

Q&A: Breaking into the Greeting Card Industry

Q: What kind of greeting cards might a new artist consider offering to card companies?



A The Web has affected this industry with a sizeable shift to e-greetings instead of traditional snail mail

For starters, the [Greeting Card Association.org](http://GreetingCardAssociation.org) has a tip page.

Create a strategy that involves spotting and forecasting significant trends in the marketplace that will inspire ideas for innovative cards that people will want to buy

to give to someone else. For instance, questioning a veteran seller in an upscale California city recently revealed the following insightful market research:

There's a need for more diversity in greeting card imagery. People of all ethnic groups, and that includes Europeans, keep asking for cards featuring diverse racial groups in the illustrations.

We feature many local artists and our customers like that, but so far we can't find designs that caters to the many requests we get. At one point, we brought in a line of African American cards but they were all Bible verse themes...and didn't sell well, said the seller.

Note that the response above came from a greeting card shop in a small semi-suburban city, and the demographics are multicultural but overwhelmingly European and offers a rich source of ideas for an artist with an avid interest in multicultural issues.

What other ideas might be sparked by targeting established shops in other areas?

Your learning style, skill set, aptitudes, knowledge, and marketing street smarts may mean using methods other than questioning to find ideas for successful cards.

Check out the eye-opening 1996 *LA Times* article on millionaire greeting card artist Sandra Boynton and how she finds her ideas.

References

Greeting Card.org

<http://www.greetingcard.org/AbouttheIndustry/WritersArtistsTips/tabid/80/Default.aspx>

LA Times.com

http://articles.latimes.com/1996-03-19/business/fi-48835_1_card-designer.

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