



Crochet PRENEUR

ABOUT THE BLOG

The Crochetpreneur blog combines the principles of positive psychology, proven handmade-business tips, profit-optimized crochet designs, and the power of community to help crocheters turn their pastime into profits. Readers learn to grow crochet product, design businesses and blogs through content, courses, a membership only learning-community,

Crochetpreneur was recently recognized as one of three "Blogs that are Crushing It" at the 2018 ACTIVATE LIVE blogging conference hosted by Elite Blog Academy and Ruth Soukup Omnimedia.

Pageviews/mo:
36,346

UMVs:
18,143

Email Subscribers:
12,587

ABOUT NAME

Pam Grice is the part-crochet designer, part-psychotherapist, and full-on-cheerleader behind the Crochetpreneur blog where she combines her wisdom as a counselor and experience as a six-figure Etsy seller to help other makers find financial freedom through artisan-entrepreneurship.



Recognized as a top trending Etsy seller by Marketplace Pulse, Pam has been featured on Mary Maxim, Underground Crafter, Fox21 News, BuzzFeed, and Hollywood Daily Star.

FEATURED ON:



SOCIAL



81,821



14,802



10,265



1,438



846

Date Update: 02/02/2019

READERS

95%

of readers said they have purchased a product based on a recommendation from CROCHETPRENEUR.

96%



45

is the average age of my most engaged readers.

“ I made \$4000 at craft fairs this year in large part due to Pam's help. I feel inspired, motivated, and hopeful for what this year will bring! ”

- Sonia Rodriguez-MacLeod, Sonirations

Fiber-Arts Lovers



Crochetpreneur readers come for the business tips, but they stay for the patterns...or sometimes they just come for the patterns.

Who Love Coffee & Books



Whether they reading about tech, self-help, or social media strategy, they've always got a cuppa caffeine to help them through.

& Building Their Businesses



They are passionate about their crochet business but not always wise to the process. They're are grateful for a guide and coach who cares.

REGULAR FEATURES

Each of our topics and featured-guest programs aim to help burgeoning crochet business owners to grow, gain exposure and experience, and build a successful business based on her individual goals.



BIZ TIPS

To help the new business owner learn the ropes.

PATTERNS

Profit-optimized crochet patterns designed for crochet sellers.

BLOGGING

Tips for building a self-hosted online presence and shop.

FEATURES

Featuring the works of new designers and collaborators.

RESOURCES

Courses, printables, and community to support readers.

OPPORTUNITIES

By targeting an engaged and loyal audience, Crochetpreneur Blog is able to spread awareness of your product and brand to fiber-arts professionals, online artisan-entrepreneurs, and enthusiastic hobbyists.



VIP Sponsored Post	Blog post with nofollow link to your site, 3-5 images, including 2 pinnable images, social shares, dedicated email. giveaway option. \$600
Sponsored Posts	Blog post with nofollow link to your site, 3 images, including 1 pinnable image, Pinterest & social shares, email mention. \$450
Social Media Campaigns	One high quality photograph to be shared on Facebook, Instagram, Twitter, and with a link back to your website.. \$100
Instagram Only	One high quality photograph to be shared on Instagram. Includes at least one mention in my Instagram stories. \$30



“ Pam will help you grow your crochet business and become part of a vibrant, supportive community of like-minded crochetpreneurs! Highly recommended.



- Lisa Rollins, Stitch in Progress

ADVERTISING

Sidebar advertising a great way to gain exposure to a targeted audience. You provide the creative. Social includes at least one social media mention per month on Facebook, Instagram, and Twitter. Pro includes 3 mentions.

250x250: \$40 for 1 month, \$100 for 3 mos

250x250 Social: \$100 for 1 month, \$250 for 3 mos

250x250 Pro: \$150 for 1 month, \$400 for 3 months

PAYMENT: Payment accepted via PayPal.

LET'S TALK!

I look forward to hearing all about your business and how it might connect with my readers. I'd love to connect to see how we can work together!

Email: pam@crochetpreneur.com