



## Gloucester Department of Community Engagement and Public Information

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FOR IMMEDIATE RELEASE

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Catesby Jones, president of Peace Frogs, Inc., headquartered in Gloucester, provided some tips to a group of business owners and interested citizens about selling online during a Home Based Business Lunch and Learn event Dec. 18. The meeting, which was hosted by Gloucester's Economic Development department, was held in the Bay Transit facility's meeting room off Fiddlers Green Road in Gloucester.

Throughout the roundtable discussion, Jones emphasized that everything dealing with the web, especially when selling and marketing, is fluid – or ever changing. He said he has had his company selling its products on Amazon.com for the past several years. "It's hard to get to that number one spot on Amazon," Jones said. "Selling something new and unique makes it much easier."

Jones provided other tips such as buying rewards from Amazon and utilizing the company's Fulfillment by Amazon program, which allows one's products to reach the millions of Amazon Prime users worldwide. Jones also suggested that business owners should try to keep their products in the \$13 to \$50 range if they want them to sell quickly on the site.

According to Jones, showcasing one's quality products using quality photography are key elements in getting items to sell quickly. He also suggested labeling products that are for sale according to how someone would search for the specific product online.

Jones said he started the company, which sells custom-branded t-shirts and more worldwide, as a college student in the 1980s. He took out a one-quarter page advertisement in Rolling Stone Magazine, set up a toll-free phone number, and watched as sales took off.

The next Business Lunch and Learn is scheduled for Jan. 15 when there will be a roundtable discussion about what topics participants would like to listen to throughout the new year.

For more information about the Home Based Business Lunch and Learn series, contact Sherry Spring, Gloucester's Economic Development director, at [sspring@gloucesterva.info](mailto:sspring@gloucesterva.info) or 804.693.1414.

*From left, local business owners Allen Smith and Jean Howard listen as Peace Frogs President Catesby Jones discusses strategies for businesses to sell online.*

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