

3.1. Adding a new listing

This is the most extensive form as you will need to get everything ready to complete it. This means you will need to weigh, measure, take pictures (unless you want me to do that for you, see payment schedule), and write a description about your product.

You will also need to print off a copy of your form, which should be emailed to you, to submit with your product or product(s). The direct link for this form can be found at http://cuteconglomerate.com/?page_id=153.

3.1.1. Client Information

The only personal bit of information we need is your Client ID number to let us know who you are. You should have gotten this ID number when you signed your contract. With it we can look up your name and your contact email.

If you should forget your number or need to make changes to your account, please contact a site admin.

3.1.2. Product Name and Descriptions

After you have filled in your Client ID, the rest of the boxes are for your listing.

Product Name: In this field please include the name of your product. Simple. It's a

good idea to keep the name simple, short, and as self descriptive as possible.

Product Description: This is where you get to describe your work. Ideally you should tell a story here about why your creation should be purchased. This description, once posted, will go next to the product images. This is what the customer will see right next to the picture. It is a good idea to keep the description concise, but descriptive.

Product Short Description: This is a secondary description for your product. It will be shown with the product information at the bottom of the listing. This is a good area to describe what materials went into making your item(s) and why it's special because of it. Again, be concise, but descriptive.

Product Category: The site allows you to better categorize your product(s) so customers can search the store more easily. This is where you describe the type of product it is. Is it a key chain, jewelry, a shirt, craft supply, etc.

3.1.3. Type of Product

Once you've filled in the descriptions, now we need to know what type of product you will be posting. Not to be confused with product category, we need to know if there is only one type of product, a downloadable product (pattern, instructions, etc.), or if you have a set with different colors sizes, etc.

Type of Product: Your options are A) Simple, B) Variant, or C) Downloadable. The simple product is a product with only one size, color, type, etc. You can have an inventory, but they all have the same weight, size, color, etc.

If you want to have multiples of one type (i.e. color, size, shape, etc.), than you want a variable listing. Under this type you can have multiple inventory with different sizes, colors, etc. You can have three blue and five red or three small and five large. The problem is you can only have one variation. You can't have the same print tee with different colors and sizes. You have to choose only one variation.

Lastly, there is the downloadable option. This can be a variant product too, mind you. That feature is new. You can have multiple versions of a pattern (half a book or whole for example).

Variant Type: If you have a variable product, please tell us what the variant is. Color? Size? Just write it in the box.

3.1.4. Inventory and Pricing

Now we need to know pricing and inventory. You can have different prices per

variant and different inventories too.

Quantity (per variation): If you have a simple item just list the one inventory total. If you have a variation, please list the number you will be turning in and then the color. Separate each variation with either a comma or a new line (ex: 4 Blue, 5 red, 6 purple, etc.). If you have a downloadable item list N/A or just say "Downloadable".

Inventory Total: Yes, we are kind of repeating ourselves here, but we need to know the total for the print-off form. Please total all the items you will be turning in and enter that value in the box.

Price (per variation): Our store uses only USD for now. If you have a simple item or a simple downloadable one, you can just list a price. If you have a variant product or a variant downloadable one, please list price and then variation, one per line, (ex: $12 Blue, $12.50 red, $12.00 purple, etc.).

3.1.5. Product Details

This portion is important for shipping. It can also give our customers a better idea of what the product will look like.

Weight (oz)(per variation): Please give your answer in oz and round up to the next half oz (e.g. 3.3 oz becomes 3.5 oz). Like with the price and inventory, please list the weight and then the variation only if they are different. If you give me only one value for a variant product, we will assume they are all the same.

If you have a downloadable product please just put N/A or "Downloadable".

Length (in)(per variation): Please give us the length per variation. Please include the dimension and then the variation if there are any differences. Separate each with a comma or newline.

If you have a downloadable product please just put N/A or "Downloadable".

Width (in)(per variation): Please give us the width per variation. Please include the dimension and then the variation if there are any differences. Separate each with a comma or newline.

If you have a downloadable product please just put N/A or "Downloadable".

Hieght (in)(per variation): Please give us the width per variation. Please include the dimension and then the variation if there are any differences. Separate each with a

comma or newline.

If you have a downloadable product or your product is only two dimensions please just put N/A or "Downloadable".

Photos (.jpg, .png, .gif): The next section is for photos. If you have a simple product, please limit the number of photos to three. If you have a variant product, please limit the number of photos to one each plus one group or feature photo. If you have a downloadable product, it is suggested that you send in some sort of cover art as the product photo.

You can also provide your photos on CD, DVD, USB or in an email if you should choose. Just email abetancourt@cuteconglomerate.com if you decide to do so once this form has been submitted.

You can also choose to have the site admin shoot your photo for a nominal fee. Check the *Fee Schedule* in section 5.3 for pricing.

Downloadable Item (.pdf): This option is perfect for patterns and instructions. Right now, we only accept .pdf format as it is the easiest format to deal with.

You can only submit one .pdf on this form. If you need to send in more because you have a variant downloadable item, please send in all your documents on CD, DVD, USB, or in an email.

For downloadable items we don't demand exclusive rights. If you want to sell your instructions and patterns on another site, we encourage you to do so. We just ask you to keep in mind that there is a fee if we don't sell a copy of your instruction within a year. Please refer to the *Fee Schedule* in section 5.3.

3.1.6. Submit

With all the sections completed you can hit submit. Once you've hit submit, you will be redirected to the verification/print page. Please print off a copy of the form to submit with your work. We also recommend that you keep a copy of this form for your records.

You can choose to either drop off your work or mail your work to:
CuteConglomerate
c/o A. Betancourt
15801 Glacier Ct.
North Potomac, MD 20878

Once we receive your work, we will inspect it, take photos if requested, and then list your item accordingly. Once this is completed, you will receive another email with confirmation. It will tell you if all items are listed and give you the appropriate SKUs for your listing.

If your work is rejected, you will be notified. You can either pick it up, pay for the shipping to have it returned to you, or list it As Is (more on that later). Please, it is in your best interest to inspect your own work for quality before you send it to us.

3.2. Update price, photos, and inventory

This form is for updating a pre-existing listing. It is also only for updating price, photos, and inventory. The direct link for this form is: http://cuteconglomerate.com/?page_id=160.

The client portion is the same for each form. We need your Client ID to know help us know who you are.

3.2.1. Product Details

This portion is also simple. We just need to know what product we need to change.

Product Name: Please provide the name as close to exact as you can remember. As we expand it will be harder for us to know which item is which. If you want to just give us the product SKU, that is also acceptable. Just keep in mind that variant products have SKUs for each variant. It will be easier if we get a name for a variant product.

What will you need updated?: This is a simple drop down option asking you what you want update. This answer is important for the print-off form. Your options are: A) Inventory, B) Photos, C) Price, D) Inventory and Photos, E) Inventory and Price, F) Photos and Price, or G) All.

3.2.2. Updating Inventory

Inventory Update per Variation: Please give the number you are sending in per variant (if you have one). If you have only a simple item just list the number you are turning in. If your inventory is fine and you want to adjust your price and/or photos, just leave this section blank.

Inventory Total: Please total everything you are turning in. If you aren't turning in anything, just put 0 or N/A here.

3.2.3. Updating Photos

Don't like a photo in your listing? This is where you can update it. If you don't want to change your photos just skip this portion.

Photo Update: Simply add a .jpeg, .png, or .gif photo with the Choose File box. Please keep in mind that you have three photos for a simple product and one group photo and one per variant for a variant product.

Again, you can submit your photos by CD, DVD, USB, or email. Please leave this box blank and then mention how you will be sending your photos in the Photo Update Notes box.

Update Photo Options: This will help us dial in what you want done with the photos. Your options are: A) Adding new Photos, B) Replace Photos, C) Delete Photos, and D) Any or All of the Above.

Photo Update Notes: This is where you get to explain what you want done. Please reference the photo names for the photos you uploaded for which photos you want replaced or added. You can also choose to delete photos.

If you are sending your photos by another method, please mention so in this box.

3.2.4. Updating Price

This is the last section of the form. If you are not changing your price, skip this section.

Update Price per Variation: If you are changing the price for each variation and not scheduling a sale, list the changed price and then the variation. If you have a simple item, just listing a price will work too.

3.2.5. Submit

Once you have filled in the form, click Submit. You only have to print off this form for updating inventory. Please submit a copy with your new inventory.

Submit the copy and new inventory (in person or by mail) to:
CuteConglomerate
c/o A. Betancourt
15801 Glacier Ct.
North Potomac, MD 20878

You will be emailed once your listing has been updated.

3.3. Updating Descriptions for a Listing

This form is for updating a pre-existing listing. It is also only for updating product descriptions. The direct link for this form is: http://cuteconglomerate.com/?page_id=204.

The client portion is the same for each form. We need your Client ID to know help us know who you are.

3.3.1. Product Details

Product Name: Please provide the name as close to exact as you can remember. As we expand it will be harder for us to know which item is which. If you want to just give us the product SKU, that is also acceptable. Just keep in mind that variant products have SKUs for each variant. It will be easier if we get a name for a variant product.

3.3.2. Product Descriptions

Product Description: This is where you get to describe your work. Ideally you should tell a story here about why your creation should be purchased. It is a good idea to keep the description concise, but descriptive.

If you don't want to change your Description, leave this portion blank.

Product Short Description: This is a secondary description for your product. It will be shown with the product information at the bottom of the listing. This is a good area to describe what materials went into making your item(s) and why it's special because of it. Again, be concise, but descriptive.

If you don't want to change your Short Description, leave this portion blank.

3.3.3. Submit

Once you've filled out the form, hit submit. You will be redirected to a confirmation page. You don't need to print this off. You will be emailed once the changes have been made to your listing.

3.4. Add a new variation

This is for adding a new variation and with it new inventory. This means you already have the new variation made and ready to submit. It also means you are adding a new attribute to an already existing attribute list (e.g. color, size, etc.). You can add a variation to a simple or variant listing.

Like before, we will need your Client ID. Please fill in the Client ID box with your ID number.

3.4.1. Variant Information

Remember you can add a variation to a simple product. You can also add more variation to an already variant product.

Number of Variations to Add: This box is asking for the total of new variations you want to add. Are you adding 2 colors? Then put 2 in the box.

Quantity per Variation: This is where we need you to mention the number you are turning in per variant. For example: 3 red, 2 blue. Please seperate each with a comma or newline.

Inventory Total: Please give us the total amount (sum up the quantity across all variations) that you will be turning in. This is important for the print-off form.

Photos: Please only include one photo per variation. If you prefer to email, make a CD/DVD, or bring them on a USB, that is fine too. Just leave the photo section blank. If you are brining photos in a physical form like a CD or USB, please bring them in with your new inventory.

Price per Variation: Please include the price you want your new variants to be. Again, you have the option of making the price different between variations. Just list the price and then then variation. If you want all the variants you are adding to be the same, you can just list one price.

3.4.2 Dimensions

If there are no changes to weight, length, width, or height across your variations, then leave these next four fields blank.

Weight (oz)(if different from other variations): Please list the weight and then the variant. Separate by comma or newline.

Length (in)(if different from other variations): Please list the weight and then the variant. Separate by comma or newline.

Width (in)(if different from other variations): Please list the weight and then the variant. Separate by comma or newline.

height (in)(if different from other variations): Please list the weight and then the variant. Separate by comma or newline. If product is two dimensional, leave this blank.

3.4.3. Submit

Once completed hit the Submit button again. You will be directed to a print page.

Please print off a copy to turn in with your inventory.

Deliver to:
CuteConglomerate
c/o A. Betancourt
15801 Glacier Ct.
North Potomac, MD 20878

Once your work has been inspected, your listing will be updated. You will be notified when the changes have been made.

3.5. Scheduling a Sale

This form is for scheduling a sale only. There needs to be a current listing. In addition to the scheduling the sale, your item will also be marked as a featured item during the time of sale and listed again on social networking sites.

We first need your Client ID like in every form before. Please put your Client ID in the field.

3.5.1. Product and Sale Details

Product Name: We need the name, as close as you can get, to the product you want to schedule a sale for.

Sale Price ($): Please list the new price that you want. Please note that you can go below $5.00 if you want, but you may take a loss if you do so.

Sale Start Date: Please enter the date you want the sale to start. It's done in MM / DD / YYYY format. You can also use the calendar by hitting the icon by the year. The default start date is the current day.

Sale End Date: This is the date you want the sale to end. We ask that the sale be at least a day. Please enter in MM / DD / YYYY format here as well. You can also use the calendar to select the date.

Apply to All Variations?: This checkmark section is asking if you want the sale to apply to all variations (if you have any) or if you will be specifying which variations should go on sale. Please select the box that applies and use the Notes box below this to explain.

3.5.2. Submit

Once you've filled in all form verify and hit submit. You will be redirected to a confirmation screen. Once the changes have been made, you will receive a

confirmation email.

4. Item Inspections

You've made your product and filled out the proper form. Now its time to hand them off to the admin to inspect and list your product. You can do this in one of two ways: 1) mail your form and inventory to the address below; or 2) hand your items in in person to the address below.

Address:
CuteConglomerate
c/o A. Betancourt
15801 Glacier Ct.
North Potomac, MD 20878

If you mail your order in, we will send you a quick email notifying you that we received your package and will be inspecting its contents.

4.1. What we are Looking for in our Inspection

Inspections are simple. We will visually inspect each piece to make sure there is no fraying, loose ends, loose knots, pet hair, etc. If we think that the price doesn't meet standards we will contact you about how to best get the piece back to you to fix or if you want to mark the piece "As Is".

4.1.1. As Is

As Is is often going to be added as a variation if there are others similar with the notation that this price is "As Is" and therefore non-refundable. The piece also will be priced at a discount (10% is recommended).

4.2. Items get Listed

Once the items pass inspection, then the listing is created or altered, whatever the case may be. We will make the changes to your listing, update the inventory, pricing, whatever, and then notify you via email when your listing is updated or added.

Your item will also be listed on our social networking sites such as Twitter (@Cuteconglomerat) and Pinterest (http://pinterest.com/cuteconlgomerat/). We will also be starting a mailing list. Newest listings and Sales get added to the mail campaign.

5. Order Fulfillment

Part of the arrangement with CuteConglomerate is that we fulfill your orders. As such, unless you purchase and request a special type of packaging we will package

your order for you.

5.1. What you can Expect With Shipping

We ship USPS flat rate. The USPS offers discounted shipping costs for postal purchases online. When an order is received, we will package the item or items, put all items ordered in a flat rate box, purchase postage online and receive a tracking number, and deliver the box to the post office. We will notify the customer of their tracking number and package shipment. We will also notify you that some of your item(s) have been sold and the package has been shipped.

5.2. How and When you can Expect to get Paid

Since we cater to independent clients who want to sell their hobbies, we typically charge for things after an item has sold. With a possible exception of the photography option, you won't see fees upfront. That means when you sell a product, we take out the listing (and/or photography fee) and our commision out of the sale price. The rest is all yours. Please refer to the *Fee Schedule in section 5.3* for more information on fees.

Since we are a small operation, we will fulfill shipping, notify you of items sold, etc. We typically make payments every other Friday (Invoice day). Once an item is sold, the customer has fourteen (14) days to decide to return or exchange (see Return Policy). If the customer has no issues, then you can get paid. After that window, we just wait for Invoice day to group all your orders into one payment.

To get paid, you have two options: 1) get paid by check and have it mailed to you or 2) we will paypal the money to you. Please refer to the *Fee Schedule*.

5.3. The Fee Schedule

The fee schedule is designed to be simple. It details all the possible fees you will see. It is subject to change, but you will be notified 30 days before changes go into effect. Please see your contract for further details.

Item	Description	Fee
Listing and relisting	We create the listing for you, but we need some information from you in order to help us. Please refer to the *Listing a New Product* form on the clients page and the *CuteConglomerate Handbook*. You will need to know the measurements (in inches), the weight (in oz), and include the types of variations	$2.00 for creating a new listing (Good for three month listing). $1.50 for relisting (only valid if notified before listing expiration) 25% of sales price, when item(s) sell

	you have, if any. If you have photos include them with the form, if not, photos can be taken for you, refer to Photography section below.	
Photography	If you don't have a photography set up, we can do that for you. There is a fee for us to shoot one round of photos. One round means that we will shoot any and all variations in a single listing at one time. If you add more variations later and need us to take photos, that counts as a second sitting. Photography also includes basic photo editing.	$5.00 per listing per sitting to be collected either upfront or when item(s) sells.
Listing Maintenance: Adding more Inventory	Adding inventory is simple and easy. Just fill out the *Updating Inventory, Price, and/or Photos* form on the Clients page and provide the site admin with the new inventory.	Update is free 25% of sales price, when item(s) sell
Listing Maintenance: Adding more Variations	Adding a new color or size? Updating a listing is free, just fill out the proper form on the Clients page and provide the admin with your new inventory. Please refer to the Photography section above if you need photos taken.	Update is free 25% of sales price, when item(s) sell
Listing Maintenance: Updating Listing	If you want to change an aspect to your listing (i.e. change a picture, update price, etc) please fill out the *Updating Inventory, Price, and/or Photos* form on the Clients page. Please refer to the Photography section above if you need photos taken.	Free
Listing Maintenance: Scheduling a Sale	If you want to put your product on sale, fill out the *Scheduling a Sale* form on the Clients page. An admin will contact you when the sale is scheduled.	Free
Listing	If you decide to remove a product, that's	Free removal

Maintenance: Listing Removal	fine. Just keep in mind the cost of adding a new listing before you remove your product.	
Listing Maintenance: Listing Expiration	Listings expire six months from the listings creation, unless you notify us of your intent to relist. You will be notified before this happens. If you relist, the listing fee will be applied and your listing will be available for six more months.	See listing and relisting fees.
Checking	This is one option to get paid after selling an item or items. Once your item has been sold, we will notify you and once the item has been shipped, we will cut you a check.	$2.00 per check (paid if applicable on a bi-weekly schedule)
Paypal	Paypal is a second option to get paid after selling an item or items. Once your item has been sold, we will notify you and once the item has been ship, we will send the money to the previously specified email address.	Free (paid if applicable on a bi-weekly schedule)

5.4. Store Policy on Returns

We do our best to inspect items and ship them securely, but occasionally items can still get damaged. We don't expect to have many issues, but sometimes it is out of our hands.

Our policy is that the customer has fourteen (14) days (unless otherwise notified) once the item was delivered to see if they like the item. That is why there is a delay on your payment. If they don't like the item or if it breaks, we will exchange it if possible or refund it if not. It's that simple. If the returned item is fine, we will add it back to the the inventory, if not we will contact you to see what you want to to with the item.

5.4.1. Exchanges

If an item is sent in for exchange, we will continue to put a hold on the money until the item for another fourteen (14) days. Once that expires, you will receive your payment on the next invoice day.

5.4.2. As Is Items

We know your items are handmade and unique. If the returned item is not too badly damaged, one option is to mark it "As Is" and reduce the price (10% is recommended). This is similar to the As Is option from the inspection. A new variation will be added to your item that is marked "As Is". "As Is" items are non-returnable and you will get paid for this item on the next Invoice day after it sells. Since we understand this is not your fault the item got damaged, we will gladly make these changes to your listing for free, even if that means we have to create a new listing.

6. Listing Expiration

We want you to sell. We want you to be happy at CuteConglomerate, but we realize that not items will sell. Part of the perks to selling with CuteConglomerate is that we don't charge you upfront, but we still do a bunch of work for your listing through updates, postings, email campaigns, etc. and we lose time and money when you don't sell.

As such, a listing can expire. You have six months from creation of the listing. If you want to relist, notify us before the list expires for a discount!. Please refer to the *Fee Schedule*.

6.1. What are My Options if a Listing Expires?

There are a couple options you have if a listing expires. You can either have all the inventory returned to you or you can re-list on CuteConglomerate.

6.1.1. Return Inventory

If your listing has a sell history, the return fee is only the cost of giving you your inventory back. If you come and pick it up, there is no charge. If you want it shipped to you, it will only cost the flat rate USPS price of shipping your items to you.

If, however, you listing has no sell history, there is a fee plus whatever cost of returning the item to you. That means if you pick the item(s) up yourself it's free, if not, it will cost you shipping. Please refer to the *Fee Schedule* for the price of the fee.

In both cases you will receive an invoice detailing which options you chose and which fees (if any) you have to pay. You can expect the invoice to be sent on Invoice Day (every other Friday).

6.1.2. Relisting Inventory

We only recommend re-listing a product if it has a selling history or if you intend to add more effort into selling the item. It will be treated like a new listing if you fail to

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notify us before it's expiration. Please refer to the *Fee Schedule* for the fee.

6.2. How can I help sell a product?

When an item fails to sell, it could mean a number of things. There could have not been enough traffic or interested parties. The price could have been too high. Here are what you can do to help sell your product:

1. **Try reducing the price or scheduling a sale.** The psychology of sales is an interesting one. People like to think they are saving money. Instead of just reducing the price try schedule a sale.
   a. Scheduling a sale will also get your item listed in the featured items section and advertised on Social Media again.
2. **Advertise with your own social media.** CuteConglomerate does use Twitter, Pinterest, mailing campaigns, etc. We do try to advertize your items too, but sometimes our efforts alone won't help.
3. **Allow your items to become a part of any future street sales or fairs.** Just allowing your items to participate in street fairs will extend your expiration date.

7. Welcome and Thank You

Once again, thanks for choosing CuteConglomerate! We hope that you've found this guide helpful. We also wish you success with the store.

We encourage an open dialogue. If you have any questions about this handbook, the site, or any other things, please don't hesitate to contact us. Also, if you find anything lacking in the handbook, let us know for future updates!

Thanks again and Welcome to CuteConglomerate!