

Greetings WCM Members & Partners!

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#### ONLINE HOLIDAY SHOPPING

I am sure you have all spent the last several weeks, even months preparing for the holiday shopping season – building inventory and scheduling shows. However, do not forget about preparing your WCM webpage for online holiday shoppers! November was a record breaking month for the Wisconsin Common Market with over 25,000 unique visitors. Is your WCM webpage prepared to meet the needs of these online shoppers? Is your webpage up to date? Is your PayPal account functioning? Are your product listings complete? If you haven't updated your webpage lately, now is the time! Feel free to contact me at [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com) if you have any questions or concerns!

#### WISCONSIN PUBLIC RADIO AD CAMPAIGN

Just in time for the holiday shopping season, Wisconsin Common Market has contracted for a state-wide ad campaign on Wisconsin Public Radio. The ad campaign began Thanksgiving weekend and will continue through the online holiday shopping season.

#### CUSTOMIZE YOUR SHIPPING FEES

As you already know, the products you place on the Wisconsin Common Market allow you to set a flat shipping and handling fee for each listing. Although this works great for large items, most of you will probably want to customize your shipping fees. To do this, log in to your PayPal account. Under the "My Account" tab, click "Profile." In the right-hand column, under "Selling Preferences," click "Shipping Calculations." Here, you can create a shipping table based on the sales order total. There are a multitude of options with this. For example, you can easily encourage sales by offering free shipping on orders over a set amount. Two quick notes: First, make sure you include the details of your shipping table in your business description on your WCM webpage. Knowing the shipping fee structure in advance often encourages more sales. Second, if you use PayPal to assign shipping fees, make sure you also use PayPal to set a sales tax rule. Please contact me at [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com) if you have any questions.

#### WCM YAHOO GROUP

The Wisconsin Common Market Yahoo Group is for Wisconsin Common Market members to network, collaborate and share ideas. Whether you are an artist, crafter, merchant or farmer -- you are all entrepreneurs! And, each of you has something from which the rest of us could learn and benefit. So, go ahead -- share your experiences! Suggest up and coming venues! Pose questions! Whether you are starting an art tour, searching for products to sell at your retail location or simply looking for someone with which to collaborate product lines, take advantage of your membership in this wonderful community of small, Wisconsin businesses! To participate, visit <http://finance.groups.yahoo.com/group/wisconsincommonmarket/> and click "Join this Group."

#### TECHNICAL WRITING ASSISTANCE

Several of you have taken advantage of the free technical writing assistance provided by our intern and UWEC student, Moriah. I know she has enjoyed working with you to spruce up your product descriptions and optimize your web pages for better search engine placement. Starting in January, we will be employing a new intern to continue Moriah's work here. Dan is also a UWEC student working towards a degree in technical writing. His assistance is available on a first come, first serve basis. Please contact me at [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com) if you would like Dan to work with you on your WCM webpage.