

# GBC Ep.31-Burt Murphy: Selling through Amazon

*author:*



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## Synopsis

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GBC Ep.30-Burt Murphy: Selling through Amazon

For many glass artists 2020 creating an unexpected uptick in sales as the 2020 pandemic slowly brought retailers to a halt. For many, this dream slowly turned into a financial nightmare as covid restrictions began to ease and retailers opened their doors again to the public. While today's marketplace looks a lot different than it did pre-pandemic, new avenues have become available due to the push for online sales but the current state of the economy has caused budgets to become tighter and disposable income allocated to other financial responsibilities.

However for many consumers new habits were created now having the ability to order anything online and have it delivered same day in some cases. This includes glass art. Now you may be wondering what this has to do with glass art sales, so in today's episode my guest Burt Murphy, will reinforce the importance of differentiating your lines of work but also the outlets at which you sell them.

Burt Murphy links :  
Burt's TIKTOK  
Burt's Instagram  
Burt's Amazon Store

## Reader's comments

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