

## Boost Your Business, Booth, & Inventory

Even though you might think you're just having fun with your booth or showcase here at Early Owego, you are also running a small business. Whether you have just opened your booth in the last year or have been doing this for a while, building your go-to resources is one way to generate ideas, build excitement for what you want to accomplish by selling items from your booth, educate yourself about business and the items you want to source to sell.

Here are some resources that we have put together for your use (and if you have any of your own, we plan to put a section soon on the dealers page of the website and would love to hear from you at [communications@earlyowego.com](mailto:communications@earlyowego.com)).



Here are some great websites that might get you started:

- <https://antiquestartup.com/>
- <https://myweatheredhome.com/>
- <https://americasantiquemall.com/>
- <https://lostandfounddecor.com/>

Here are some blog posts, and two Pinterest inspirational boards that might be of interest:

- [Antique Booth Basics: How to Begin the Process](#)
- [How to set up an Antique Booth](#)
- [A Guide to Antique Booth Mastery—Everything You Need to Know](#)

- [10 Proven Price Tag Strategies to Maximize Antique Booth Profits](#)
- [Avoid These 10 Antique Booth Mistakes](#)
- [10 Practical Tips to Increase Antique Booth Profits](#)
- [4 Ways to Jump-Start Your Antique Booth Sales](#)
- [Why you Should Fluff & Shuffle your Antique Booth Display](#)
- [Antique Booth Displays on Pinterest](#)
- [Lost & Found on Pinterest](#)



Here are some other ideas to consider in building your resource bank:

- Network with other antique dealers at Early Owego. Yes, you are all competing for customers but if dealers can help out each other—we are all stronger in the end because we build a great shopping experience for our customers, together!
- Stay informed about trends: Keep an eye on what types of antiques are selling well online and in other spaces.
- Offer excellent customer service: Be friendly, knowledgeable, and helpful to your customers when you are in the store.
- Utilize technology: Consider having an online presence to showcase your inventory or connect with a wider audience. This can be a landing page website, a Facebook or Instagram Business Page, or a Pinterest Board that you promote.
- Learn to take great merchandise photos and even video selfies to promote your Early Owego booth.
- Be patient: Building a successful antique business takes time and effort.

By utilizing various resources, constantly learning, and adapting your approach, you can ensure your antique/vintage booth/showcase thrives and becomes a destination for collectors and enthusiastic customers!