



# **2018/19 MEMBERSHIP HANDBOOK**

## BrisStyle Inc. Membership Handbook

Please read this document carefully and completely to ensure you get the most from your BrisStyle membership.

Welcome to BrisStyle's bustling creative community. We're so happy to have you on board! You'll soon find that BrisStyle is a great place to meet like-minded people and gain friendship, support and advice, not to mention all the amazing opportunities to show off your creative work.

You'll find all the information you'll need to get the most out of your membership on our website in the 'members only' section. Here you'll find details on connecting with other members, promoting yourself and BrisStyle and joining in at our BrisStyle Markets and events.

We recommend you keep this document handy so that you can refer back to it at any stage.

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A bit about us...

BrisStyle Inc. is a not for profit incorporated association with over 250 members. BrisStyle formed in March 2008 when a group of Brisbane based Etsy sellers decided to meet up for coffee and realised the amazing connection they had through their love of all things crafty. In the past few years we have grown to become the fabulous creative community that we are, aiming to provide support and creative opportunities to independent artists, crafters, designers and artisans just like you!

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## GETTING STARTED

### Activating your Membership

Getting started couldn't be easier. As soon as possible after we've received your membership fee we'll add your email address (the one you provided on your application form\*) to our Google Groups forum. The forum is easiest to use right from your email account so there's no need to sign in and out of Google Groups unless you really want to or you want to search previous topics. You will receive all activity on the forum as it happens but if you find this is a little much for you or hard to keep track of, please let us know and we can change you over to an abridged or digest version where you'll receive one condensed email per day. Please note that you do need a Google account linked to the email account you've provided to us to be able to sign in to the actual forum.

\* Your invitation will be sent to the email address you have provided on your application form. You do not need to open a Gmail account to access the BrisStyle Google Group. If you do not receive your invitation, please check your spam account. If it's not in your spam account, please contact [brisstyleteam@gmail.com](mailto:brisstyleteam@gmail.com) for assistance.

### The BrisStyle Inc. Google Group Forum

Our Google Groups Forum is the most efficient way for us to keep all members informed on what's happening in BrisStyle.

It's also a friendly place where you can ask questions, get advice and enter into discussions with your fellow members. You are welcome to participate in the forum as little or as often as you like, however to stay up to date with any important changes and opportunities, we encourage you to receive regular updates.

## **MAKING CONNECTIONS & NETWORKING**

### **Members Only Facebook Page (Closed Group)**

Our members catch up regularly via our closed group [Facebook Page](#). Please head over and apply to join and we'll approve you at our earliest convenience. Like our Google Forum it's a friendly place where you can ask questions, get advice and enter into discussions with your fellow members. You are welcome to participate in the Facebook group as little or as often as you like.

### **Member Only e-Newsletters**

Our member's e-newsletter is a great way of staying up to date with what's happening at BrisStyle and also an avenue for you to let your fellow members know what you're up to. If you've got something to share that's related to your crafty business like links to your new website or a sale coming up in your online store etc, please feel free to send the details through to Bel at [brisstyleteam@gmail.com](mailto:brisstyleteam@gmail.com).

### **Social Events**

Our regular catch-ups are a great way to get to know your fellow members. Held both on weekdays and weekends to suit as many of our members as we can, they're always lots of fun. Members are encouraged to bring along their newest products or what they're working on for a spot of show and tell. Dates, times and venues for all BrisStyle events are posted on the forum and via the members enewsletter.

### **Blog**

The [BrisStyle blog](#) is a great place for you to show off your work, debut new products and broadcast exciting news. As a member you are welcome to contribute any information you'd like to share with our readers and/or take part in our member interviews, we are always looking for guest posters and tutorial contributions as well. Email [brisstyleteam@gmail.com](mailto:brisstyleteam@gmail.com) for more information or to get involved.

### **Online**

We also connect with our members and friends via the [BrisStyle Facebook page](#) and [Instagram feed](#). Make sure to check out both and 'like' and follow them, introduce yourself as a BrisStyler and we'll 'like' yours right back! See the section below on [Promote BrisStyle](#) for more information.

The [BrisStyle Flickr gallery](#) is another way for you to show off your work. Simply join our Flickr group (if you're not a member of Flickr it's FREE to join and easy to use) and upload new photos of your product range as often as you wish. The latest 10 uploads are displayed on our blog to highlight our members work and we also use this pool of photos when creating newsletters and shopping guides etc.

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## **BUSINESS DEVELOPMENT**

The BrisStyle Business Development is an ever-evolving creative educational series featuring the latest tips and tricks for your creative and business development.

The program connects all Brisbane creatives, no matter what their skill level, with motivating guest speakers as well as fellow small business owners, hobbyists and creative professionals from the local community.

We send out priority invitations to all members so be sure to book in as soon as you receive yours. In the meantime though, please do login into the [I ♥ Craft Online Video](#) section of the website to watch all the past Creative Development Sessions; featuring topics such as Online Selling, Book-keeping Basics, Intellectual Property Markets 101 and more! Enjoy!

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## **MARKETS & EVENTS**

Whether you are an emerging or established individual local crafter, artist or artisan, our markets are the perfect platform to support and promote your practice, connect you with like-minded people and support and encourage your creative growth.

There are several different types of sites for each market; In particular the Co-op at the BrisStyle Twilight Market is the perfect vehicle for those new to the marketeering scene.

The [BrisStyle Market Application Calendar](#) will keep you up to date with when market applications open, close and when stall fees are due. Prior to applications opening, a reminder email will be forwarded to all members as well as posted to our Google Groups Forum so that you don't miss out however, it is imperative that you are aware of the application dates (it's a great idea to jot them down on your calendar and set yourself a reminder if possible) to ensure you have the best chance of securing a spot.

All information relevant to our BrisStyle markets and events can be found on our website in the Members Only Section including information relevant to all applications. The [Stall Holders FAQ's](#) and [BrisStyle Events Information Handbook](#) will be your go to for all market specific information including lighting information for our Twilight Markets.

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## **BRISSTYLE VOLUNTEERS**

We're always keen for members to get involved with BrisStyle. Behind the scenes support is so important to the success of our Markets and Events. There's lots of ways you can get involved including assisting marketeers throughout the night, manning the BrisStyle Promo Table and handing out fliers. We also welcome members to come in and help out at our HQ on Tuesday's and Thursday's to help with admin and many other tasks.

If you're interested in joining our register of Market Angels and Volunteers, simply send an email through to [brisstyleevents@gmail.com](mailto:brisstyleevents@gmail.com) including your areas of interest and times available.

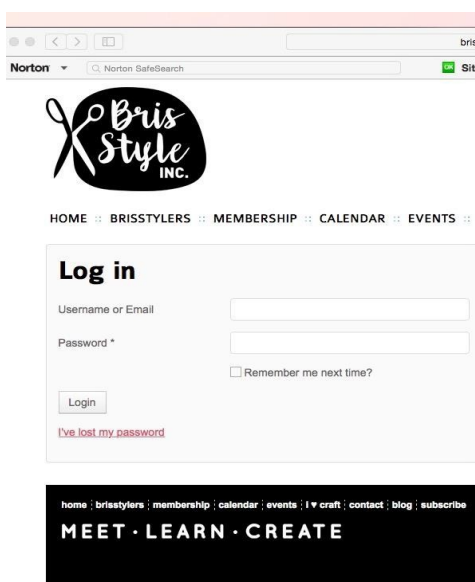
# BRISSTYLE WEBSITE – Members Profile

Your BrisStyle website profile is one of the many benefits of your membership. It allows you to create your own business profile with up to four images, a blurb about your business and links to your online presence eg. Etsy store, Facebook page etc. and is the most visited page on our website!

We encourage you to make the most of your profile as we use this information to generate lists of market participants, identify members for media requests and many other things too. With this in mind, it's very important that your images are top quality and that your information is correct and up to date.

If you are keen to participate in any of the BrisStyle Markets you'll be required as part of the application process to link back to your BrisStyle profile.

If you do not wish to create a profile, please let us know so that we can disable this option until you'd like to create one as blank profiles lower the aesthetic of the member's page.



## Setting up your profile, step by step:


1. Log into the 'members only' section of the website with the username provided to you in your welcome email, [here](#).
2. **FOR FIRST TIME USE ONLY** – click 'forgot password' and generate yourself a new password.
3. You will receive an email with a link to update your password and can then access the member only area and update your profile.
4. **PROFILE** – Click on the 'modify my profile' link and fill in the details to create your public profile. Your public profile is your gateway to the public, so make sure to make it as interesting and informative as possible.
5. **IMAGES** – Click on the 'modify my images' link to upload your product images and/or logo. Images must be in a JPEG format, square and a minimum of 600 pixels wide by 600 pixels high. If your image is smaller than this it may display as blurry or pixelated. Images are numbered from 1 to 4. Image 1 is the main image that will be shown on the BrisStylers page.

## Elise Apples

I create statement earrings that will suit any wardrobe, and enjoy combining different colours and textures. I also love Christmas and creating a seasonal range of earrings and gift tags/baubles.

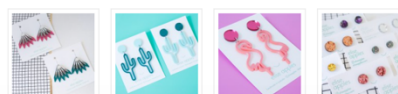
I'm a graphic designer by day and product designer by night! I've always loved both tinkering on the computer and making things with my hands, and designing laser cut products is a perfect merging of these two passions. My brand started with Christmas gift tags that become baubles, because I love that you can reuse the gift tag and remember the person it's from every year. From there I moved into festive (but not festive) Christmas earrings, for girls like me who love Christmas and want to wear stylish earrings in the lead up. I had so much fun creating earrings that my brand is now all about earrings.

 [Visit my website](#)

 [Visit me on Facebook](#)

 [instagram.com/eliseapples](#)

 [Send me an email](#)



Individual website profile

6. **SAVE & PUBLISH** - When you are happy with your profile and images click on 'SAVE & PUBLISH'. Your request will be forwarded to BrisStyle admin for approval. Once approved your information and images will become visible on the website (please allow up to 72 hours for this to happen). Profiles will only be made public once viewed and approved by the BrisStyle committee.
7. You can click on 'view my profile' at any time to check your details or follow the instructions above to change or update your profile or images at any time.
8. It is recommended that you log out when you are finished making any changes.

### SEPARATE LISTINGS:

You can have two separate listings on the BrisStylers page if you have two different online stores/presences selling handmade goods however you will need to have two different email addresses in order to create each individual profile. Please email us at [brisstyleteam@gmail.com](mailto:brisstyleteam@gmail.com) if you require a second profile to be set up.

### MEMBERS ONLY OPTION & DOCUMENTS:

The member only pages will only be accessible to BrisStyle members once you are logged into the BrisStyle website. There are a number of member only documents that will be available to you on the website and we will continue to add to this section. You will be notified of any updates via our member only newsletter.

## Etsy.com

BrisStyle began in 2008 as an [ETSY](#) Street Team and while it's no longer a prerequisite of BrisStyle Inc. membership to have an Etsy store it is still heartily encouraged not only to gain the full benefits of your membership but also because Etsy is just so great!

With the support of the team at Etsy Australia, you'll find many opportunities to promote your creativity and network with the greater local and global creative Etsy communities. We recommend you subscribe to the [ETSY AU enewsletter](#) to start your Etsy journey.

If you have an Etsy store make sure you request to join our [team page](#) and start tagging your items with 'brisstyle' so that we can add you to team Treasuries and Gift Guides.

Here are some easy to follow tips to make your Etsy experience a fun and successful one:

[Learn how to sell on Etsy](#) (all you need to get started selling your goods on Etsy)

[Etsy Dos and Don't's](#) (Etsy policy)

[Your Shop 101](#) (A series of Etsy blog articles to get you started)

[Shop Makeover Series](#) (a series of articles to help you have the best Etsy shop you can)

[Product Photography for Beginners on Etsy](#) (great advice to help your product shots stand out)

[Etsy Emails](#) (subscribe to all the latest and greatest Etsy newsletters here)

[The Etsy Storque Blog](#) (the Etsy blog is a must read for what's HOT on Etsy)

[Resources](#) (tips, graphics, apps and promotions – connect with other Etsians)

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## PROMOTE BRISSTYLE

The success of BrisStyle as a whole has come from the enthusiasm generated via various forms of in-house promotion, combined with the creative efforts of all BrisStyle members. It's therefore a requirement of membership that all members support and promote BrisStyle and all its online media campaigns and events (even if you are not a regular stall holder).

You'll find all the details on how we will support you, along with the top 5 tips on how you can in turn [Promote BrisStyle](#) in the Members only section of the BrisStyle website.

## PROMOTIONAL MATERIAL

All [BrisStyle promotional material](#) including blog buttons, market flyers and buttons can be found in the members only section of our [website](#). Please use them freely on your blog or website and facebook pages to spread the BrisStyle word!

## COLLABRATIVE ADVERTISING OPPORTUNITIES

We are always looking to help promote BrisStyle members online stores in whatever way we can. Collaborative advertising is a really cost effective way to be able to be part of large scale print media and distribution with the high price tag associated. All opportunities will be advertised through the member's newsletter as they arise.

## CONTACT US

We're more than happy to help you out with any queries you may have so please don't hesitate getting in touch. All our contact details are as follows:

### Membership:

For membership enquiries, please refer to our [membership](#) page and our [membership frequently asked questions](#). Should you have any further queries, please forward them to [brisstyleteam@gmail.com](mailto:brisstyleteam@gmail.com)

### BrisStyle:

For any accounts or BrisStyle related enquiries, please feel free to email Bel at [brisstyleoffice@gmail.com](mailto:brisstyleoffice@gmail.com)

### Markets and Events:

For market and event enquiries, please refer to our [stall holders frequently asked questions](#). Should you have any further queries in relation to BrisStyle markets and events please forward them to Kelly-Anne at [brisstyleevents@gmail.com](mailto:brisstyleevents@gmail.com)

### Advertising and Marketing:

Please forward all advertising and media enquiries to [brisstylemarketing@gmail.com](mailto:brisstylemarketing@gmail.com)

## MEET OUR TEAM

Like all not for profit groups we have a dedicated staff team and volunteer management committee who work behind the scenes to keep BrisStyle Inc. running. Please make sure to head over to our website, [meet our staff team and committee](#) and find out a little about us.

We look forward to hearing from you and endeavour to answer your queries at our earliest convenience.

