



• Clay World News •

DON'T BUY TUTORIALS!!!

By Trish Hodgens

This article was prompted by the statement "DON'T BUY TUTORIALS!!!" and the question "Should I sell my tutorials?". There are pros and cons to both and I am here to share reasons you should buy tutorials.

Isn't the Internet a wonderful place! There is information available for anyone who wants to look for it. Anyone can learn for free in America if they have the time to look for information and the time and possibly money to waste from making mistakes along the way!

A valid point was made in a message that shouted "DON'T BUY TUTORIALS!!! You can find them online!". I would like to point out some things to consider before always thinking, "I shouldn't buy it. I can always find it for free". Remember, the old adage often stands true, "you get what you pay for".

A lot of information is out there for free but have you taken into consideration the time it takes to search and find the information? There are other things involved in finding it "for free". Your time is worth as much as mine is. Some people have more time than others but it is still valuable.

I am an artist who has put a lot of time and research and love into what I produce and offer for sale or for free but let me clarify. When I sell a tutorial, I am not selling information you can find for free just like an artist who creates a pair of earrings and offers them for sale is not just selling the clay they are made with.

I am offering my experience and supplementing my expenses for tools and supplies as well but mostly, I am selling knowledge and expertise. I turn the information I took the time to learn, into something worthwhile, something I think you will find useful.

When I sell a tutorial, I am getting paid for the time it takes me to create and produce instructions in an organized manner to offer the best learning advantage for my reader. I include pitfalls to avoid or at least be aware of in case you want to experiment. You may want to try to recreate something that I considered a mistake

because it wasn't what I was going for when I created my project but you will know from what I share what happens along the way.

I would like to share some of what goes into a project I am getting paid for when I sell a tutorial.

I am selling the obvious... all the step-by-step photos but have you considered they are taken with a camera that is not free and have you considered the time it takes to stop between each step to take the photo so that each step is clear, especially to those who are visual learners? You also may not realize how much time goes into preparing those photos for print.

I am selling my education as well as my time and sometimes expense to learn the various programs needed to produce the tutorial such as a photo editing program and other programs needed to write the tutorials. The programs themselves are not free.

Another obvious expense is the computer to use the programs as well as all that goes with a computer; monitor, keyboard, etc. and of course the clay and supplies to create the project I am teaching.

I am selling my time spent writing and editing each detailed step to include with the photos. I want the tutorial understandable and easy to follow so you do not have to go through a lot of trial and error. The process is sometimes easier to understand with photos.

I include everything I can to make it worthwhile for you such as hints and tips I have learned along the way. I want to keep you from what you may otherwise waste time and supplies on to learn the hard way. I have already done that and in selling a tutorial I can save you valuable time and money.

In my project tutorials, I often include suggestions for other ways to use an item or technique to inspire

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you, my reader to create something you can call your own. The list goes on and on, including a secure web site to offer the tutorials in one place to make it easy to find what you want and information so you don't have to waste your valuable time looking for it.

I make myself available to answer any questions you may have in case I have not written the tutorial in a way that is easy for you to learn because different people learn in different ways. I am happy to help in any way I can as are many other artists and teachers and I consider that a valuable part of what I offer my customers.

For my club members, I offer a discount to help pay for clay tools and supplies. My tutorials end up costing only pennies because club members receive so many and when my Poly Clay Play Club members purchase something, the tutorials often end up costing nothing because of the amount saved using the 20% discount on tools and supplies.

Don't miss out on a really neat idea or tutorial or tip or help offered because the first thought that comes to your mind is "I better not spend the money because, when I have time, I can find it for free later". You may never find it.

Do keep in mind, not all tutorials are created alike, including the free instructions as well as those for sale. There are some that are better than others and there are some that don't teach what the reader is looking for or may even mislead with bad information.

I think, instead of saying you shouldn't pay for tutorials, it would be better to say, "Do a little research to see if you can find them for free but by all means, also take the time to do a little homework". Research a particular instructor that is offering a tutorial. Often, they will offer instructions and valuable information you may never find by casually searching and researching.

If you find a tutorial you felt you got your money's worth from, make a note of the author and the site you purchased from. The next time you are wanting information, they may have what you want and you will have some trust that you will not waste your money because you had a good experience with them before. Take what others have said only as a general and personal opinion. Just because someone else didn't like a particular instructor or style does not mean you won't get more from it.

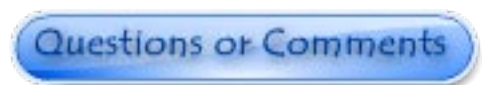
If you ask me about a technique, I will be happy you to a free tutorial or another site that offers it if I don't have what they want. When I can, I will even take time to find it for you if they are looking for something a little different from what I am able to offer. I am more than happy to help share information and I appreciate the help I have received along the way. I believe in paying it forward. I offer free tutorials and videos as well. Please don't hesitate to ask me if you are looking for something.

Should you pay for an education since you might be able to find all the information on the Internet for free? Should you buy a polymer clay related book because you might be able to find the instructions online for free? Should you buy handmade jewelry because you might be able to make it yourself a lot cheaper?

You have those options I appreciate and encourage you to look for free information that may be available but consider the price you still pay in time and possible missed or bad information.

I also encourage you to look at what I offer. Unfortunately, I don't grow my own food or make my own material to make my own clothes. I don't know how to build a house. All of which would be cheaper and or "free" if I had the time and knowledge that I am sure can be found for free so I live by sharing what I know as cheaply as I can because what I offer is more than just free information. I offer a bit of myself with each tutorial I sell and so do many others who seem to sell information when what they are really selling is experience because of a desire to share with the world, the fun of their craft.

I welcome feedback! If you purchase from me and have a complaint please be sure to let me know. You may see something I don't. Without feedback I can't improve what I have to offer. Click the button. If it doesn't lead to my site, you can go to just about any page on my site and find the button at the bottom of a page.





Poly Clay Play

PolyClayPlay.com

Join the Club,
Join the Fun!

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Poly Clay Play!
Tutorials for adults... Detailed step-by-step instructions so kid's can play too! Polymer Clay...It's fun to play with!

Poly Clay Play Club

Release your imagination...

...learn a craft with lifelong uses and opportunities!

The Poly Clay Play Club is a series designed for anyone wanting to have some fun with polymer clay.

Kids can clay too and this is a great time to get them started...let their imaginations go wild! They will learn color mixing, shape making and so much more. The projects included in club membership are great as a gift for that special child in your life... great for a birthday gift or just because you want to introduce a child to art and the joy of being creative.

As with most crafts, if you take it one step at a time, you can create all sorts of fun items.

We introduce a wonderful variety of techniques for working with clay including various items to make as gifts or to sell. Of course, it is fun to make pieces to keep and enjoy too.

Don't miss this fun chance to release your child's imagination and yours. You can help them learn without even knowing it, the fun way! There are different purchase options that include bonus projects....You can read more about it...Visit

www.PolyClayPlay.com

Adults... The Poly Clay Play Club is geared for adults. If you decide to help a child learn to play with clay, please use your best judgement to determine how much supervision is needed.

- **Convenient Home Delivery!**
Projects are available for download every month. It's like getting a birthday present every month!
- **Made to be fun and easy,** with simple step-by-step photos and instructions to guide you and your child from start to finish.
- **Wonderful Variety!**
You will discover how to master polymer clay crafting secrets with lots of tips and ideas along with techniques that can be applied throughout the fun clay experience.
- **Web Access for your convenience!**
You will be given access to a secure area. There you can read, download and print the projects, tips and ideas to help you have the best experience when you are ready.
- Club members benefit from the bonuses included with membership as well as being able to take a 20% discount on products for playing with clay!
- What are you waiting for? Join today and get all your free projects plus all the fun delivered each month.

