



dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES AND
PASSIONATE SMALL BUSINESS OWNERS



MEDIA KIT

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dear handmade life

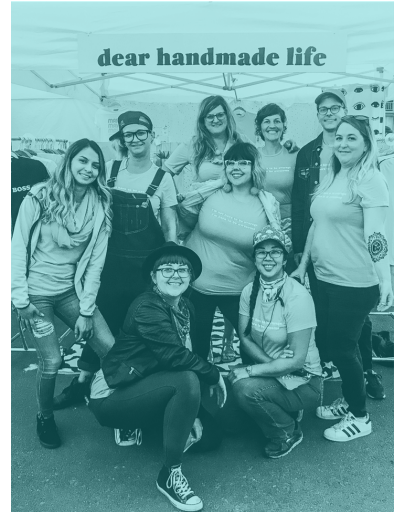
all about us

Dear Handmade Life began on a Southern California backyard patio over margaritas, first emerging as a tiny, holiday craft festival called Patchwork Show. The show drew huge crowds and proved that a dose of creativity and community was just what the world needed.

Over the next decade, Patchwork Show evolved into a multi-city, biannual festival. In 2011, the Craftcation Conference was launched, giving small-business owners and creatives support and education through four magical days of craft, business and wellness workshops at the beach.

With the additions of a blog, podcast, online shop and workshops, as well as a thriving virtual community, the brand became Dear Handmade Life in 2013.

Today, Nicole and the Dear Handmade Life team of badass, creative women curate events, education and community for creative misfits, passionate small-business owners and DIY devotees.



DURING OUR 13 YEARS IN BUSINESS WE HAVE...

- **Welcomed over 500,000 guests** to shop local, celebrate community and craft with us at our multi-city, biannual Patchwork Show festivals where we **provided nearly 15,000 artists with a venue** to grow their businesses, share their products and inspire others.
- **Helped thousands of creatives** turn passion into a profession, become besties with their inner artist and find camaraderie through our life-changing Craftcation Conference.
- Shared business know-how, art and craft inspiration and true tales of being a creative misfit and entrepreneur through **our 100+ podcast episodes, 800+ blog posts and thriving social media audience of 70k+ engaged followers.**

hello **i'm nicole**

THE CEO & CREATIVE DIRECTOR



hello
i'm nicole

THE CEO &
CREATIVE DIRECTOR



I'm a multi-passionate creative, middle-aged first-time mama, confessional journaler, second-hand shop scavenger, deep dive conversationalist and the CEO and creative director at Dear Handmade Life.

I can't recall a time in my life when I wasn't making something. At 24, I turned my passion into my profession when I started selling Random Nicole, my handcrafted clothing line at flea markets and backyard craft fairs, which I grew into a thriving retail and wholesale six-figure business that was carried at over 250 shops around the world.

My desire to help other creatives pursue their dream business and discover the joy of making led me away from my own handmade business and into teaching, consulting, running my own workshop studio and eventually co-founding Dear Handmade Life in 2007. Now, I connect, educate and shorten the learning curve for other creatives by sharing what I've learned through the Dear Handmade Life events, blog and podcast. I have a BA and an MA in English from San Francisco State University and a dual "PhD" in crafting to keep your sanity and badass business skills from the School of Life.

My very first business, Random Nicole, was born at a flea market when someone bought a purse I'd made featuring my artwork right off my shoulder.



let's chat on your podcast or show



TOPICS & STORIES

FROM VENICE BEACH BOARDWALK STREET ARTIST TO BADASS SIX-FIGURE BUSINESS LADY



- True tales from my days selling my art on the streets of Hollywood and Venice Beach and how I grew multiple six-figure creative businesses
- The importance of taking calculated risks - weave the net, then jump
- How to build a truly authentic brand and a devoted community

PRODUCTIVITY SECRETS FROM A CEO/MIDDLE-AGED FIRST-TIME MAMA



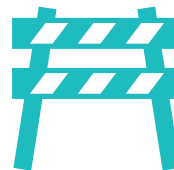
- How I go to bed every night with zero emails in my inbox, while juggling my one-year old and business
- My journey from acting like an employee of my own business to thinking and acting like a CEO and how you can steal my tips to scale up
- Why when things go wrong with delegation, it's always your fault and how to fix it

SPREADSHEETS AND SAGE BUNDLES: MY PRACTICAL MEETS WOO-WOO APPROACH TO GOAL GETTING



- How my Buddhist/Catholic Harley-Davidson-riding, self-help-loving entrepreneur dad influenced my unconventional approach to goal-getting
- Why gratitude is the first step in goal-getting
- The scientific evidence behind mindset shifts and visualization benefits in goal-getting
- Actionable planning tools to bring goals from dream to done

BUST THROUGH YOUR GOAL-GETTING ROADBLOCKS



- How to diagnose the big issues standing between you and your bold, beautiful goals
- Discover the limiting beliefs and mindsets holding you back from your potential and work through the feeling that you are not enough or that success is for other people
- Actionable tips and tools to work through your roadblocks

FINDING YOUR SECRET SOCIETY OF SUPPORTERS: HOW TO FORGE MEANINGFUL CONNECTIONS AT IN-PERSON AND ONLINE EVENTS



- How finding your creative community can impact your business and creativity
- My journey from lonely solopreneur to being at the helm of a thriving online and in-person community of creatives and small business owners
- Tips to move from, "I don't know how to introduce myself" to "I'd 100% drive off a cliff with you if the cops were chasing us à la Thelma and Louise"

UNCOVERING AND GETTING YOUR GOALS



- How to make a plan to go after that thing that wakes you up in the middle of the night or find your true purpose if you still don't know what you want to be 'when you grow up'
- The unique creative exercises you can use to unearth your hidden longings
- Methods to organize, categorize and prioritize your goals
- Tools to schedule your goal tasks into your busy life



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the details

WHO WE ARE



Dear Handmade Life curates events, education and community for creatives and passionate small-business owners. It produces the Patchwork Show Makers Festival, Craftcation Business and Makers Conference and the DHL podcast, bringing art and craft inspiration and business know-how to creatives and entrepreneurs.

THE PODCAST



- 100+ episodes
- 500k+ downloads
- Prestigious creative expert guests



THE BLOG

- 40k+ unique monthly users
- 80k+ monthly website/blog views
- 800+ DIY craft, business and inspirational blog posts

THE NEWSLETTER



- 32k+ subscribers



SOCIAL MEDIA

- 25k+ Instagram
- 23k+ Pinterest
- 27k+ Facebook
- 5k+ Twitter

THE EVENTS



CAMP

DEAR HANDMADE LIFE



PATCHWORK
SHOW



CRAFTCATION
CONFERENCE

camp

DEAR HANDMADE LIFE

AT-HOME SUMMER CAMP EXPERIENCE FOR CREATIVES



camp

DEAR HANDMADE LIFE

CAMP DEAR HANDMADE LIFE IS THE ONLY AT-HOME EXPERIENCE OF ITS KIND THAT PAIRS EXPERT CRAFT AND BUSINESS INSTRUCTION AND GOAL-GETTING COURSEWORK WITH THE KIND OF COMMUNITY CONNECTIONS THAT YOU THOUGHT WERE ONLY POSSIBLE IN-PERSON.

NEWSWORTHY TOPICS



- The rise of virtual conferences
- Crafting together for self-care and personal growth
- Creative small-business owners find strength in numbers - online
- Finding your community in the virtual world

VIRTUAL RETREAT



- Virtual event
- Annually in the summer
- Six-week goal-getting program that closes with a 3-day virtual summit
- Intimate virtual accountability "cabins" for participant support

26+ WORKSHOPS & EVENTS



- 8 core pre-recorded craft and business classes
- 18 live, interactive craft and business classes
- Daily live wellness activities like yoga, meditation and journaling and social gatherings



PRESS PLAY TO
WATCH OUR
CAMP DHL VIDEO

dear handmade life's

PATCHWORK SHOW

MAKERS FESTIVAL

CRAFT, ART, FOOD AND COMMUNITY FESTIVAL



dear handmade life's

PATCHWORK SHOW

MAKERS FESTIVAL



PATCHWORK SHOW IS DEAR HANDMADE LIFE'S BI-ANNUAL, MAKERS FESTIVAL SHOWCASING LOCAL EMERGING ARTISTS, CRAFTERS AND DESIGNERS ALONGSIDE ARTISAN FOOD, DIY CRAFT WORKSHOPS, GOURMET FOOD TRUCKS AND INDIE MUSIC.

TRENDING STORY IDEAS



- Meet the BIPOC crafters turning passion into profit
- The rise of the maker economy
- Conscious consumerism and the shop local movement
- Emerging indie designers to watch for

The most abundantly organized, fun, good energy, profitable event I have ever participated in yet (and I have done a lot of them through the years).

-Sheri, Patchwork Show Alum



EST. 2008



- 4k-8k guests during a six-hour show
- 100-250 vendors per show
- Several bi-annual Northern and Southern California locations



PRESS PLAY
TO CHECK
OUT
PATCHWORK
SHOW



dear handmade life's
craftcation
BUSINESS & MAKERS CONFERENCE

CONFERENCE FOR CREATIVES AT THE BEACH IN CALIFORNIA



dear handmade life's

craftcation

BUSINESS & MAKERS CONFERENCE

CRAFTCATION, HELD ANNUALLY IN THE ARTSY, SEASIDE TOWN OF VENTURA IN SOUTHERN CALIFORNIA, FEATURES INDUSTRY EXPERTS LEADING ATTENDEES IN SMALL BUSINESS CLASSES AND CRAFT WORKSHOPS AS WELL AS SOCIAL GATHERINGS TO CONNECT, EDUCATE AND FOSTER COMMUNITY.

AN EVENT RICH WITH POSSIBLE HEADLINES

- Bloggers, crafters and small-business mavens descend on Ventura for Craftcation
- Bonding and sharing business tips over cocktails (and glue guns)
- Don't quit your dream job - here's how

EST. 2012

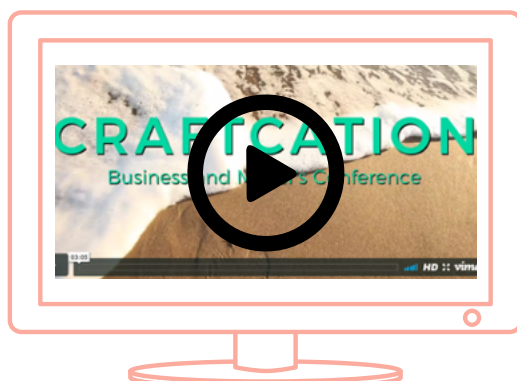
- In-person, 500 attendees - bloggers, crafters, creative business owners and DIY enthusiasts
- Annually in April
- Five days (Wednesday - Sunday)
- Ventura Beach, California

200+ WORKSHOPS & EVENTS

- Hands-on DIY craft workshops
- Business lectures and panels
- Social gatherings and parties
- Wellness activities like yoga and meditation

I had one of the best times of my life. I met amazing people, scored several awesome business deals... and had an absolute blast. Despite my business being my full-time job and pulling in six-figures for me, I want to let you know that I STILL get so many ideas and advice from attending this conference. It really is the best.
-Megan, Craftcation Alum

PRESS PLAY TO SEE
THE MAGIC OF
CRAFTCATION
CONFERENCE





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EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES, PASSIONATE SMALL BUSINESS OWNERS AND DIY DEVOTEES.

want to chat?

We'd love to share our story with your audience.



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