PARACORD
BRACELET INSTRUCTIONS

Popular bracelets explained.

MARKO GORC

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Dedication

I dedicate this book to my son Martin. My heart almost gives out when I think of you.

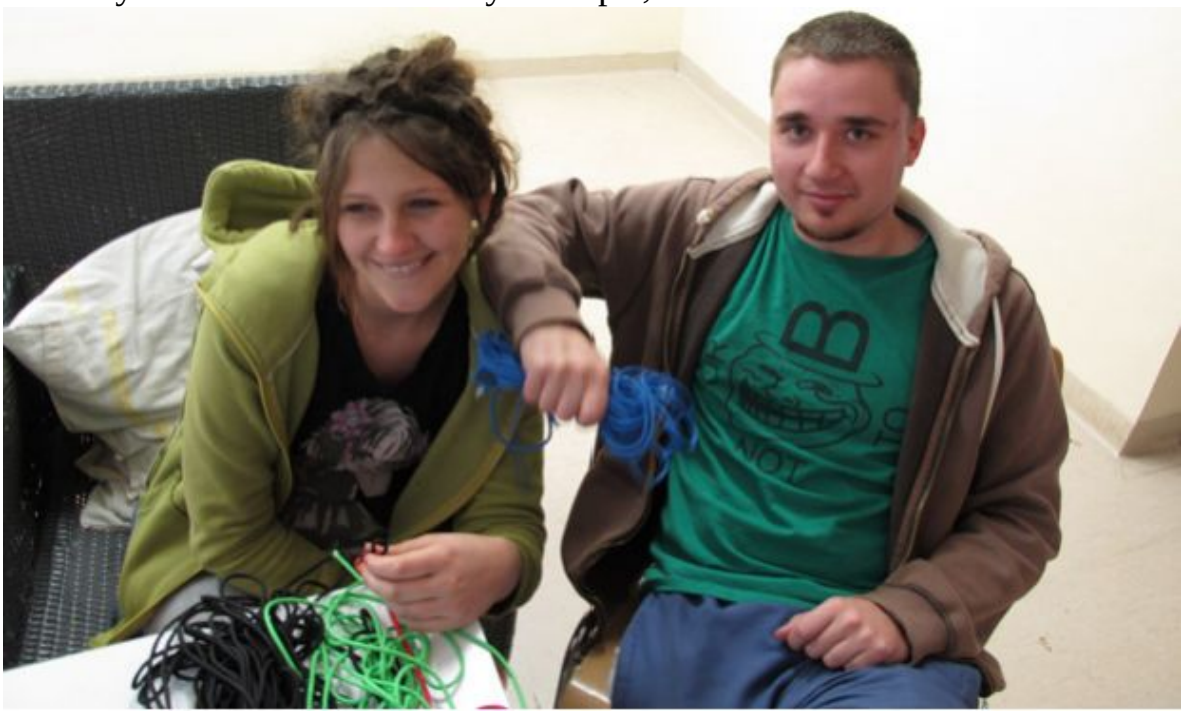
Contents of this book

My 2 cents

Dear reader. I wrote this book with the utmost humility. Passing down knowledge, tips and techniques is a bond. Trust and desire for knowledge are at the front of learning and I have personally, to the best of my ability designed this book to be as premium in quality as possible.

I hope the book will serve you well.

A strike squad of friends was involved in testing the book. Making sure it was friendly to the reader took many attempts, time and resources.



On paracord bracelets

Paracord bracelets often impress with their vivid looks and intricate patterns.

Because working with paracord is very popular, there is a large volume of information on the market for making these bracelets. So why write a book on paracord bracelets, when there are so many tutorials out there?

The primary reason for this books creation was the information overload I myself experienced when I began making paracord bracelets. Too many different designs in tutorials of variable quality. Which one to choose from?

I wanted to offer this book to you, the reader, to enjoy a base from which you can build upon. I will not only feature tutorials for the bracelets, but also provide you with all the information required to make them in an efficient, systematic way, as well as tips to keep you improving and making even better bracelets in the future.

A second, personal reason for making this book is that I am awe struck by the paracord crafting community. It is a friendly, sharing place where anyone can feel accepted. I strongly suggest you get involved in the various communities on Facebook and on various sites related to paracord. This is my contribution, made in the hope that it will strengthen the community by providing beginners with solid fundamentals and veterans with some fresh ideas.

When going through many bracelet designs, I decided to feature the ones that are on one hand representative of the craft, as well as sought after by people the most.

I have assembled an decent number of unique bracelet designs found on my journey of running a paracord crafts website, being an author on many platforms as well as being an avid paracordist (I have even made my son a baby bottle holder out of paracord!).

You will find some classic designs, some crazy ones, a few beautiful bracelets and a few simple to make ones. To each their own!

I really do not wish to specialize this book so only a select few can benefit from it. It is a book for everyone, the beginner, the expert and the seller. I have included a few tips about marketing your bracelets.

I would like to mention that the bracelet designs are not the ones I would have came up with on my own.

Many were made by either extremely talented individuals such as J.D.Lenzen, some designs come from the knotting books of old, such as the Ashley book of knots. I do not claim to be an inventor of these designs, nor do I want to take away from the great work of others. What I and my book bring to the table is a package deal. From designing your bracelet, selecting supplies and crafting, you will be able to make paracord bracelets with all your bases covered. You will not find such a comprehensive guide easily.

This book, nor any other can ever cover all the bracelet designs though, nor does this book attempt to do so. The book is made to provide you with a variety of designs you, as a paracord crafter will benefit knowing.

With that, I leave you to enjoy yourself with the book before you. I wish you an enjoyable time reading it and trying out what it offers.

Get involved!

The paracord community is ever growing and is full of nice people, who are always willing to help. I myself have gained quite a few friends and valuable information using these communities.

I highly recommend you connect to the Facebook communities:

Knot just paracord group
https://www.facebook.com/groups/knotjustparacordgroup/
Parachute cord crafters
https://www.facebook.com/groups/194548893899579/
World of cordcraft
https://www.facebook.com/groups/104733969719614/
Mateloteurs
https://www.facebook.com/groups/Mateloteurs/
In an act of shameless self promotion, I would also like to invite you to join Paracord guild on Facebook at:
https://www.facebook.com/pages/Paracord-guild/589043777809904

If you are a Pinterest user, you should see the community pin board on paracord projects:

http://www.pinterest.com/iaremarkwell/paracord-community-board/

CHAPTER ONE

Why paracord

In the following section we will take a look at the reasons for working with paracord. Because there are so many options, cords, ropes, strings, as well as techniques such as beading, macrame and many others, it is worth taking a look at the benefits that paracord brings. That way you can sleep at night and know you chose the right material for your crafts!

Durability

When I first read how strong paracord is I was amazed. It can hold 550 pounds! A single cord can hold more weight than most humans weigh. Further more, a single inner strand of paracord can hold an impressive 50 pounds of weight (up to 70 actually!), the outer wrap can hold 200 pounds by itself.

Is that not something amazing? Well, ropes and cords are amazing that way. It reminds me of the story about the strength of the spider web. That thin line made by the spider is as strong as high grade alloy steel!

In any case, most of the things you make out of paracord are insanely durable. I don’t know if anyone can rip apart paracord with their bare hands, but braided or knotted paracord is even stronger! People even tow their cars with braided paracord!

Price

Paracord is cheap. Considering a price of 10$ per 100 feet of cord, which is overdoing it by quite a bit, you can get about a foot per 10 cents of cord! That my sir is cheap. The other commonly used supplies, such as bracelet buckles are also common, cheap and easy to find.

The way to go about buying paracord is to get a good mix of colors and length. Having colors to select from will keep your projects from looking too boring.

If you are just starting out you may consider getting prepackaged cord of different colors. If you plan on really jumping into paracord crafts, spools of 300 or more feet are available with bulk pricing, which will save you quite a bit of money in the long run.

As a notable person in the paracord crafts once said: “You may just go ahead and buy that 300 feet spool of black paracord, you will end up using as much in the long run.”

Popularity

Paracord is hot! I may be biased, since I have published a book on the subject, but if you look at the social media such as Pinterest, various Facebook groups, websites popping up, you can easily get the idea about the size of the community.

Paracord projects are posted daily on these channels and provide a steady stream of new ideas. I must comment that a part of why I chose to write this book is because THERE ARE TOO MANY BRACELET DESIGNS OUT THERE. That makes your life hard, since you can not focus on crafting beautiful bracelets, but trying to decide on a design. This book will challenge you, but also provide variety, which is of value in my opinion.

Fun

Paracord is really fun to work with. Not just because you can make some amazing things that you can show off to your friends. I have seen people make paracord weapons like flails, toys for kids, even swimwear (a paracord bikini).

Because paracord crafts are so popular, making new things is always good to keep things fresh. I hope that this book will help you master the paracord bracelets ad allow you to join the paracord community!

Not to mention it is a great craft to get yourself and your family into. Just imagine how your kids can grow their skills by creating things themselves.

Creativity

Paracord comes in many colors and the patterns you can try out are beyond count. Because of that I consider knotting, working with paracord to be very creative. Making something new to share with your friends, family and the world is priceless. And this book will show you how to impress your friends with a variety of designs chosen for their various traits.

CHAPTER TWO

Fundamentals

Gathering what's needed

We have gone through the materials needed to make paracord bracelets in the section about supplies. A few additional notes are needed though.

For the task of crafting a paracord bracelet you will also need a sharp object with which to cut the cord. Scissors, a knife or anything you like to use for this task will do.

The second thing you will need is a heat source. A lighter is a common tool of the trade. The reasons you will need a lighter:

You need to melt the ends of the paracord so it does not break down into threads.

The other use for a lighter is at the very end of a project, when you will need it to melt the ends onto the bracelet. For that task I use a piece of cardboard or the end of a lighter to be able to touch the melted cord and push it onto the bracelet so it sticks onto it well.

When melting the cord, take note to not drip any of it on your belongings, your loved ones or/and yourself.

Melting the cord outside or with an open window is recommended.

So we have our list of supplies ready:

Must haves:
- paracord
- a lighter or a butane torch lighter
- something to push the paracord onto the bracelet with
- sharp scissors or a knife
- this book with step by step instructions at the ready!

Optional supplies:
- jig

- buckles
- decorative items (tags, charms, beads)

Safety

A lighter or a sharp pair of scissors/knife can be dangerous to use. Take the necessary precautions.

Do not let children use scissors or melt the cord. Do it for them!

Try to make sure you do not melt the cords too much, they may start to drip, which can damage you or your belongings.

Image by Nina Matthews

Bracelet making process

In this book we will demonstrate making bracelets with the use of the knot and loop technique. This means that we will show how to finish them using a knot, without a buckle where possible. Fear not though, for I have included instructions on how to use buckles in the following sections!

The bracelet is made by first forming a loop, then knotting the bracelet itself and finishing with a knot that fits inside the loop.

Most bracelets are made in a few steps that you alternate. Usually we alternate knots to each of the sides. The most popular bracelets are made using two steps that simply alternate. For the purposes of our projects, I will show both steps. After that you simply refer back to the first step and repeat the process.

For most bracelets featured in the book the process is as follows:

- Setting up the bracelet
- Step one
- Step two
- Repeat step one and two until length you want is achieved
- Finishing the bracelet

Joining the cords

There are several ways you can use to join two pieces of paracord.

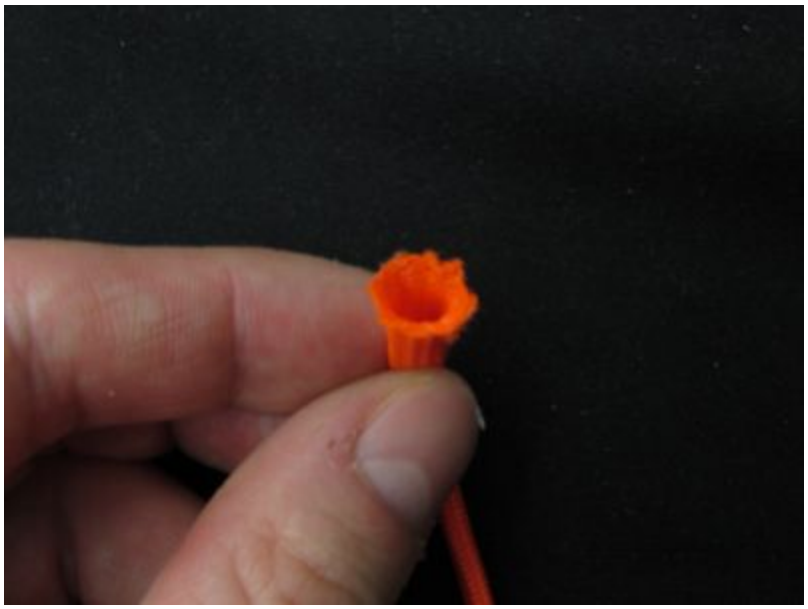
Why join paracord?

We join two different pieces of paracord to gain more colorful bracelets.

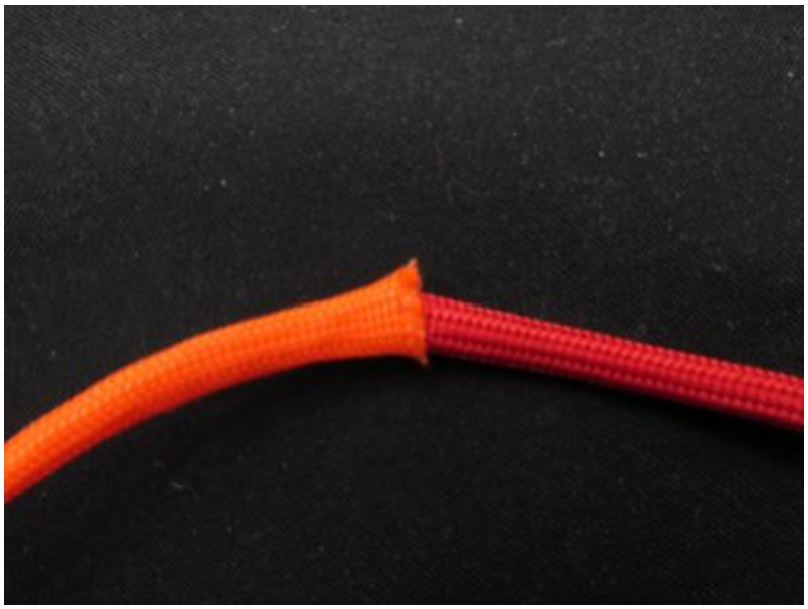
What ways of joining paracord are there?

In essence there are four major ways you can join two pieces of paracord.These are:

Melting two pieces of paracord together

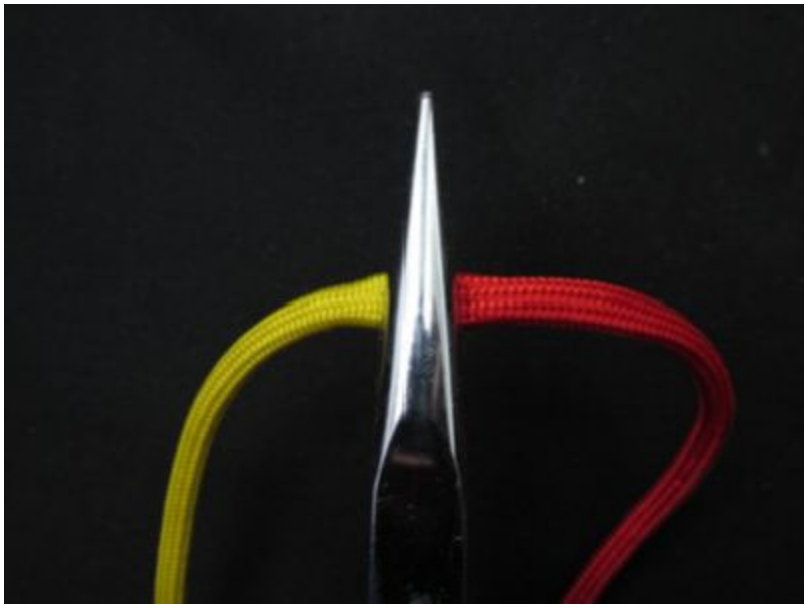


Cut a small bit of the inner strands out of one cord.



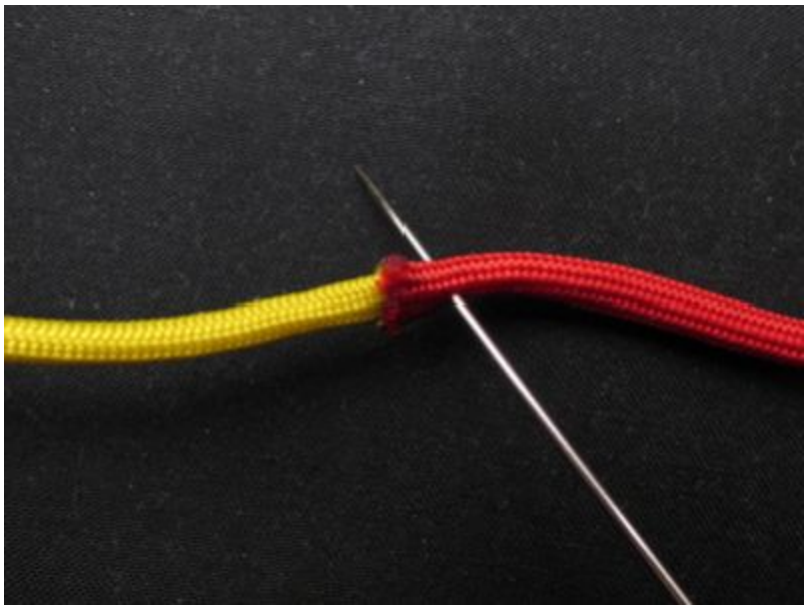
Heat up one end and stick it inside.

Melting two pieces together, then using pliers to squeeze the bond

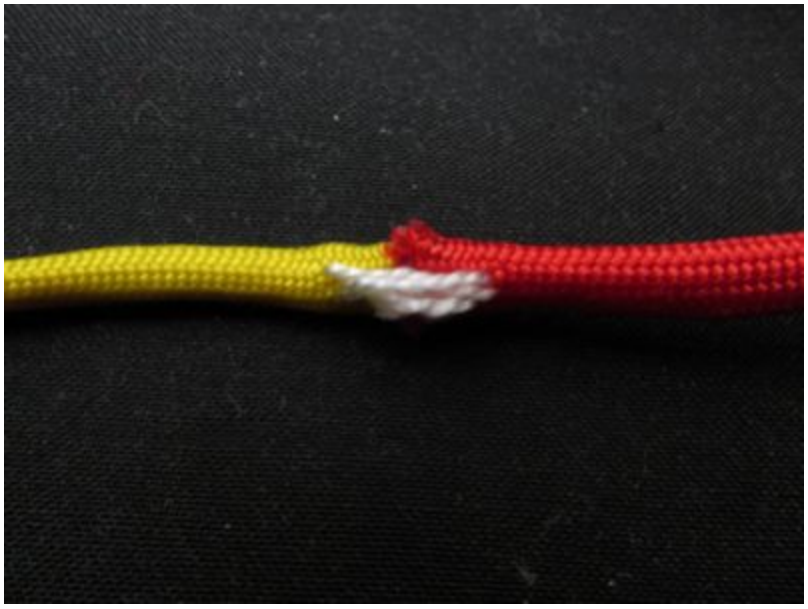


Use pliers to achieve greater strength of the bond.

Melting pieces together, then stitching them together



Stitch two cords together after melting them.



I stitch using the inner strands of paracord. These are really strong.

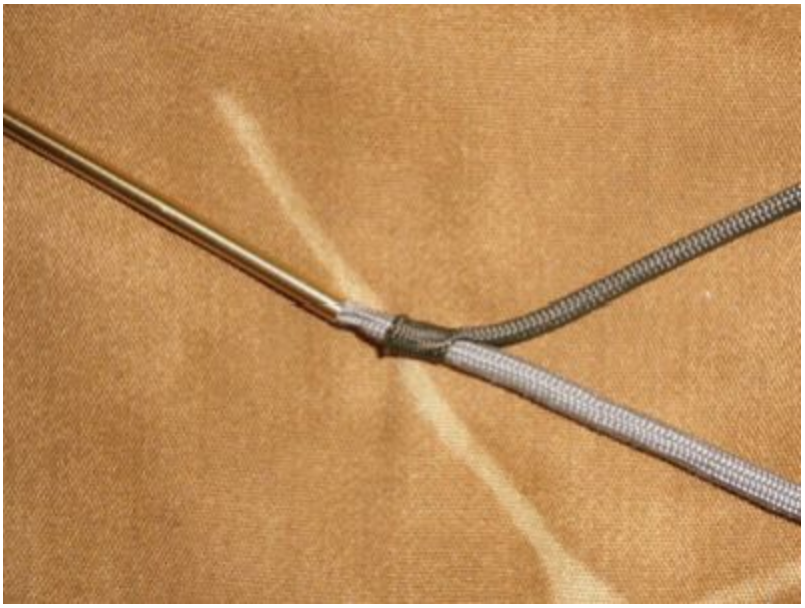
The “Manny method”

The following method is in my opinion the best way of joining paracord. This innovative method was shown to me by Manuel Zambrano. He also provided this image tutorial for the book. If you ever read this Manny, thank you!

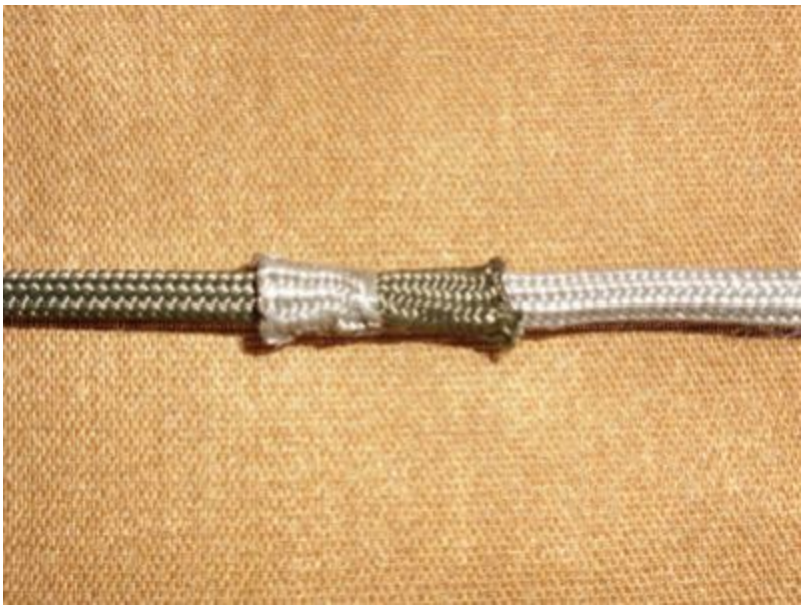
Pierce one end of the paracord.

Insert the other cord through the hole made.

Pierce the other cord.



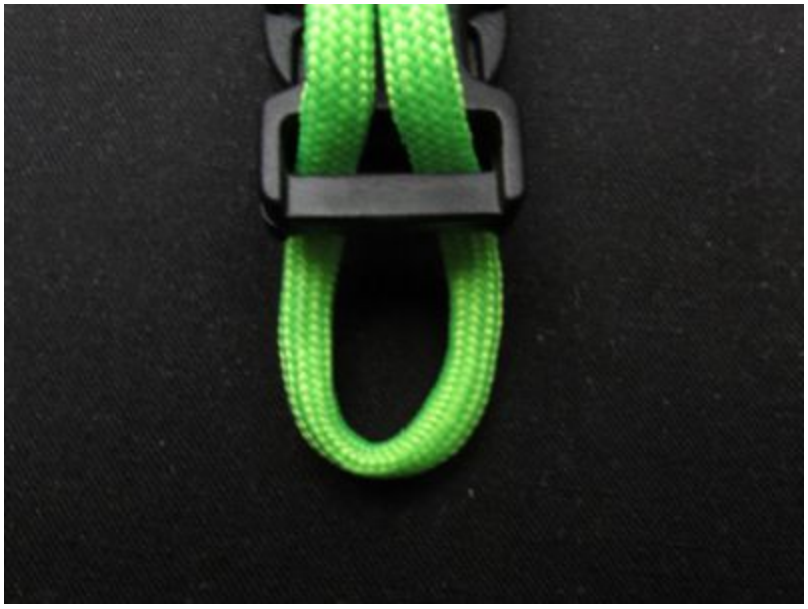
Insert the other cord through.

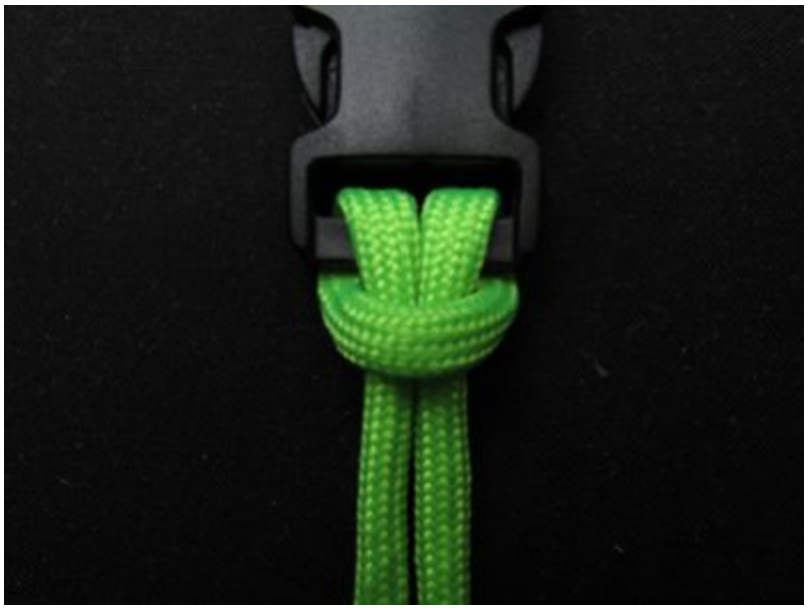


Pull on both ends. A beautiful and very strong bond.

Attaching buckles

Buckles are often used to make bracelets. This is how you attach a cord to one.





Pull the ends through the loop.

Two color cord

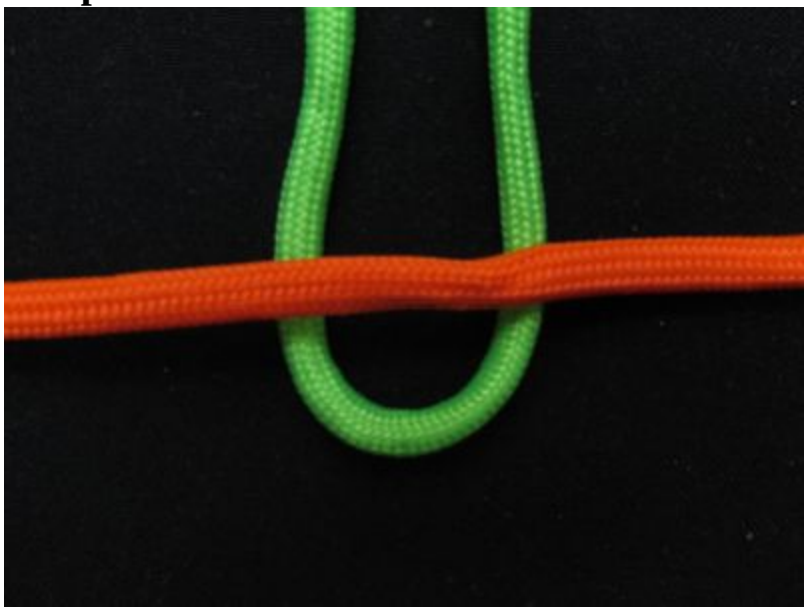
When attaching a cord that is made through joining two cords of different color, we make sure that the bond is placed a bit down, in the core. This way it will be covered by knots, making it less visible as well as stronger, since the knots will hold it in place.

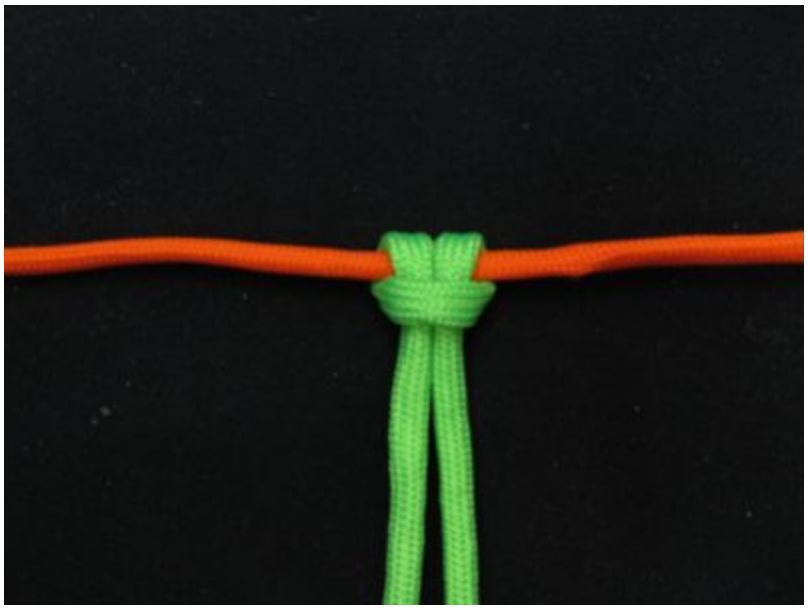
Making a bracelet without using a buckle

If you do not wish to use a buckle or a bracelet shackle in your bracelet, you can choose to make one using the “knot and loop” technique. What it is is basically a knot that you push through a loop. The loop is so tight, that the knot gets stuck in the loop, closing your bracelet. This is a common technique used.

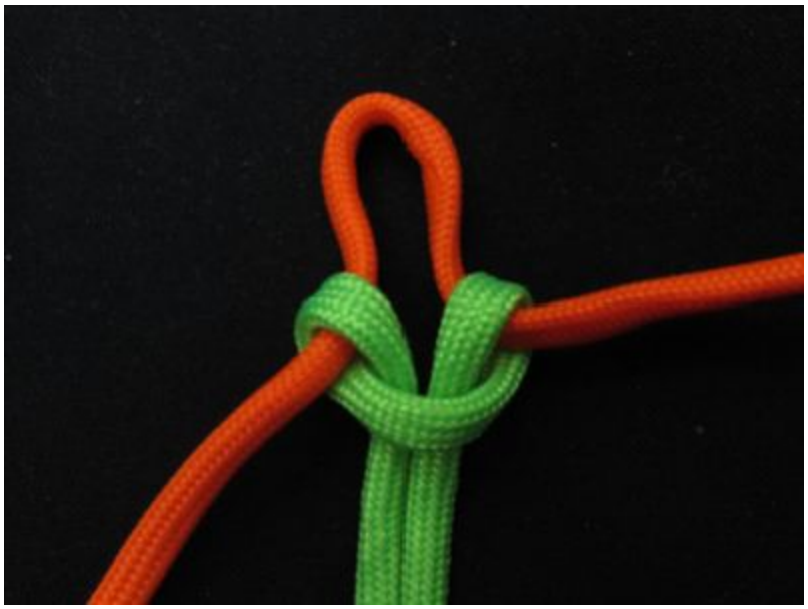
There are quite a few knots that can be used to make sure your bracelet stays on. The most commonly used is the lanyard knot, also sometimes referred to as the diamond knot. It is a beautiful knot that has the advantage of being larger than the common overhand knot. Because of that it is a lot more convenient to use as a stopper knot for a bracelet.

Making the loop





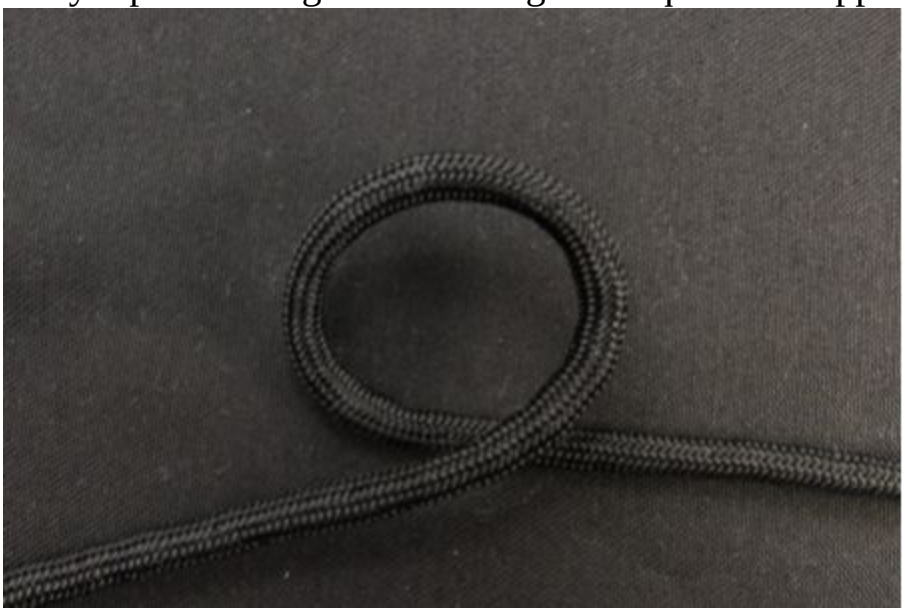
We make the same knot we use to attach buckles with.



Pull out the loop like this.

My favorite technique

The technique demonstrated earlier is great for some projects, but it can be a bit unwieldy. I prefer using the following technique when applicable:



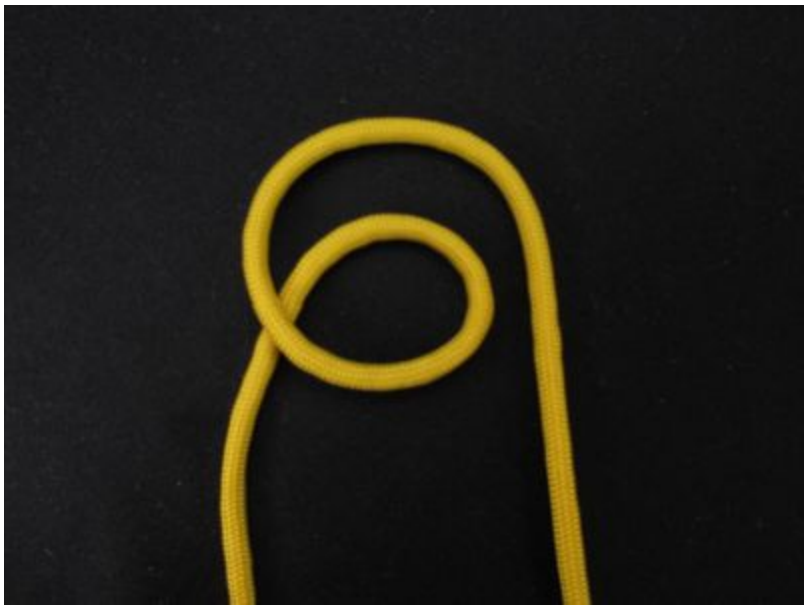
A simple twist.

Slide a bight under it.

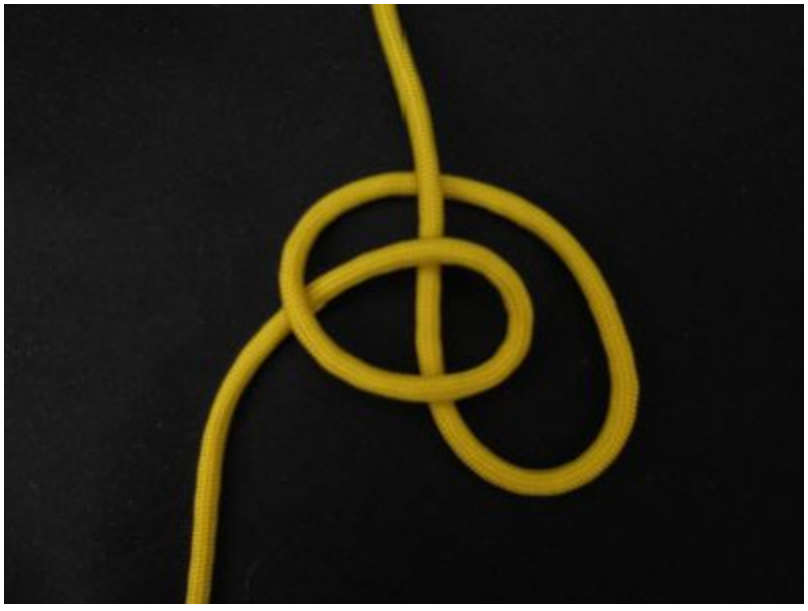
Pull the ends through the twist and the loop made by the bight.

The finishing knot

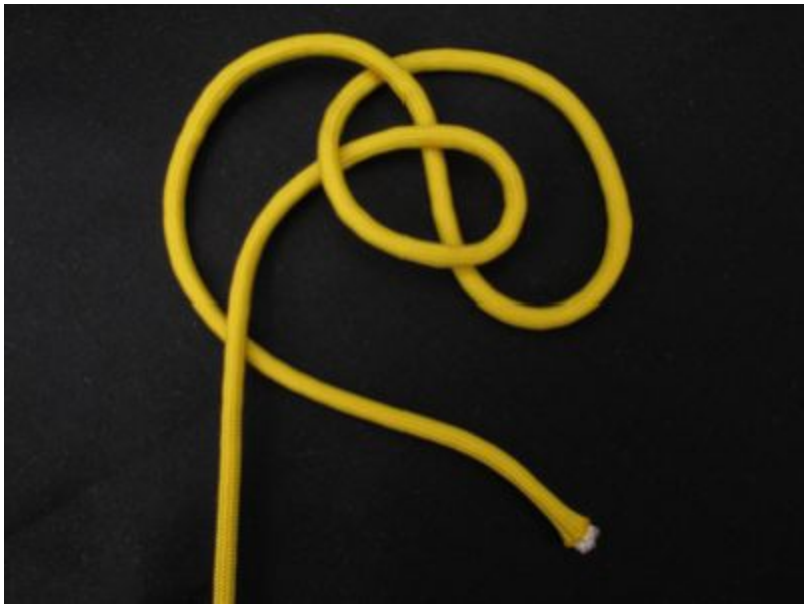
To finish a bracelet we use the lanyard knot. The knot has a variety of other names, from being called the diamond knot, to the friendship knot. This is one of the most versatile knots you can learn so make sure you master this one!



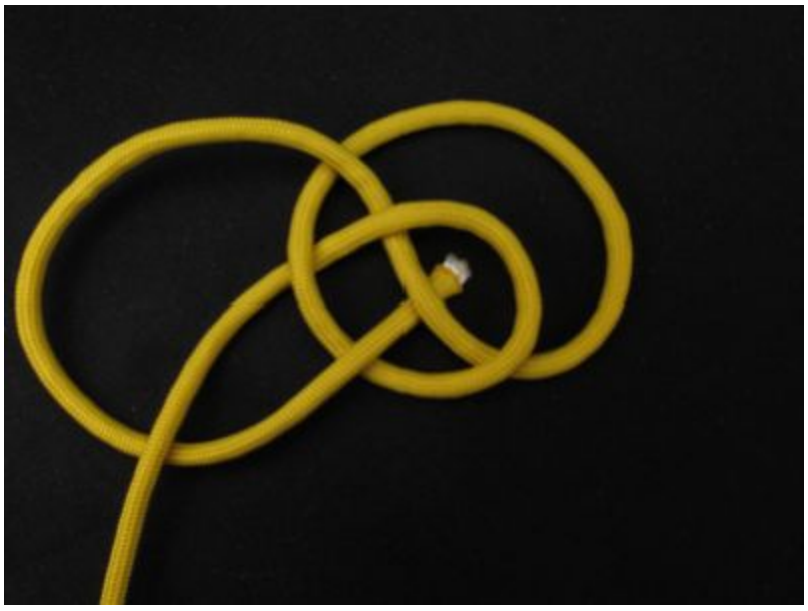
The first loop.



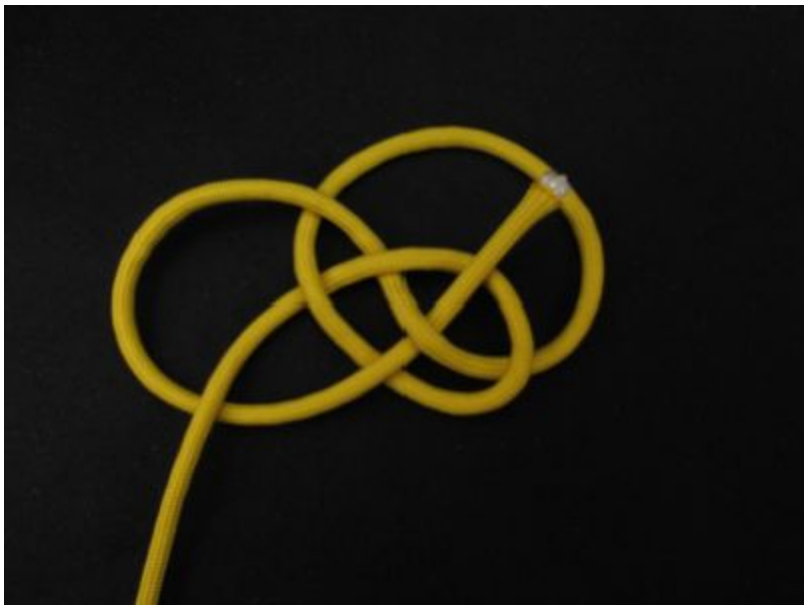
Slide the other cord under.



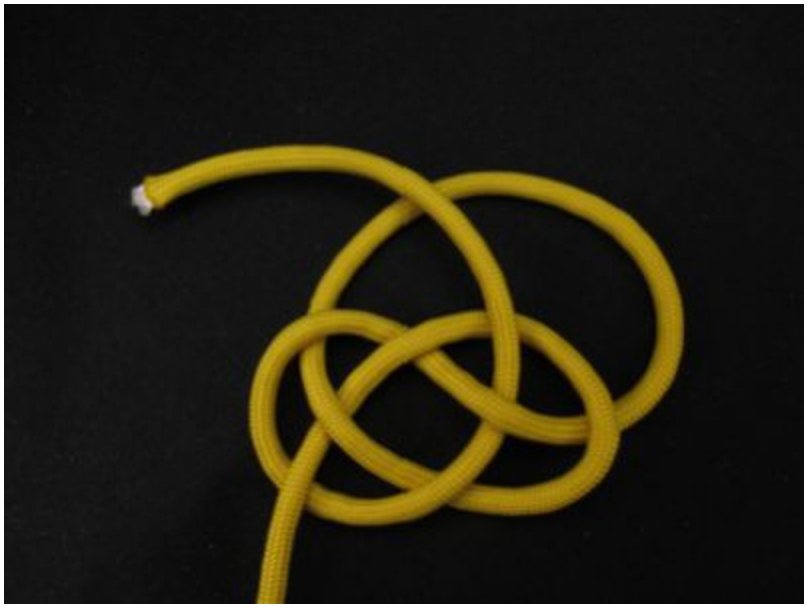
Under the left cord.



Over then under.

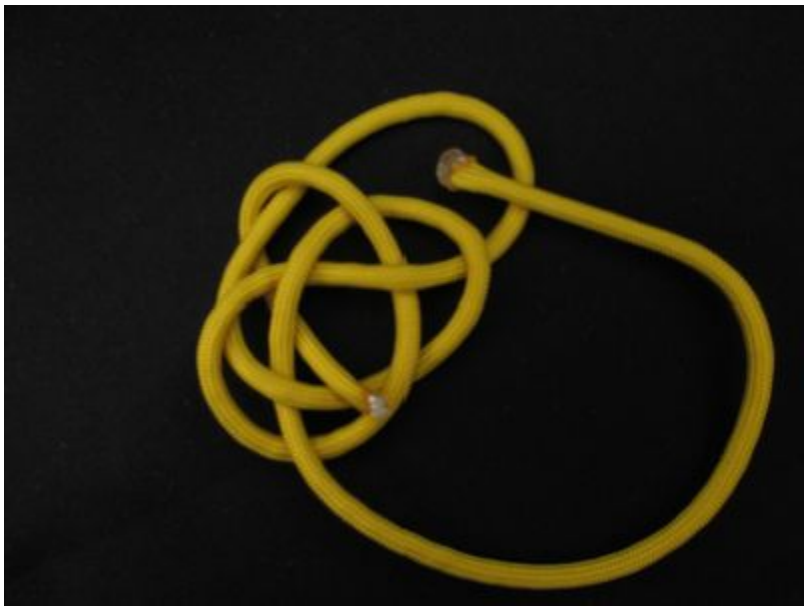


And over the third cord.

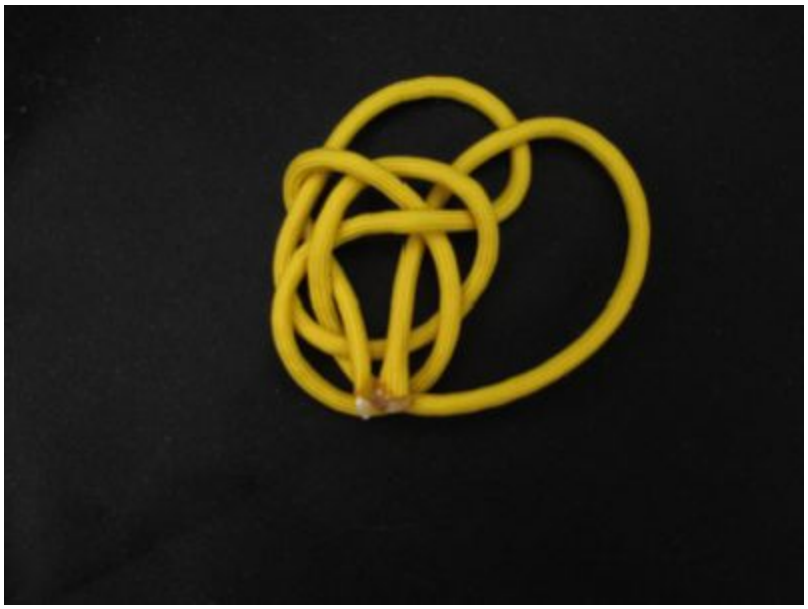


Past the top left cord.

And through the middle.



Pull the bottom cord past the top right one and through the middle.



Pull both the ends.

The lanyard/diamond knot.

Finishing paracord bracelets

Once the final, stopper knot is made, we cut the cords and melt them.

Alternatively, we can choose to tuck in the cord ends.
This is popular for bracelet designs that would irritate the skin if the ends were melted.

Good practices

There are some tips I would like to share from my personal experience. These will work for you if you at least try them out:

Do not hurry

We like to see fast results. But fast results do not often make quality products. What you are learning is a craft and art. Be proud of it and take the time to do in properly. Crafting bracelets will test and train your patience.

Make every knot count

A common way for me to make sure that a bracelet will turn out beautiful is to make sure I tighten every single knot to the same degree. I do not proceed until everything looks uniform.

Understand before you act

Most people, when beginning something they are not familiar with, try to imitate. But simply imitating knots will not be as enjoyable as learning a knot.

I begin any bracelet design by first taking a good look at how it is made. I practice with smaller, test cords until I know the process. Only then do I proceed with the bracelet. Learn, then do. Not the other way around!

Enjoy yourself by mastering the craft

There is a special kind of feeling when you figure out how to make a knot. It is like “Eureka!” echoing inside your brain! It is such a great feeling of accomplishment that many begin the hobby with great enthusiasm and some even claim they are addicted to it. Who could blame them?

Own the knot

When you confidently are able to produce a great looking knot, you own it. You are a master of the knot. Use it in innovative ways and make sure you add it to your repertoire of knots you will use in your future designs!

Bad practices

There are some practices that you should avoid when starting paracord crafts. Let's take a look!

Underestimating the cord needed

At the start it may be hard to estimate the cord needed for each bracelet type. As a rule I always take more than needed when testing. I prefer wasting a bit of cord than having to re-do the whole bracelet, especially if it is a time consuming one. In fact you will not be wasting any cord. Any extra cord that you do cut off can be used to decorate bracelets and make various other paracord creations. These are often called scraps of paracord and finding uses for them can be quite fun!

Using the overhand knot to finish bracelets

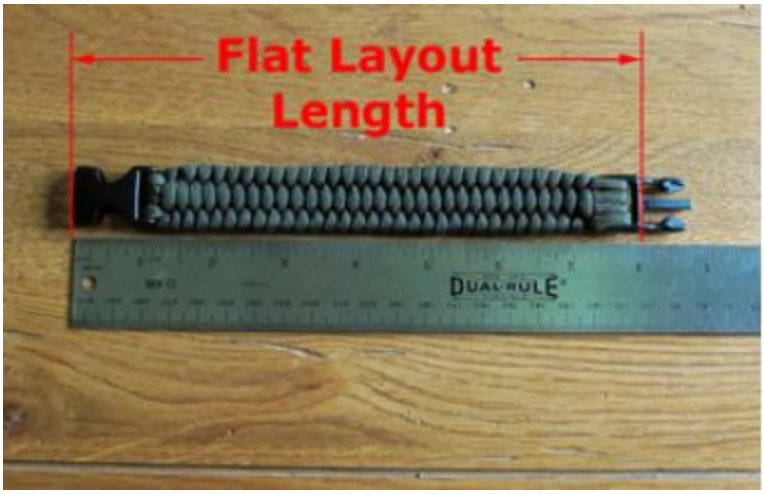
Although the knot featured below on the left is an intuitive one to use when starting out, I highly recommend that you learn the diamond knot as soon as possible. The diamond knot is larger making it harder to slip out of the loop. Besides, it looks a lot better, does it not?

Overburning paracord

Not only can melted paracord drip and hurt you and your belongings but often overexposure of surrounding paracord to heat will blacken it, making your product look a bit worse. You can avoid that by carefully controlling the flame. Getting a torch lighter does not hurt either!

Determining bracelet length

This section is a reprint of an article written by Sam R.Scafferi from TiedInKnotz. The original article can be found in the article The secret to paracord bracelet sizing.

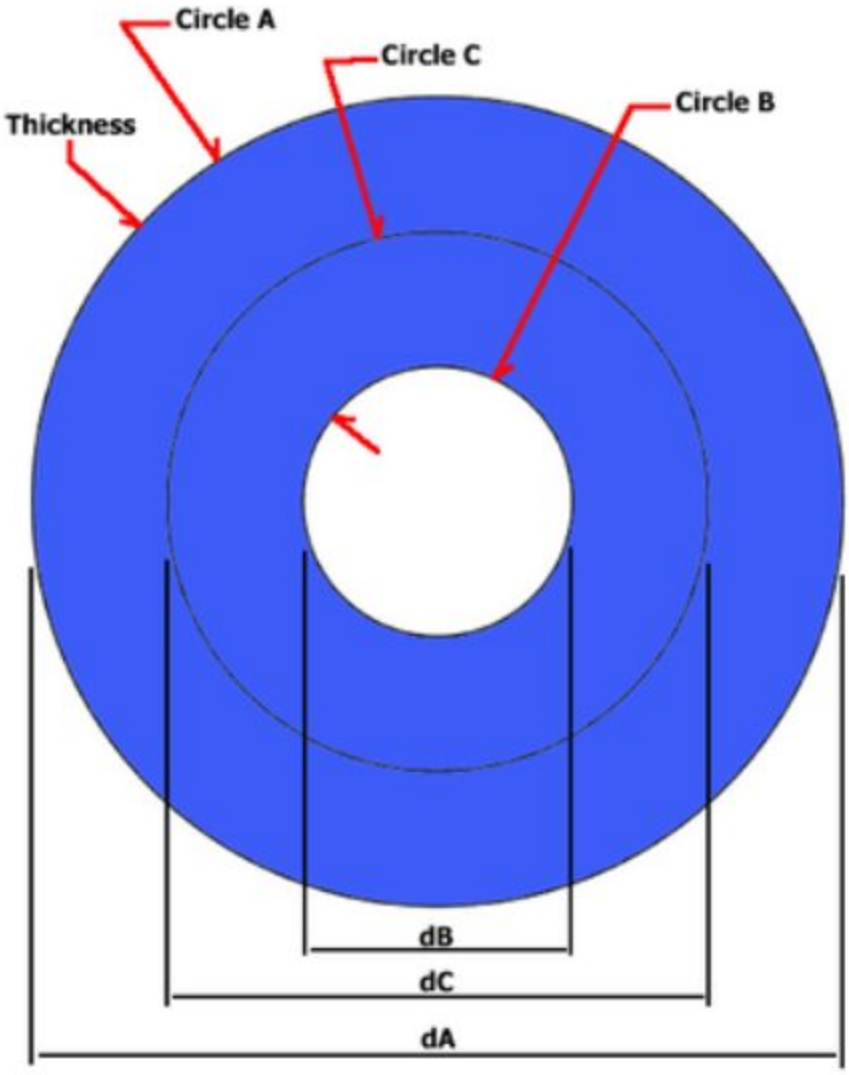


Once you have an accurate Wrist Size Measurement, how do you calculate the correct Flat Layout Length? Remember, Wrist Size is really just the circumference around the wrist where the bracelet will be worn. Wrist Size IS NOT the same as Flat Layout Length.

Making bracelets for yourself, and sizing them correctly, can usually be done by the old "*trial and error method*". That is if you create your bracelet and it turns out too tight (or too loose); you merely make another one and adjust the length accordingly.

But what about when you are making a bracelet for someone else and all you have is their Wrist Size Measurement? Then you can't use the "*trial and error*" method. Rather you need to have a reliable way to calculate how long you need to make the bracelet, so that when it is closed around the wrist of the one you are making it for; it will fit just right. Learning how to make the needed calculation is not that hard, but it does involve some basic equations and mathematical axioms having to do with circles, circumferences, diameters and the mathematical constant known as pi (3.14159).

The real secret to making a properly sized paracord bracelet begins with an understanding of three specific circles. In fact, the fabrication of any type of bracelet that embodies some significant thickness, requires an understanding of these three circles and the relationship between them. The thickness parameter can be anything including paracord knots, beads, chain links, twine or rope.



Circle A is the Outside Circumference of the bracelet.

Circle B is the Inside Circumference of the bracelet, and is equivalent to the desired Wrist Size, for a snug fit. To provide a bracelet that is just a little

less snug, this Inside Circumference should be increased by 1/16 to 1/8 inch. Some might even prefer it to be a full 1/4 inch longer, but much more than that, and the bracelet becomes too loose to be comfortable. No one wants a sloppy fitting bracelet.

Circle C is known as the Pitch Circumference, and is an imaginary circle that is exactly half way between the Diameter of Circle A and Circle B.

Thickness of the bracelet is the lineal distance between Circle A and Circle B, also known as the cross-sectional distance. If the bracelet has a fairly constant thickness around the entire circumference, than this lineal distance may be represented by a single measured distance. However, if the bracelet thickness varies significantly, than it is advisable to take several measurements around the circumference of a sample bracelet, and then calculate an average thickness.

As with any circle, each of these circles also has an associated Diameter (d). As may be seen in the drawing above, these Diameters are represented as dA, dB and dC, and would be directly related to their associated Circumference values by the mathematical constant (pi) π (3.14159).

Since Circumference is equal to πd; $C = \pi d$, then it follows that $d = C/\pi$

The unknown parameter that every bracelet maker **MUST** be able to calculate is what I call the Flat Layout Dimension. And, the Flat Layout Dimension is the measurement from end to end when the bracelet is laid out flat on your bench or working surface. It turns out this Flat Layout Dimension is exactly equivalent to one of the three Circles I mentioned above. In fact, the Flat Layout Dimension is equal to the Circumference of Circle C. However, as you might recall, Circle C is the imaginary circle that is situated exactly half way between the Diameter of Circle A and Circle B. This is not a problem because as it turns out, we can easily calculate the Circumference of this imaginary circle, in terms of the other circle parameters that we do know.

If we do this one step at a time, you will see how we can arrive at the circumference of the imaginary circle, and thus obtain the appropriate Flat

Layout Dimension for any given Wrist Size Measurement.

First, we calculate the diameter d of Circle B. We find the diameter dB = Wrist Size / π

Now that we know the value of dB, we can use that to find the diameter of Circle C.

By examining the drawing above we see that; dC = dB + Thickness

Next, we find Circle A diameter, which is dA = dB + (2 * Thickness) By the way, the reason we want to know the diameter and the circumference of Circle A is because when measuring a completed bracelet, it is much easier to measure the Circle A circumference than it is to measure the circumference of Circle B after the bracelet has been formed into a circle.

Now that we know the diameter of both Circle A and Circle C, it is a simple matter to calculate their respective circumferences.

Circle C Circumference = dC * π

Circle A Circumference = dA * π

Since we said that Circle C Circumference is really equal to our desired Flat Layout Dimension, we now know the secret of how to calculate the correct Flat Layout Dimension so that our bracelet will be made correctly to fit a desired Wrist Size.

Nevertheless, through a little algebraic manipulation, we can simplify the equation we need even more.

By the steps above, we actually found the Flat Layout Dimension was equal to

(Wrist Size / π + Thickness) π

This can be simplified to

Flat Layout Dimension = Wrist Size + (π * Thickness)

Let’s look at an example calculation where we are given a Wrist Size Measurement of 7.0 inches and we find that the average thickness of our knotted bracelet is .320 inches

Then, using the formula above, and substituting the values given;

Flat Layout Dimension = Wrist Size + (π * Thickness)

Flat Layout Dimension = 7.0 + (π * .320)

Flat Layout Dimension = 8.006 inches

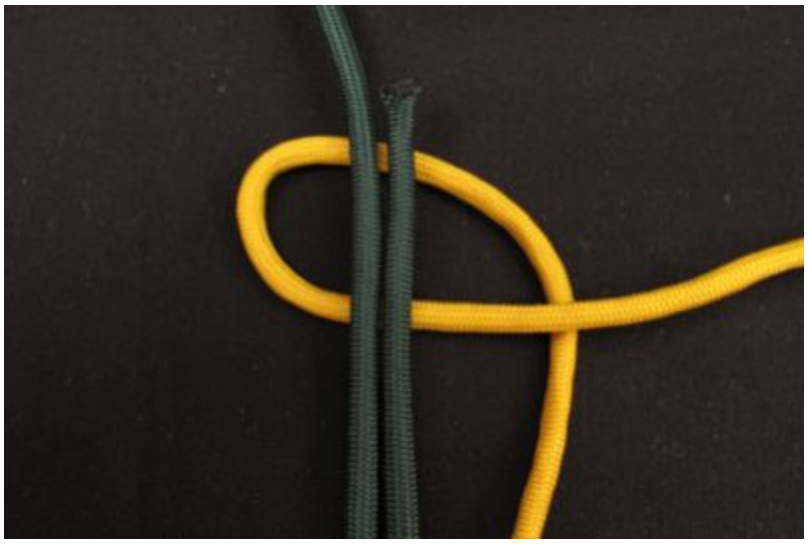
And now you know the secret to making a properly sized bracelet no matter what thickness it is and for any given Wrist Size Measurement.

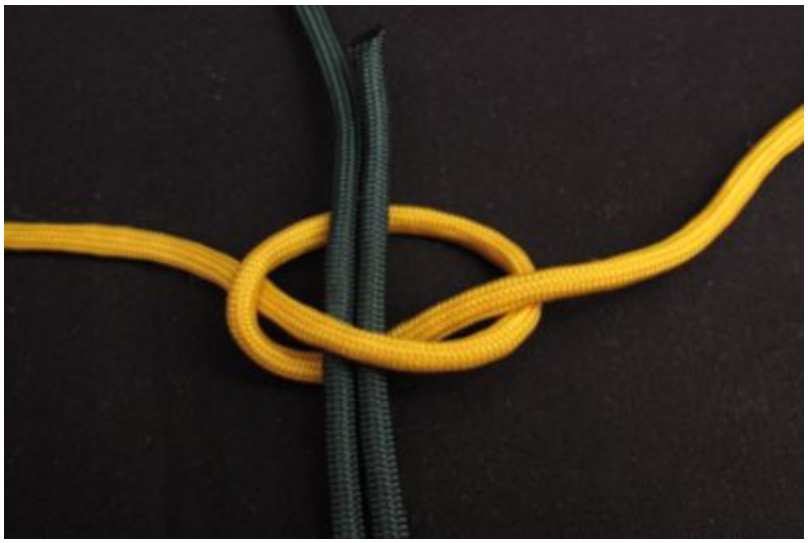
Making adjustable bracelets

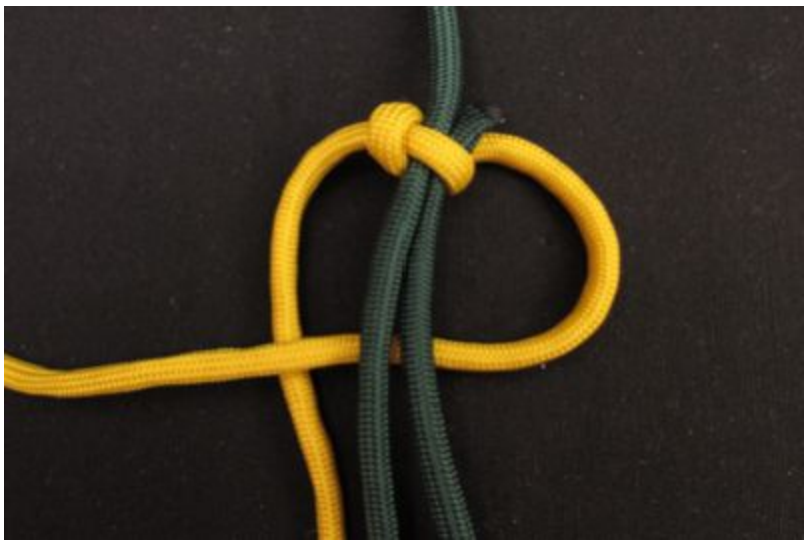
Adjustable bracelets are not so much an advanced technique as they are a different way of making bracelets so they fit different wrist sizes. This is useful when you do not know the size of the wrist of the person receiving the bracelet. As such they preform admirably as gifts and as bracelets intended for sale.

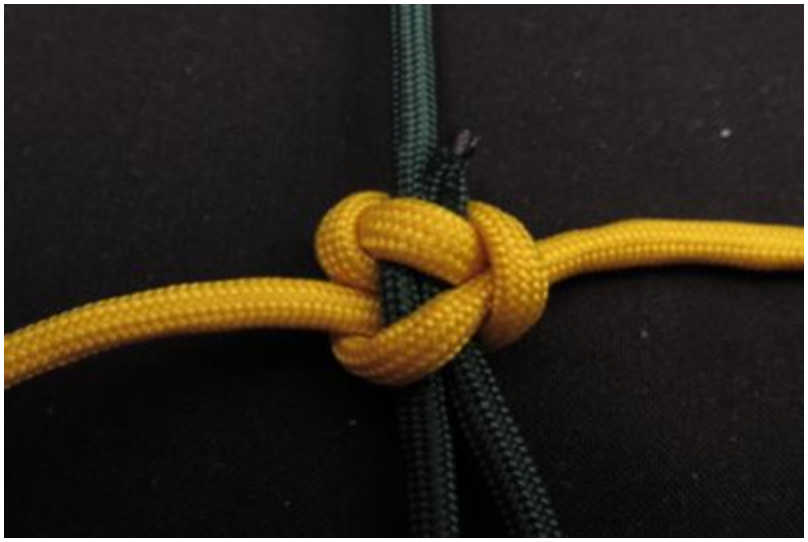
Below you can see four techniques you can use to make adjustable paracord bracelets.

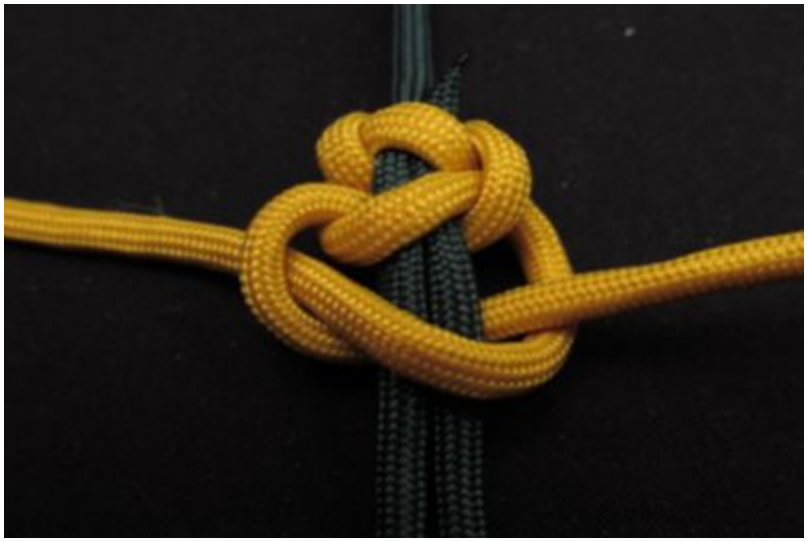
Using slip knots

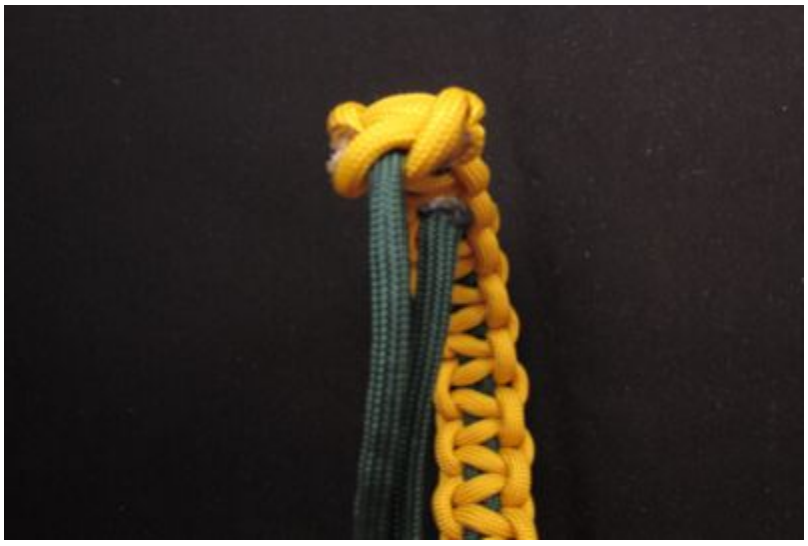


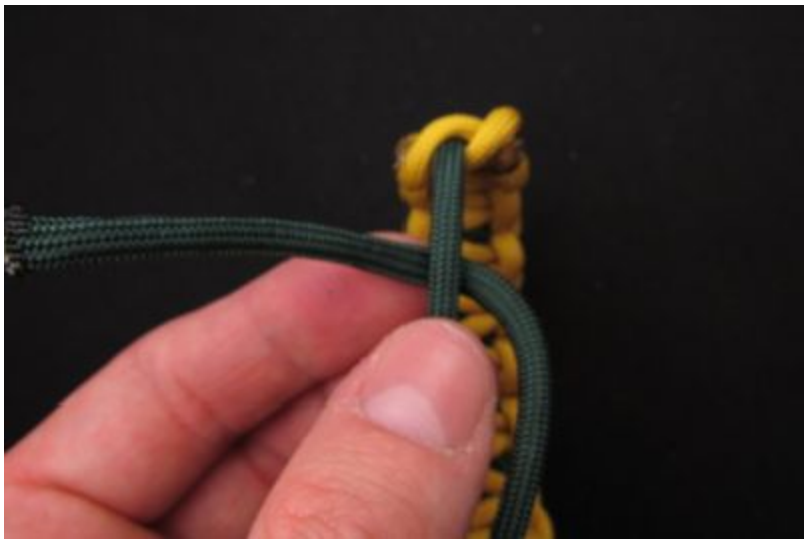












The cord lock

Using metal shackles

Velcro clasps/straps

CHAPTER THREE

Supplies

When starting your project, it is, as with most things in life, wise to first gather all the supplies you need, then start the project at hand.

Finding a supplier

Finding the right supplier for various items you will need when creating with paracord can be an arduous task, especially if you are trying to save money.

Due to the low prices of paracord, I think the main considerations for choosing a supplier should be:

- quality
- responsibility, with proper customer support
- reasonably fast delivery

If you are making items out of paracord for commercial purposes, you might want to include price considerations into the mix. Here are a few tips on getting the most bang for your buck.

- buy in bulk. Try communicating with your supplier for added benefits. Leverage the fact you are buying more than most customers. Wholesale is the way to go!
- search for deals on various sites (Ebay and Amazon come to mind).
- consider ordering directly from the manufacturer. In most cases, retail offers products at a premium price.

Using imported goods

Importing supplies means ordering though various wholesale sites (I would prefer not advertise). Usually the manufacturer is in China.

Benefits of using imported goods:

- really low prices
- customer support is usually decent
- payment insurance is often available (although still with a degree of risk you should take into account)
- free shipping is often available. Make sure you get this feature since it can save you quite a bit of money.

Dangers of using imported goods:

- longer delivery times
- orders might not be done properly (communication issues)

- always a degree of risk dealing with strangers abroad
- quality is always something that has to be tested

Paracord

Paracord comes in quite a few sizes. Commonly we refer to many nylon cords as paracord, although the most widespread is the 550 paracord version of it.

When choosing paracord, some warn that real paracord uses 7 strands and that 5 strand paracord is fake.

Before buying paracord you may therefore want to check for the inner strand number.

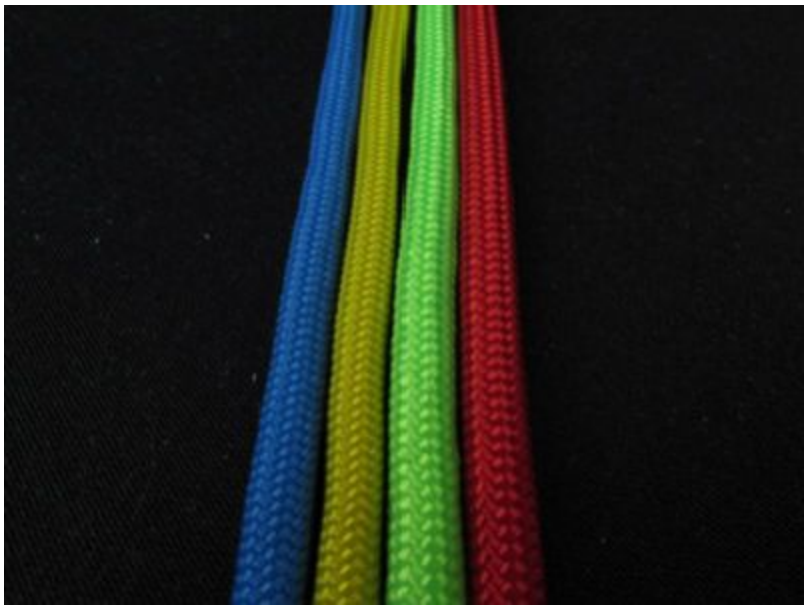
Original, military paracord uses seven inner strands, which are divided into three smaller strands each.

Civilian (commercial) paracord usually has 5 strands and the inner strands sometimes are also not as durable as those from military grade paracord.

In my opinion if you are not looking into paracord for the utility that it provides, you should not worry about the inner strands. The cheaper cord is just as nice on the outside and can be used to make beautiful jewelry. Also civilian paracord is usually cheaper!

For anyone who likes to be prepared as well as dashingly beautified by paracord gear, the seven strand-quality paracord is the only way to go. Having a number of inner strands is just as important as is their quality.

Another detail worth mentioning is that not all paracord is the same. The texture, quality and durability vary from supplier to supplier. Choose a supplier that suits your needs! Some trial and error is probably before you.



Buckles

Usually buckles for paracord bracelets are made from plastic. The plastic is hard and durable, so you do not need to worry about it breaking too easily.

Buckles are cheap to buy, so getting a whole lot for just a few bucks is quite common. Because of the price, the buckles are one of the most popular ways to get a clean and quality looking bracelets. The upside of the buckle is that the it makes your bracelet easier to attach and detach. Some buckles come with additional reflective plastic or whistles, or even some other innovative designs. I suggest you browse a bit before you decide on a buckle design you will use.

If you are making a top notch bracelet, consider using metal buckles. Although not as cheap, they are a lot more durable and look great. Do not save money when it comes to you!

The downsides to the mighty buckle are that it does not offer the adjustable length to the bracelet like the adjustable metal shackles do. This means you generally use them when you know the size of a persons wrist. But if you plan to sell the bracelets, you might want to consider getting adjustable length metal shackles instead. These offer adjustable length to your bracelet. Although quite expensive comparing to the plastic buckles, the metal shackles bring an attractive look as well as added functionality. And that means happy customers!

A common alternative to the buckle can also be a button at the end of the bracelet (the button should fit through the end loop, but should not be too small).

Various buckles.

Bracelet jigs

Bracelet jigs make the process of creating bracelets a whole lot easier!

They offer the benefit of holding the bracelet in place as well as provide the measurements for the bracelet. If you plan on making many bracelets, then making or buying a paracord bracelet jig is a reasonable decision. It will save you time on your projects as well as ensure you have a consistent look on your bracelets.

There are some cool tutorials on Youtube on how to make a paracord bracelet jig.

I find the bracelet jig to be one of the best investments you can get, mostly because it saves you time and makes working with paracord a lot more enjoyable.

For the purposes of this book, I did not use a jig, mostly because it is distracting to you, the reader.

A paracord bracelet jig.

Beads, charms and tags

Beads are wonderful for improving the look of your bracelets. They can be found in art stores as well as online on Amazon and other stores that sell craft supplies. Beads are best used to decorate your bracelet, but can also be used to finish a bracelet.

Charms fit into the same category, although these are purely decorative. Beautiful charms give your bracelet the personality you want! I highly recommend using them.

Alternatively you can use tags.

Beads.

Lacing needle

Just like the bracelet jig, lacing needles can be used to make your work faster and easier. Various types exist of needles exist, mostly differing in length and diameter.

How to use a lacing needle

The needle is attached to paracord. You are then able to better manipulate the cord because the end is now smaller and harder.

Lacing needles are cheap so you should consider getting one. Specialized paracord lacing needles do exist, so browse online a bit.

The benefits of the lacing needle are:

- speeds up your work
- cord manipulation is easier
- Reduces the contact of your hands with paracord. Some, especially professionals who work with paracord daily use these for this reason alone.

A lacing needle.

Lace and nylon cords

Lace, as well as smaller diameter nylon cord is often used to decorate bracelets using various techniques and patterns of lacing, stitching.

Smaller nylon cords in sizes of 2mm, 1.4mm and 0,9mm are used for these purposes.

A hand torch lighter

To be frank (actually, my name is Mark*), I never put much faith in the torch lighters. Although most butane torch lighters are cheap, most people do not bother getting one. But the more you get into the hobby, the more tools of the trade you want to own.

The hand torch lighter is a neat contraption. The benefit is that you can focus the flame a lot more precisely, which is safer, but more importantly it does not burn the surrounding paracord (non black paracord can turn black if exposed to flame).

*I apologize for my outdated sense of humor, but I could not resist.

Protective gear

Paracord crafts are generally safe. But some situations do require attention.

Finger tip protection

When melting paracord, we need to shape it. With practice or just some brawn, craftsmen do this by hand. But getting your fingertips burned is really painful and annoying. Consider using silicone finger tips. These are originally meant for flipping through books, but work great for protecting your fingers against heat as well.

Alternatively you could use duct tape as a makeshift solution.

Finger protection

Some find that paracord is rough on the fingers. With those that work with paracord for hours upon hours daily, finger sleeves will keep their fingers from hurting.

CHAPTER FOUR

Classic bracelets

There are a number of classic bracelets upon which you can build your knowledge of knots. The following segment will introduce the most common, bread and butter bracelet designs you can find.

The cobra

Also called: The solomon bar, the square knot bracelet
Commonly mistaken for: other cobra/solomon bracelet versions

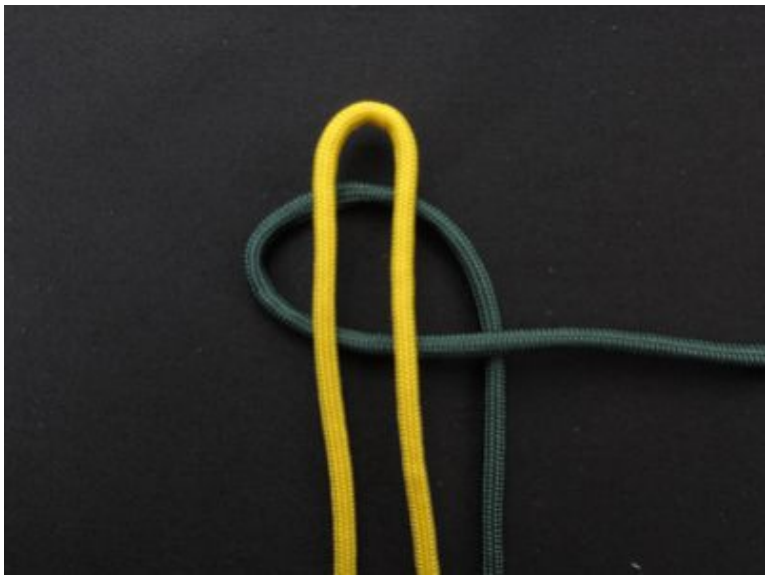
Difficulty: low
Time consumed: low
Cord use: medium
Child friendly: Yes

The cobra knot bracelet is where paracord crafts started at. Popularized by soldiers, survival experts and outdoorsmen, this knot is the most used knot out there when it comes to paracord bracelets, as well as macrame bracelets. Distinguished by the ease with which you can make it, as well as storing a decent amount of paracord, the cobra knot bracelet is the bracelet many refer to as the survival bracelet. We will take a closer look at survival bracelets in the following chapter, for now let us focus on the cobra knot bracelet.

A brief overview of the process:

The cobra knot bracelet is made by the famous use of the “four” shape. We alternate the facing of the “four”, to get equal knots on each of the sides.

STEP 1
In this step we make a knot on one side of the bracelet.



The “four” shape.

Pull the bottom cord through the loop.

Tighten the knot.

STEP 2

In this step we make a knot on the other side of the bracelet.

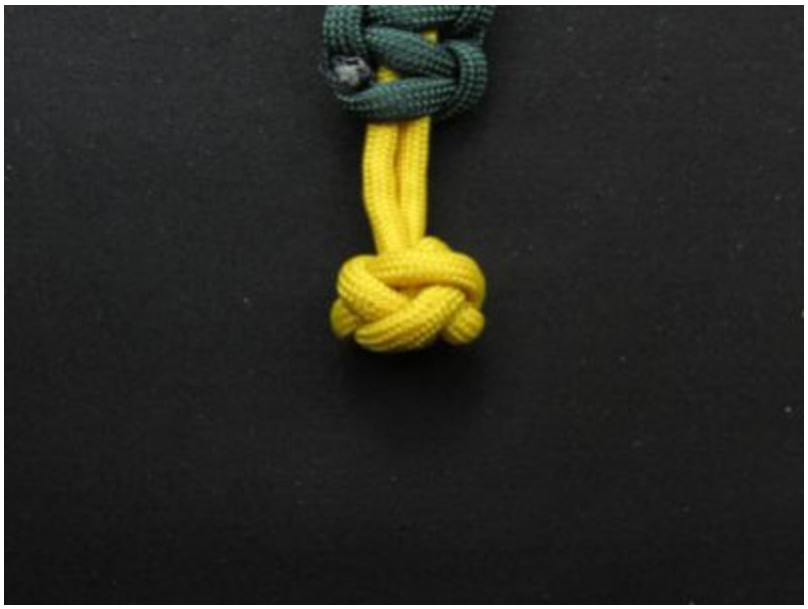
Four faces to the opposite direction.

Pull the cord through.

And tighten.

Finishing

When you reach appropriate length, cut the ends and melt them.
It is important to melt the ends and push them onto the bracelet, so they hold in place.



Finish the bracelet by making the lanyard knot. In the further tutorials, this step will not be shown! I would get a bit repetitive!

King cobra

Also called: double cobra knot bracelet, double solomon bracelet

Difficulty: low
Time consumed: long
Cord use: large
Child friendly: Yes

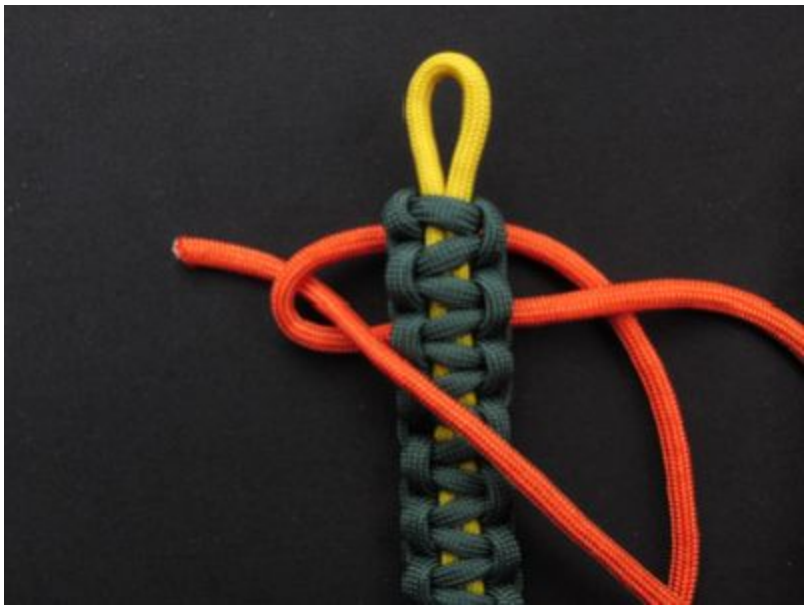
This bracelet is beautiful, stores an ample supply of paracord and has a catchy name! It is just one of those bracelets I feel guilty making, because it looks too good for the effort involved!

A brief overview of the process:

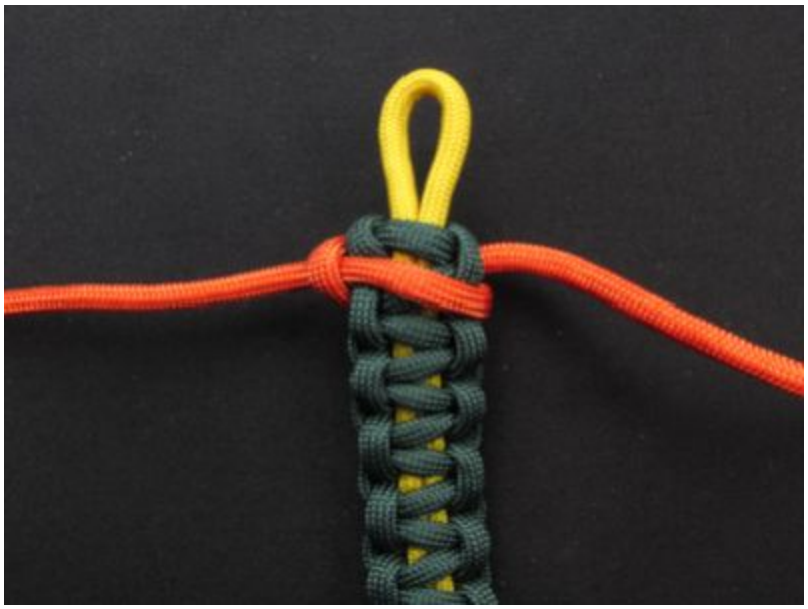
The king cobra knot bracelet is made on the base of the cobra knot bracelet which we demonstrated in the previous segment. On top of the cobra bracelet we make another layer, hence the name double cobra bracelet.

STEP 1
In this step we make a knot on one side of the bracelet.

A four shape.



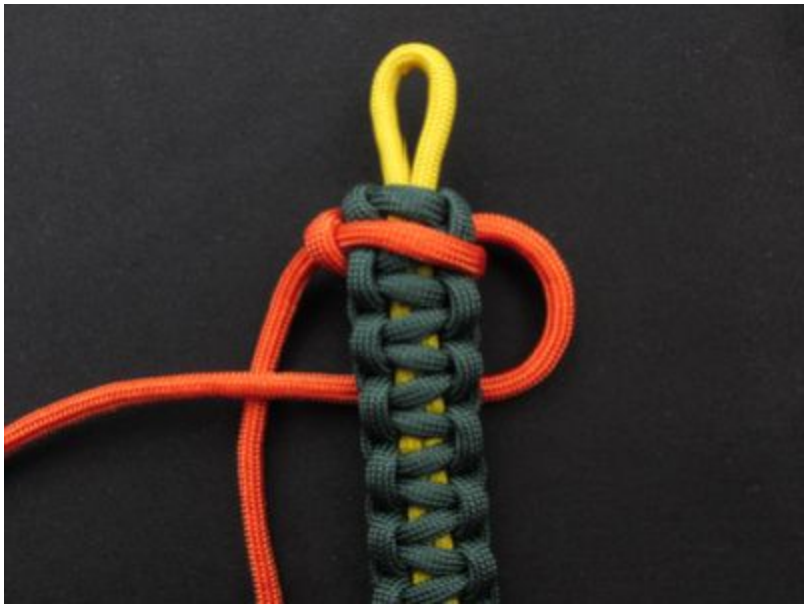
Pull the cord through.



Tighten.

STEP 2

In this step we make a knot on the other side of the bracelet.



The four facing the other side.

Pull the cord through.

Tighten.

Finishing

Finish as far down as you want, then snip and melt the ends.

Thin line

Also called:Red thin line bracelet, thin solomon bracelet
Commonly mistaken for: The cobra knot bracelet

Difficulty: low
Time consumed: low
Cord use: medium
Child friendly: Yes

The thin line bracelet is a bracelet that has a single cord through the middle. The bracelet is popular especially among many professions that can be represented using various colors. For example:

- black bracelet with a red line is designed for firefighters
- white bracelet with a white line is designed tor medics
- black bracelet with a blue line is made for security personnel

The great part about this bracelet is that you can make your own color combination for just about any profession. A black-green bracelet would be appropriate for soldiers, a multicolor rainbow line would work for reggae fans.

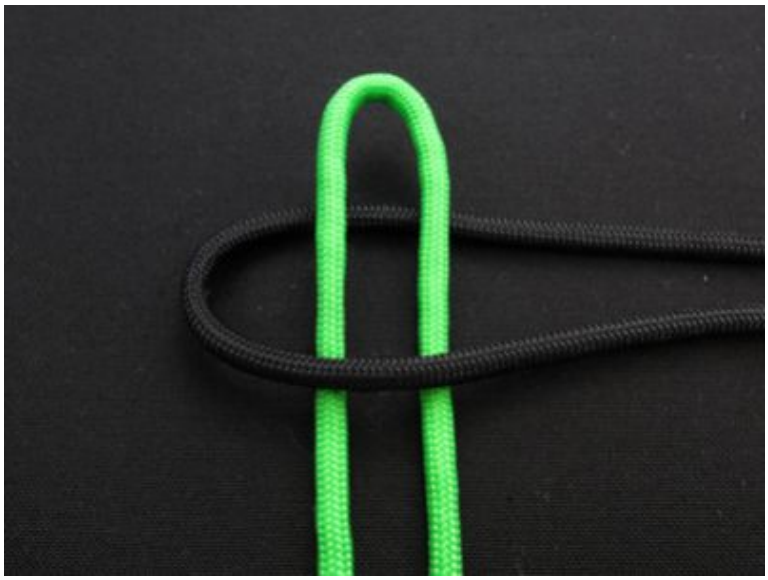
A brief overview of the process:

Making a thin line bracelet is very similar to the cobra bracelet. There is only a slight variation to the process. You make it by making one four through the core, then a normal cobra knot.

We will start by making a simple cobra knot to attach the working ends to the core, then continue with the thin line pattern.

Preparation

We attach one cord onto the other using a cobra knot.



Fold both cords in half and cross them like this.

A four shape.

Pull the vertical cord through the loop.

Tighten.

STEP 1
In this step make a cobra knot through the two middle cords.

Pull the cord through the core.

Make a four shape.

Pull the top left cord through the loop.

Pull the other cord under the core
and through the loop.

Tighten.

STEP 2

In this step make a regular cobra knot.

Put the cord over the core.

Four shape.

Pull the cord under the core and through the loop.

Tighten. Straighten up the middle cords a bit.

Finishing

When you reach the length you want, simply snip and melt the ends.

Fishtail

Also called: Fishtail weave bracelet
Commonly mistaken for: The trilobite bracelet

Difficulty: medium
Time consumed: medium
Cord use: medium
Child friendly: Yes

The fishtail bracelet is popular among various bracelet making crafts. There is a paracord version of it as well!

It is a popular bracelet design used in a single, two color or even four color version. It is commonly also used as a basis for advanced bracelet designs.

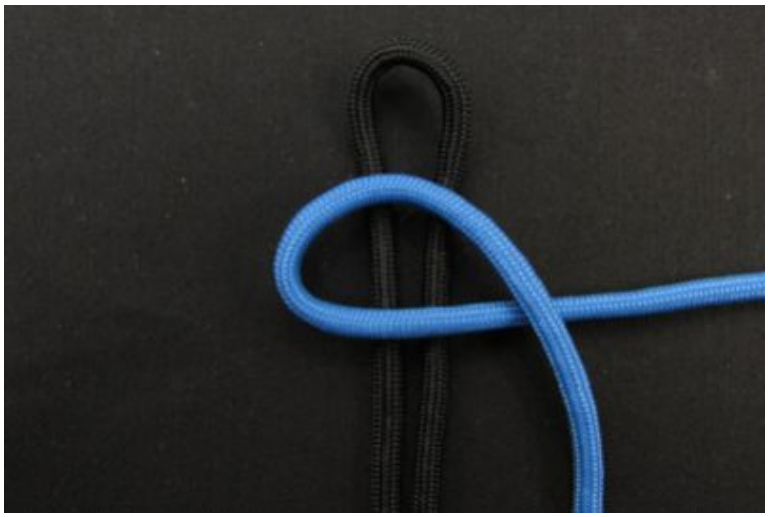
A brief overview of the process:

The fishtail bracelet is not actually made through the use of knots, but through weaving.

Weaving is best remembered as a process of going over and under, then repeating the sequence. Let’s see that in practice!

Preparation

We prepare by joining the cords and separating them. The two on the right will form the core of the bracelet. We will be working with the ones on the left.



Make a four shape.

Pull the vertical cord under the core and through the loop.

Tighten the knot.

Pass the right core cord through the back.

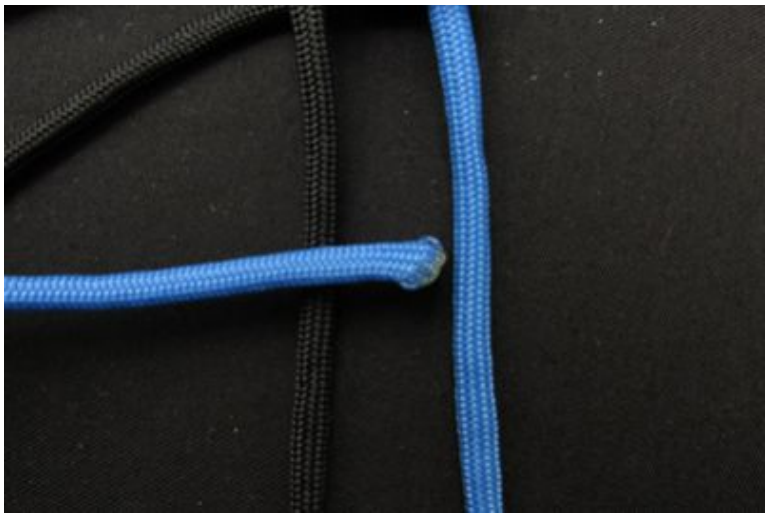
Bring it over the right working end.

Under the left core cord.

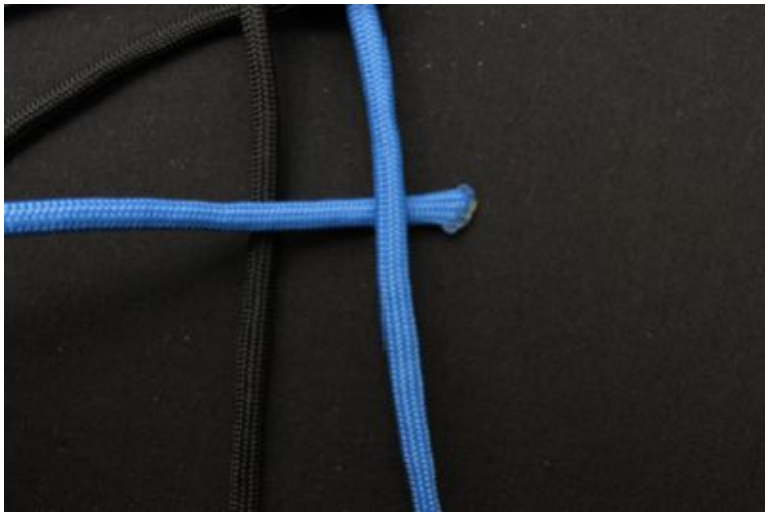
Pull the cord through. This is the starting position.
The left two cords are now the working ends, the right two are the core.

STEP 1

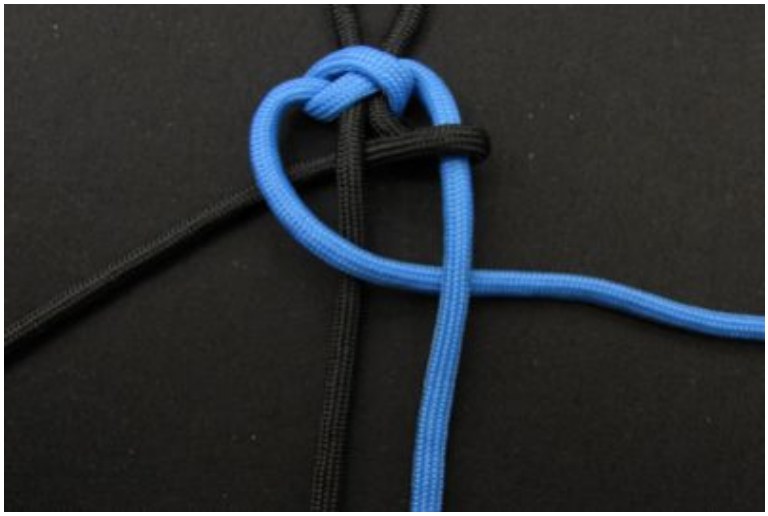
In step 1 we will weave the top left cord (now blue)through the middle and back.



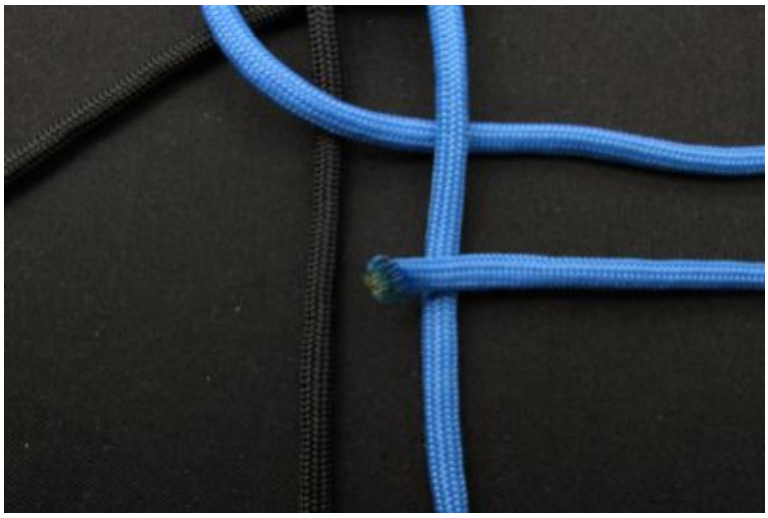
Over the first cord.



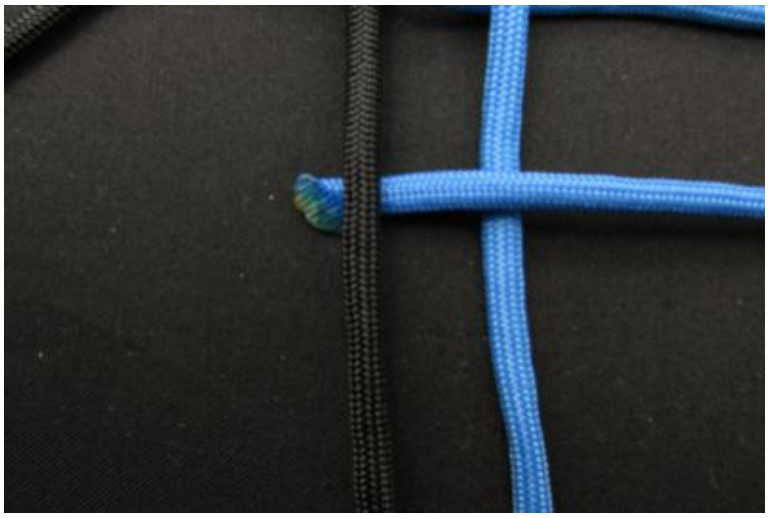
Under the second.



Pull the cord through.



Back over the second.

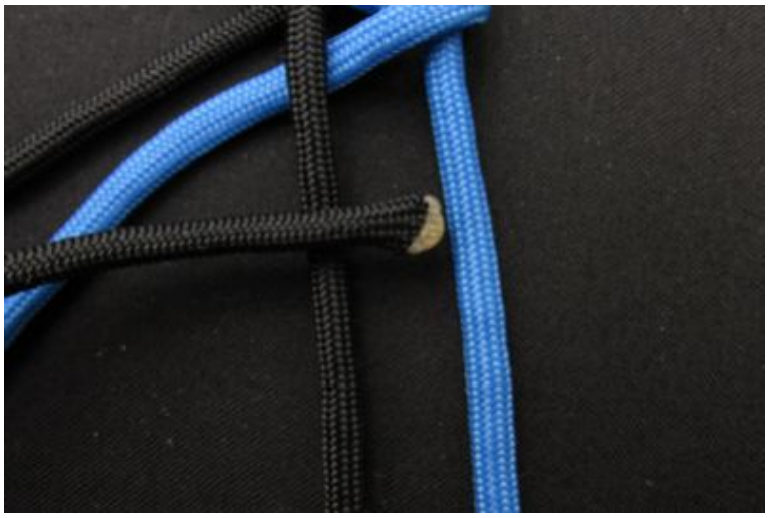


Under the first.

Pull the cord through.

STEP 2

In step 2 we will weave the top left cord (now black)through the middle and back.



Over the first cord.

Under the second.

Pull the cord through.

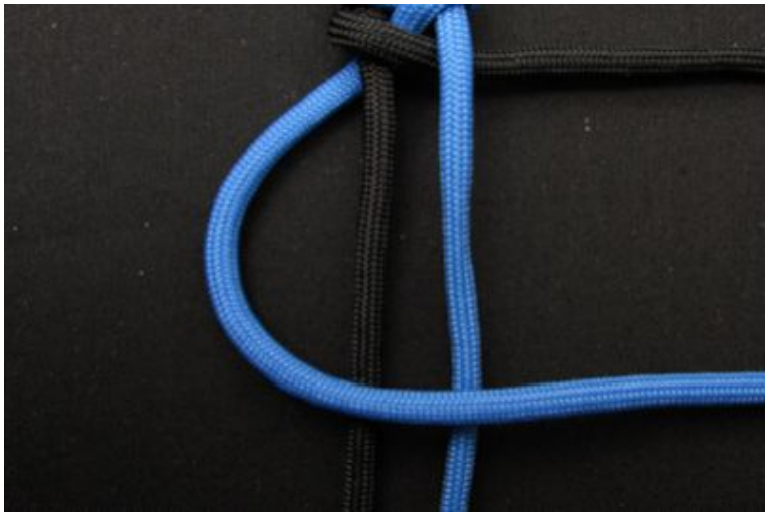
Back over the second.

Under the first.

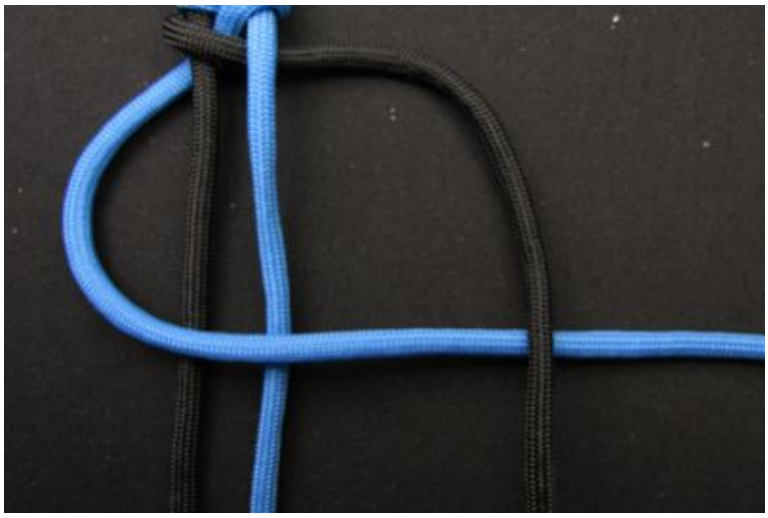
Pull the cord through.

Finishing

Pull the top left cord through the middle.



Place one cord over the middle.



Make a four.

Pull the vertical cord through the loop.

Tighten.

Trilobite

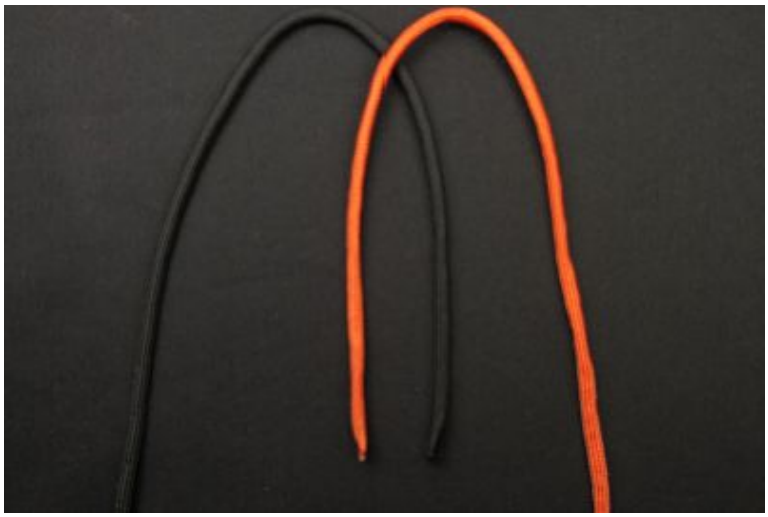
Also called: Ladder rack bracelet
Commonly mistaken for: fishtail bracelet

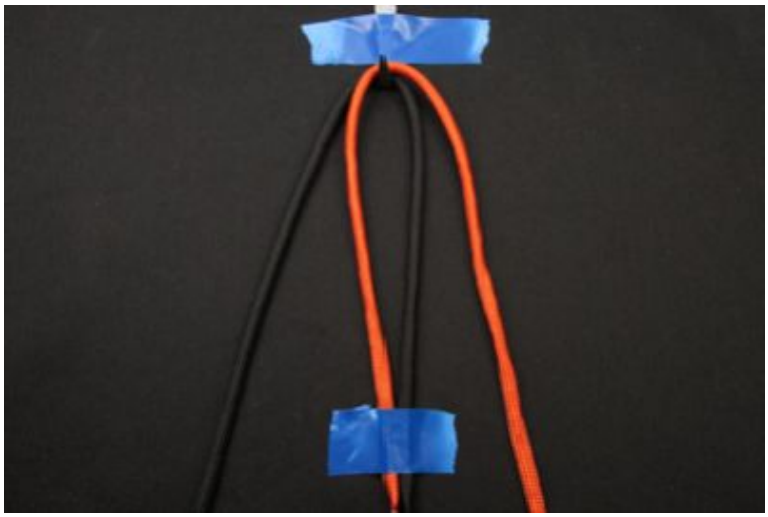
Difficulty: medium
Time consumed: Medium
Cord use: medium
Child friendly: no

This bracelet is fairly wide, which has many applications.

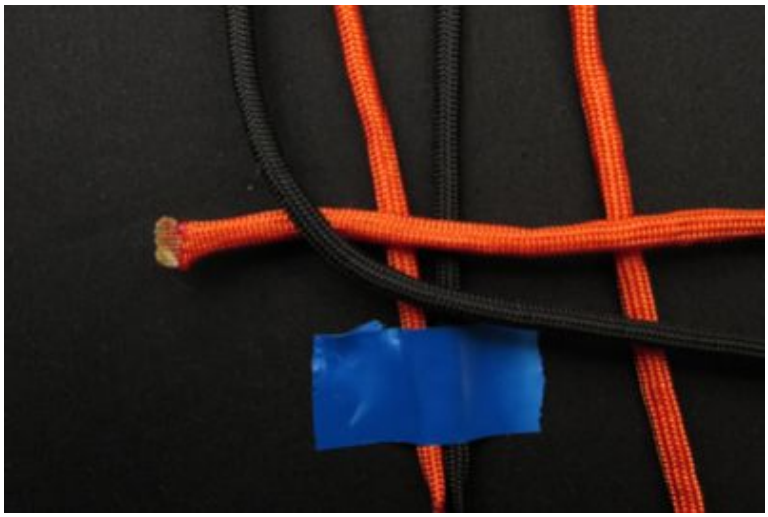
A brief overview of the process:
The trilobite bracelet is made in a very similar way to the fishtail bracelet. It involves weaving, just like the fishtail.

Preparation
This time we prepare by immobilizing the core two cords. The top is hooked onto a hook, bottom is duct taped.





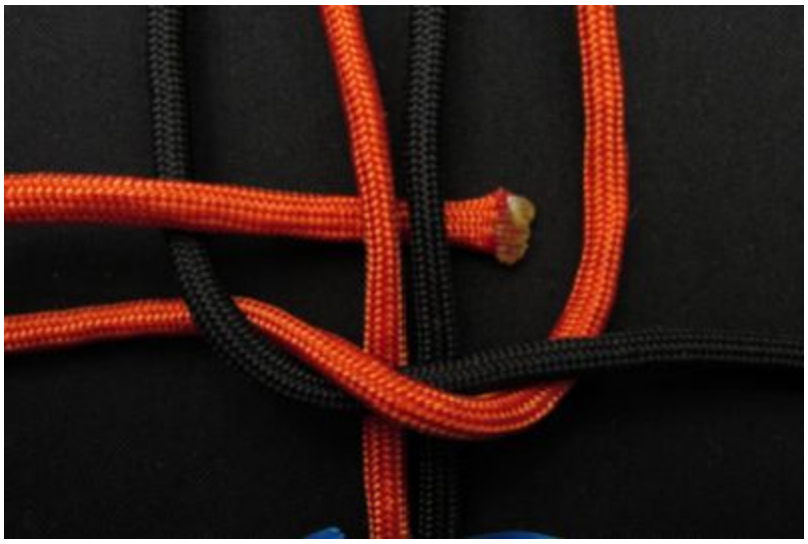
Place one working end over the other cords.



Pull the vertical end through the loop.

STEP 1

In step 1 we will weave the left cord through the middle.



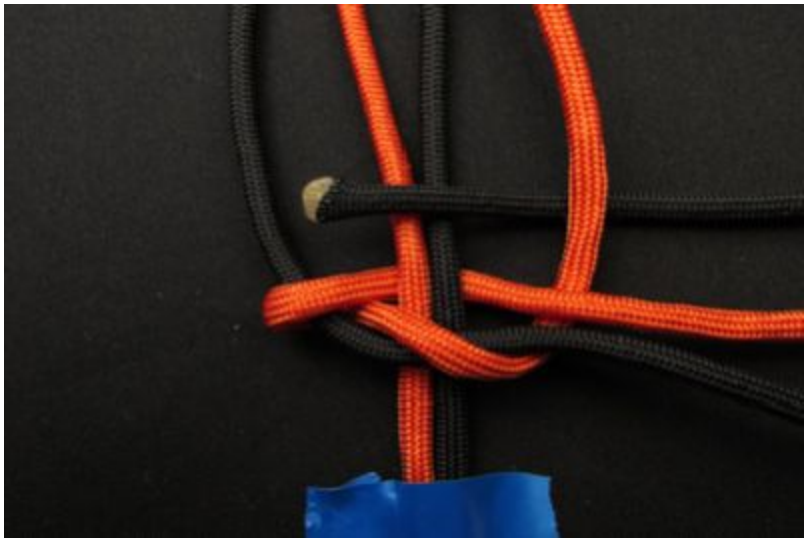
Under the core.

Over the right cord.

Pull the cord through.

STEP 2

In step 2 we will weave the right cord through the middle.



Over the core.

Under the left cord.

Pull the cord through.

Finishing

We finish this bracelet by pushing all the weaves together. We then tighten it up by removing slack by pulling on all the cords in a row.

We can finish the bracelet by simply melting the cords. But I find that tucking the ends back into the bracelet works better.

Note that you will be left with two loops. Pull one of the bottom, core cords to remove that loop.

Reach the top.

Pull each cord to remove the slack.

This will tighten up the bracelet.

At this point you can tie the bracelet off.

Or use a lacing needle to insert the cords back into the bracelet.

Snake knot

Commonly mistaken for: Seesaw bracelet

Difficulty: medium
Time consumed: medium
Cord use: Medium
Child friendly: Yes

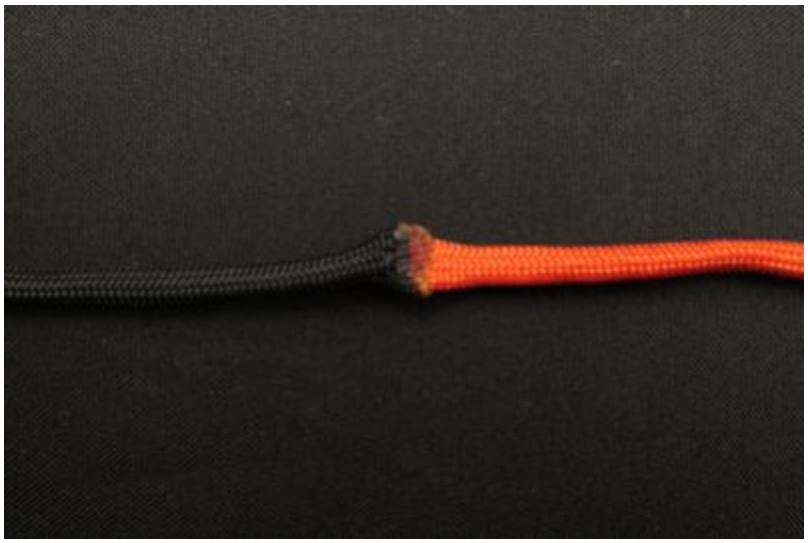
The snake knot bracelet is unlike many paracord bracelet, fairly round. The two color version is the most popular and does indeed resemble a pattern you would expect to find on a snake.

It is a round type of bracelet, which is fairly rare. It is also made in an unique way!

A brief overview of the process:

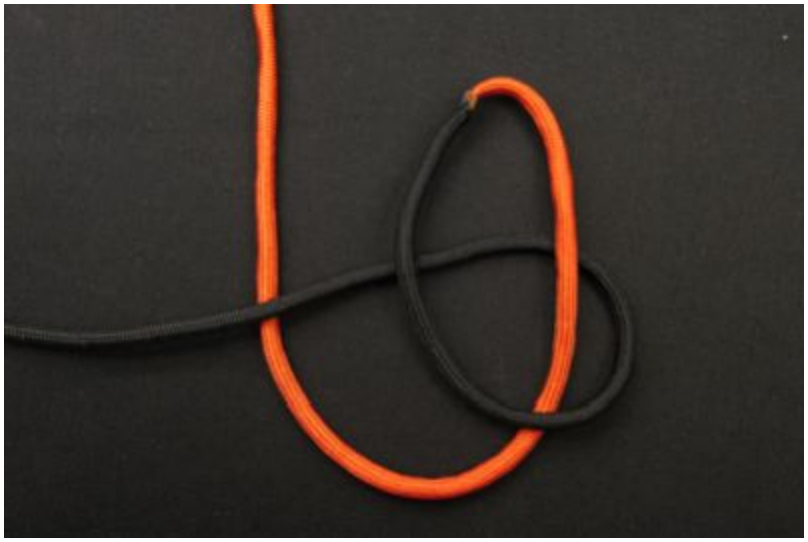
The snake knot bracelet is made in a fairly unusual way. It involves loosening a knot to tuck in another cord, tightening, then flipping the bracelet around the Y-axis and loosening the knot again.

Preparation

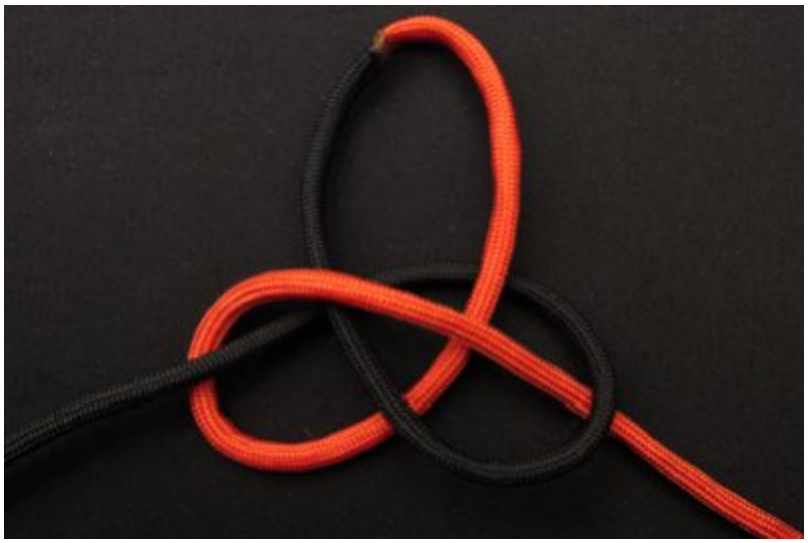


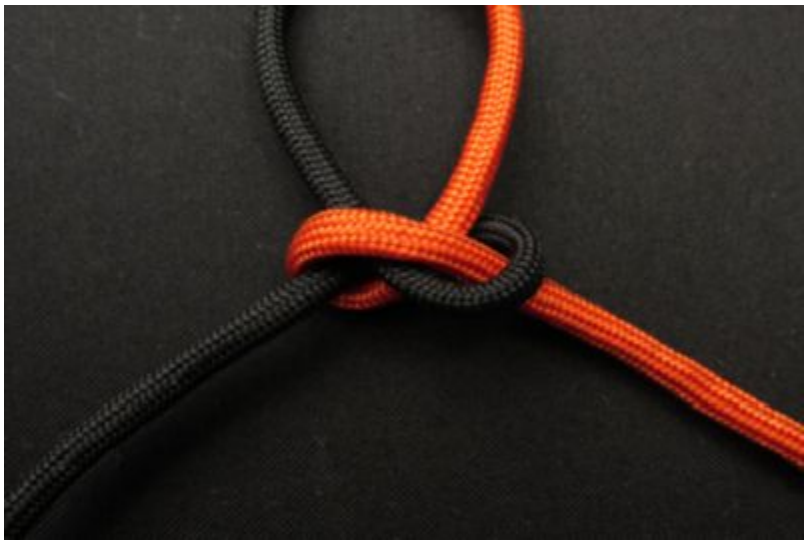
Join two cords together.

Pull the cord through the loop.



Through the back of the black cord.





Tighten.

STEP 1

In step 1 we will pull the right cord under the left one, loosen the knot, then insert the cord we pulled under the left cord. We tighten the knot and flip the bracelet around on the Y axis.

Pull the right cord behind the left cord.

Loosen the knot.

Insert the cord.

Tighten the knot a bit.

Flip the bracelet around the Y axis.

STEP 2

In step 2 we will pull the right cord under the left one, loosen the knot, then insert the cord we pulled under the left cord. We tighten the knot and flip the bracelet around on the Y axis.

Pull the right cord behind the left cord.

Loosen the knot.

Insert the cord.

Tighten the knot a bit.

Flip the bracelet around the Y axis.

Finishing

Pull on all the loops, knots in order to remove any slack cord.

Shark jaw bone

Also called:The piranha knot bracelet
Commonly mistaken for: Dragon’s claw bracelet

Difficulty: medium
Time consumed: medium
Cord use: medium
Child friendly: No

This bracelet is sure to turn some heads and you should at least make one, so you know you can do it, as well as show it off to your friends.

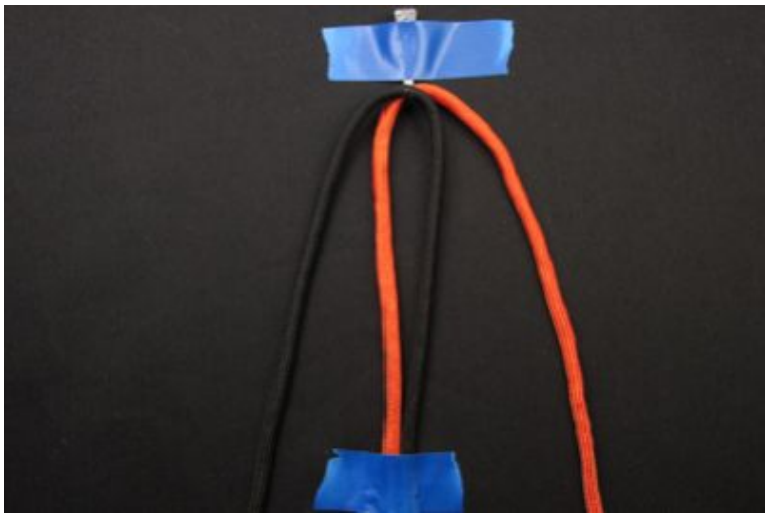
It is one of the best bracelets considering the effort:result ratio provided.

A brief overview of the process:

I find that many people are a bit intimidated by the process of making this bracelet, but that is mostly because the technique is not explained clearly. I hope my instructions will give you a clear and simple way of making this beautiful bracelet.

Preparation

We prepare by immobilizing the core two cords. The top is hooked onto a hook, bottom is duct taped.



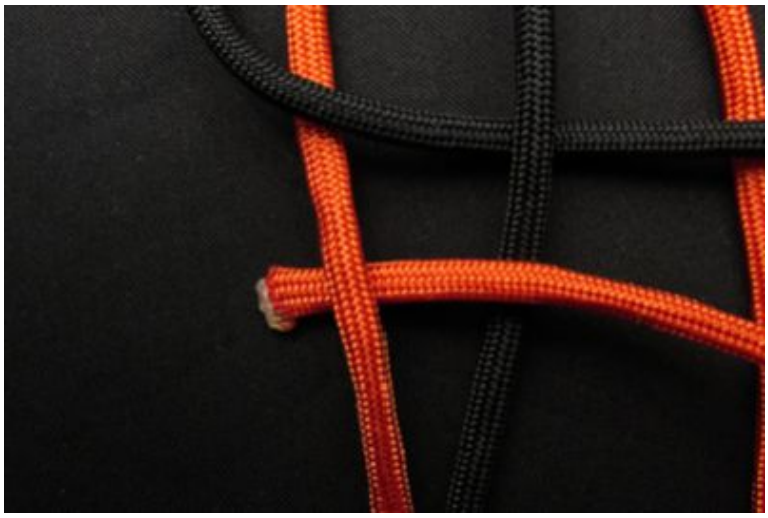
STEP 1
We will make a knots by placing the cord through the middle cords.

Over the first middle cord.

Under the second middle cord.

Pull the cord through.

Over the first core cord.



Under the second cord.

Through the loop made by the first, black cord.

Tighten.

STEP 2

We will make a knots by placing the cord through the middle cords.As you can see, we always start using the same color of cord.

Over the first middle cord.

Under the second middle cord.

Over the first core cord.

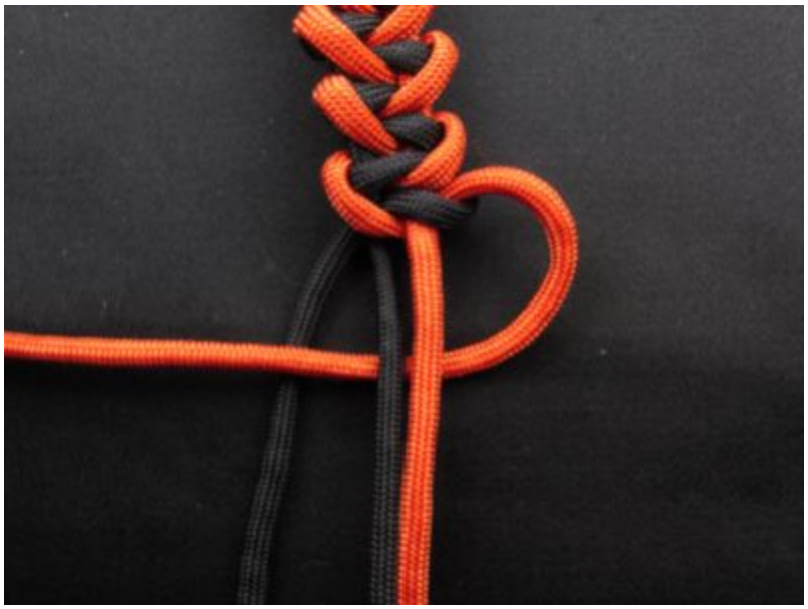
Under the second middle cord.

Through the loop.

Tighten.

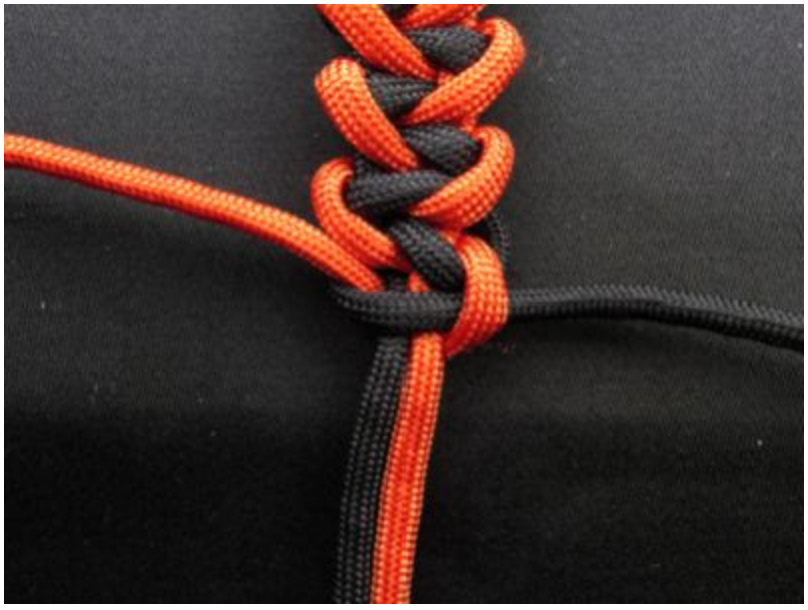
Finishing
We finish by making a cobra knot.

Reach the desired length.



Pass one cord under the core.

The other cord through the loop.



And tighten the knot.

CHAPTER FIVE

Beautiful bracelets

Prayer bead

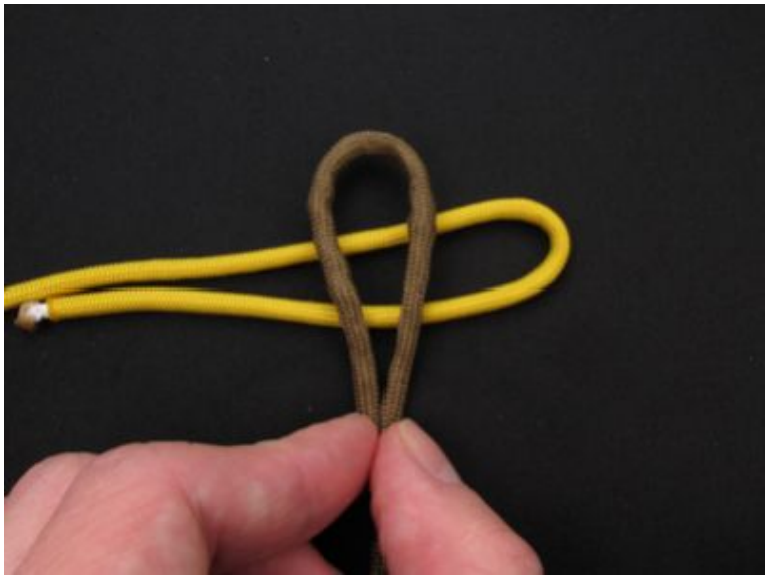
Difficulty: medium
Time consumed: medium
Cord use: low
Child friendly: No

The prayer bead bracelet is easy to make, looks unique and beautiful. I highly recommend it.

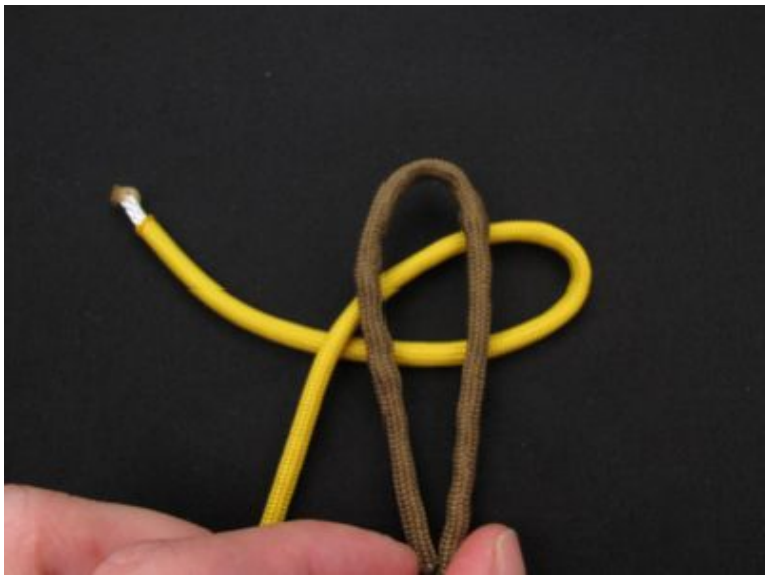
A brief overview of the process:
The prayer bead bracelet uses prayer beads also sometimes called the hail Mary knots. These are done with a simple process of wrapping and pulling the cord through the wrap. It is a fairly easy process that delivers beautiful bracelets. A must try!

Preparation
We prepare by connecting the two cords and form a loop. We make a cobra knot to connect the two cords.

Make a small bight.

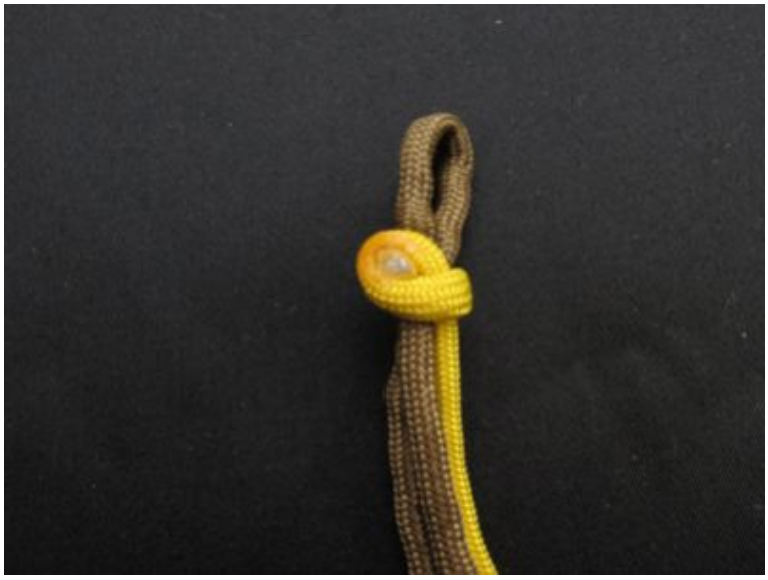


Make another bight and cross the first one.



Through the loop.

Make a cobra knot.



Snip the extra cord.

Place the cords horizontally.

STEP 1

In step 1 we wrap one cord around the other- we wrap towards the left.

Wrap the cord once.

Wrap the cord twice.

Pull the cord through the loops.

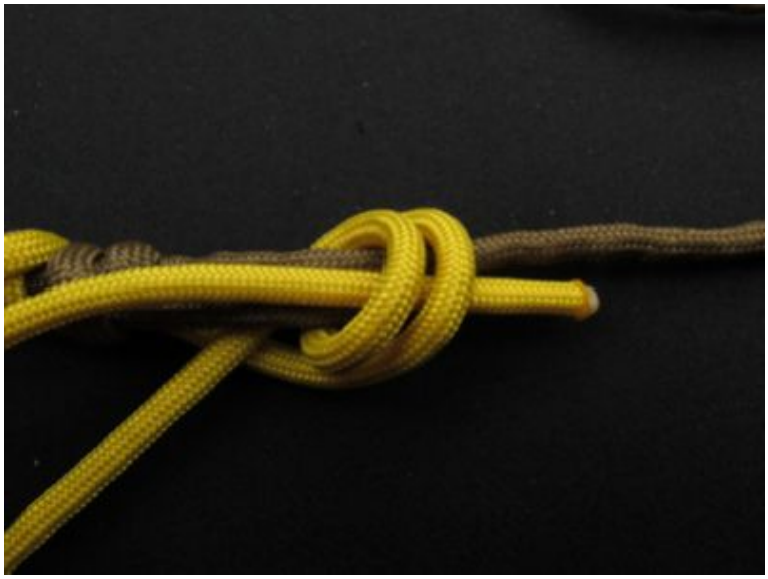
Tighten.

STEP 2

In step 2 we wrap the other cord around the other- we wrap towards the left.

Switch cord. Wrap once.

Wrap twice.



Pull the cord through.

Tighten.

Braided

Difficulty: medium
Time consumed: low
Cord use: medium
Child friendly: no

Braided bracelets are a rarity among paracord bracelets. Very few people braid bracelets.

Preparation

Fold the cords in half and join them at the middle like shown below.

STEP 1

Take the top right cord and slide it behind to the middle of the left cords. Proceed by taking the cord and placing it to over the other cord and to the right.

Take the top right cord and place it in the middle of the left, blue cords. Go behind the other cords.

Place the same cord back onto the right, over the blue cord, this time at the bottom.

STEP 2

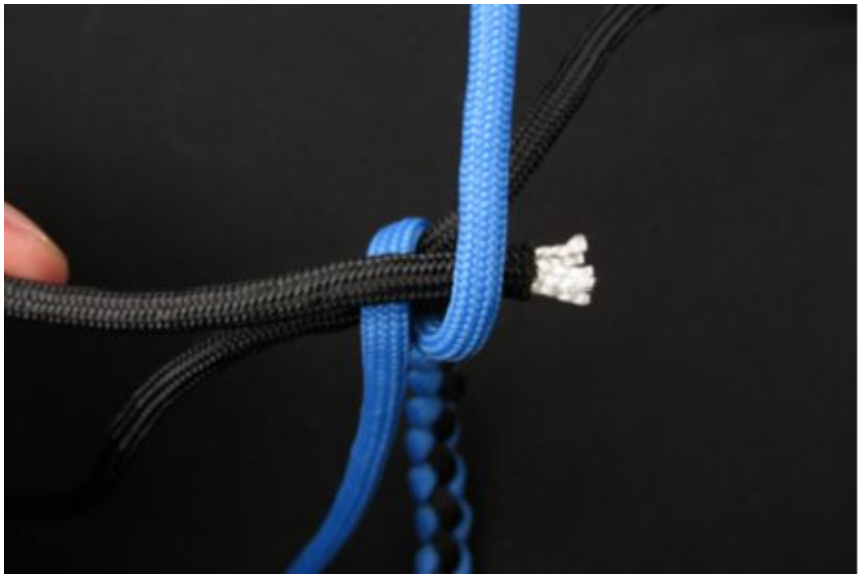
Take the top left cord and slide it behind to the middle of the right cords. Proceed by taking the cord and placing it to over the other cord and to the left.

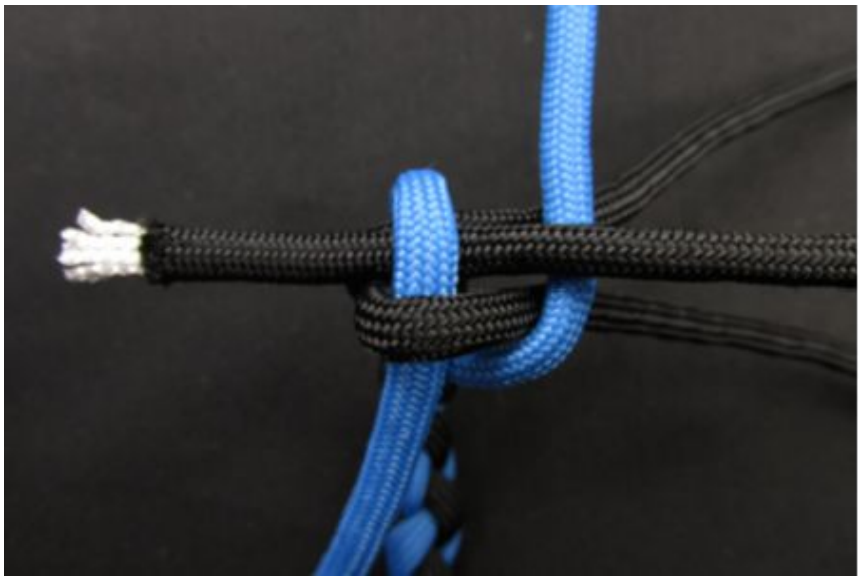
Take the top left cord and place it in the middle of the right, black cords. Go behind the other cords.

After a few braids, remember to pull out a loop!

Finishing

First we make a square knot.





Now we loosen each cord and pass the end through it.

Solomon heart

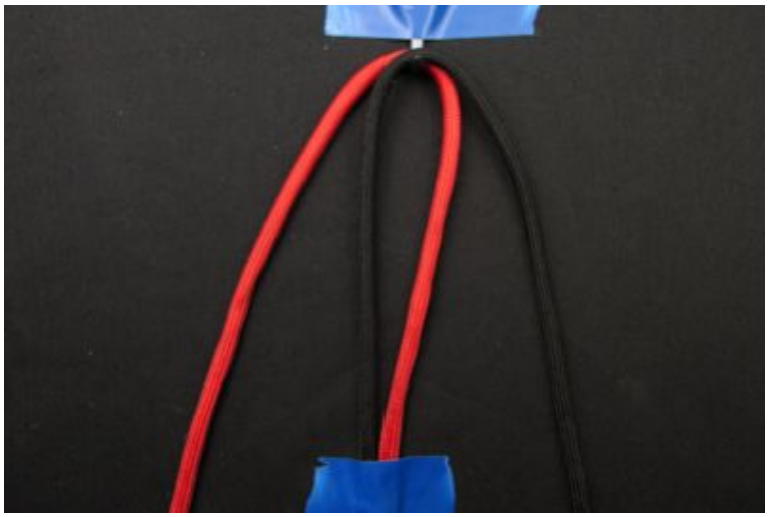
Commonly mistaken for: other cobra/solomon bracelet versions

Difficulty: medium
Time consumed: low
Cord use: medium
Child friendly: Yes

The solomon's heart bracelet is well liked. It serves as a gift of affection, since it sports a series of hearts. Valentine's day and special occasions with that someone special come to mind.

A brief overview of the process:
The way we make the solomons heart bracelet is very similar to the cobra knot bracelet. The difference is that we repeat the knot twice using the same color, then switch color.

Preparation
We prepare by immobilizing the core two cords. The top is hooked onto a hook, bottom is duct taped.



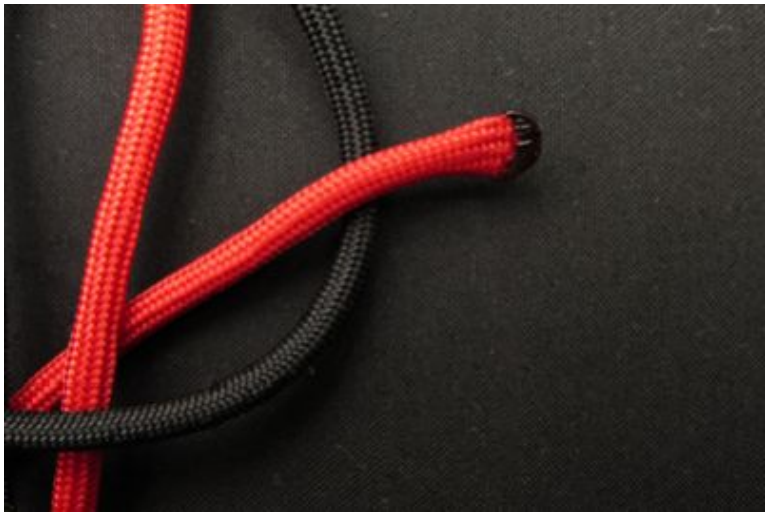
STEP 1

Step 1 consists of making two cobra knots starting with the same color cord.

Cross the core two strands with one cord.

Place the other working end (red) on top of the first cord.

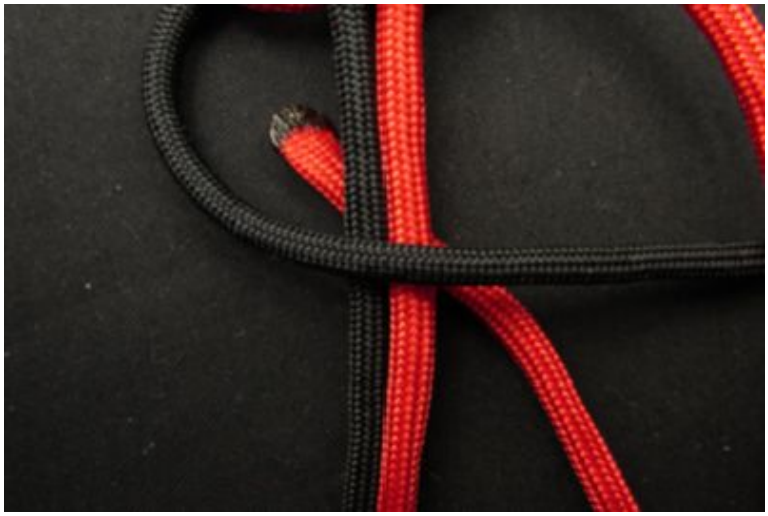
Pull the top, red working end through the loop.



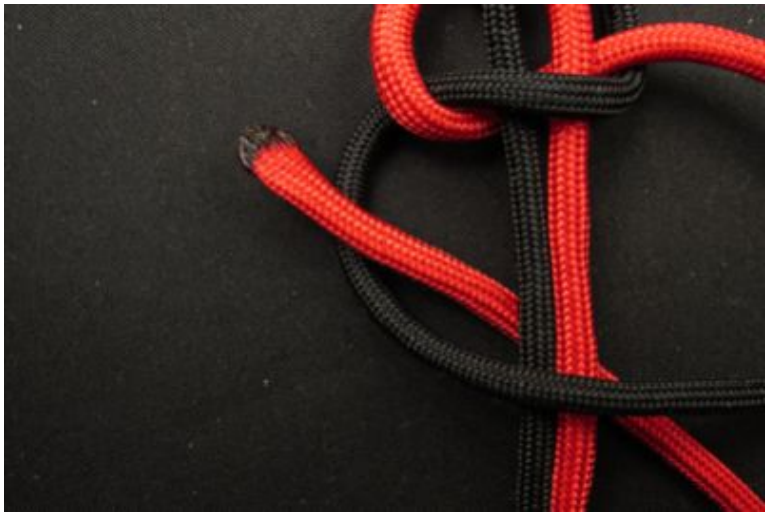
Tighten the knot.

Cross the core with the black cord again.

Put the other, red working end over it.



Pull the top, red working end through the loop.



STEP 2
Step 2 consists of making two cobra knots using the other color of cord.

Cross the core two strands with the other, red cord now.

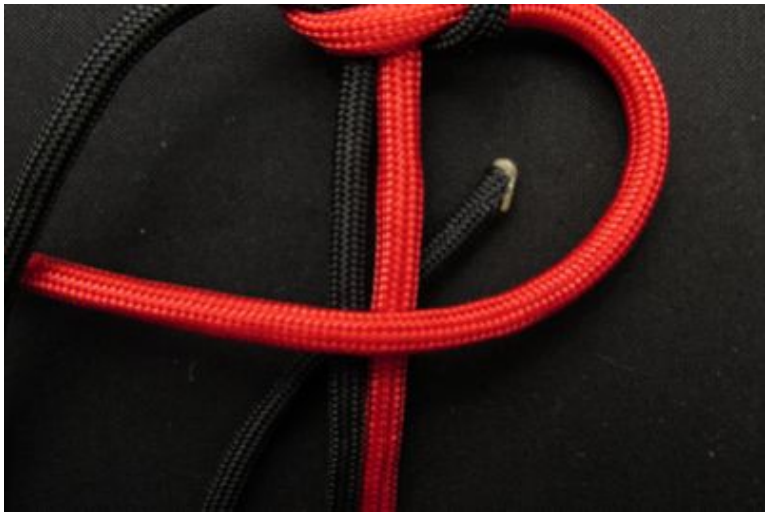
Put the other, red working end over it.

Pull the top, black working end through the loop.

Tighten.

Cross the core two strands with the other, red cord now.

Put the other, red working end over it.



Pull the top, black working end through the loop.

Tighten.

Conquistador

Difficulty: medium
Time consumed: long
Cord use: large
Child friendly: No

The conquistador bracelet is done in a fairly unique way. It is fairly wide (depending on how many loops you will decide to use). It looks very unique among other paracord bracelets and is not your everyday bracelet. What really makes it a great bracelet is that is stretches (if you do not tighten the knots too much)! Indeed, the spaces left in your bracelet give it a certain elasticity. As such it fits most wrist sizes!

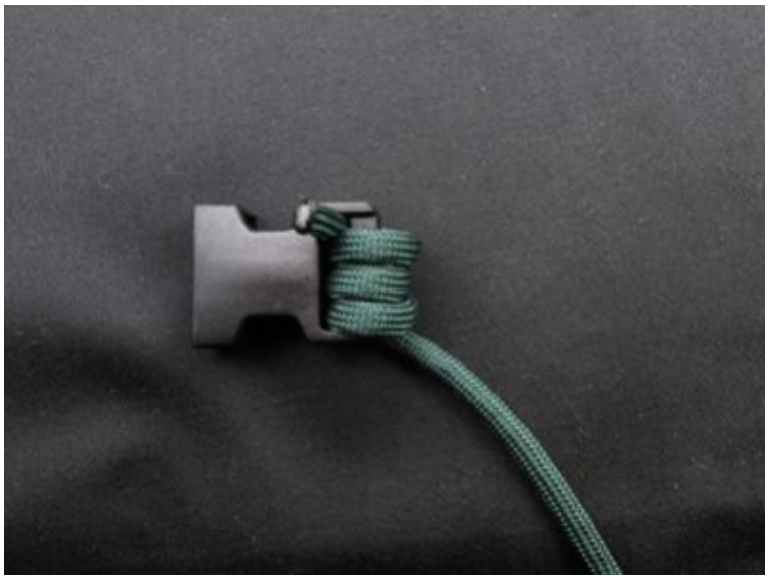
It is one of the most comfortable paracord bracelets and is one of my top picks.

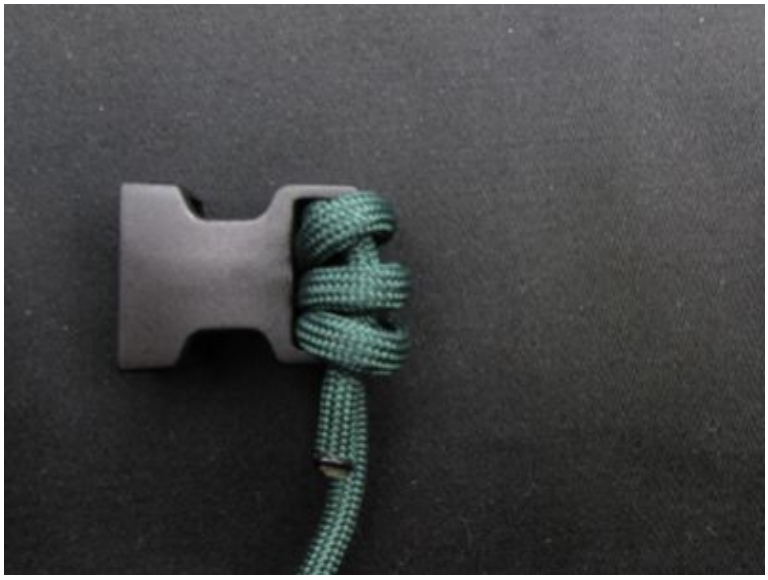
A brief overview of the process:

The conquistador bracelet is made through the use of loops. We make loops going up and down, tucking them into previously made column of loops. Let’s see how this is made.

Preparation

We prepare the bracelet by attaching the cord to the buckle. We will be using a single cord, so the process of attaching the cord to the buckle is a bit different.





STEP 1

In step one we insert the cord through the loops we prepared. Be sure to check that the cord goes behind, like shown in the images. In step one we make the loops that go towards the top of the bracelet.

Loosen up the first wrap.

Insert the cord. Make sure the end goes behind the cord.

Pull the cord through. We do this for all of the future knots, as seen below.

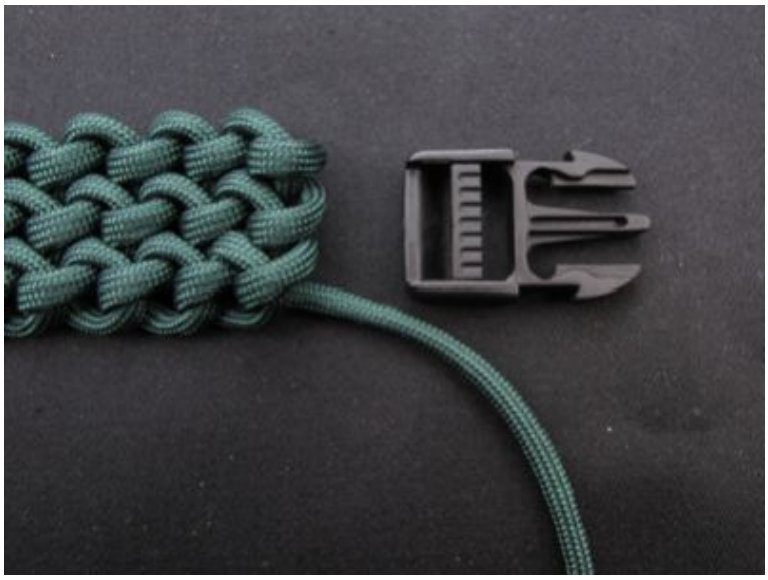
STEP 2

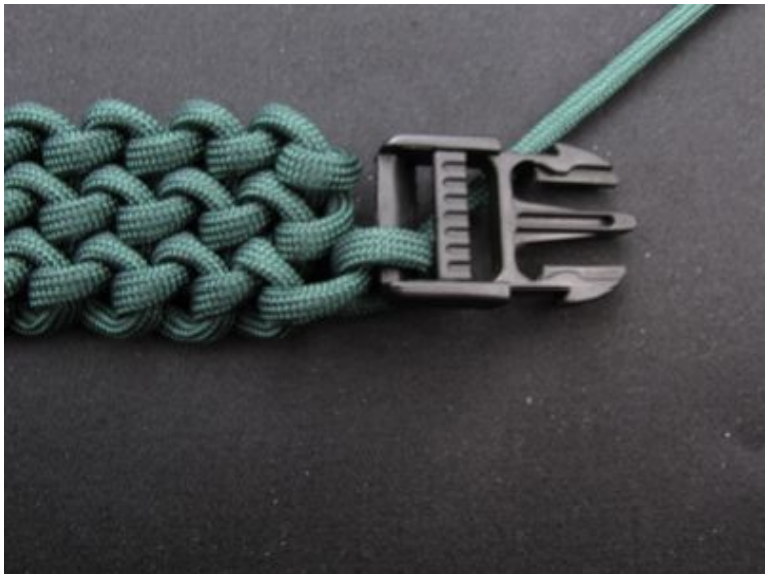
In step two we insert the cord through the loops we made in step 1. Be sure to check that the cord goes in front this time, like shown in the images.

We proceed downwards this time.

Finishing

We finish the bracelet by attaching the other end of the buckle the same way we did the first end.





Sound wave

Difficulty: hard
Time consumed: medium
Cord use: medium
Child friendly: No

The sonic wave bracelet is the hardest bracelet to make in this book. Many try it and fail at it. The secret to making it is: Follow the instructions provided. Also use a cord that is of one color and another that is a multicolored one. That way you will get a better result.

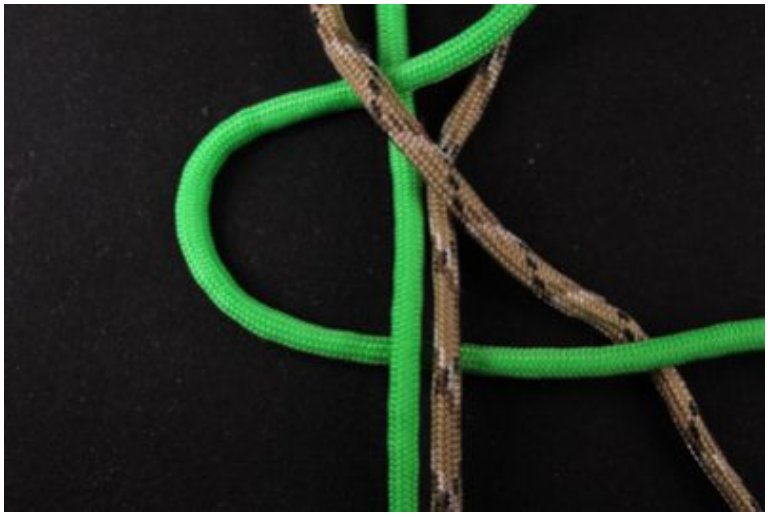
A brief overview of the process:
This bracelet uses crossing cords and simple cobra knots to get its exotic, colorful appearance. Even though it is fairly easy to make, many have difficulties making this one. Consider this the hardest bracelet design in this book.

Preparation

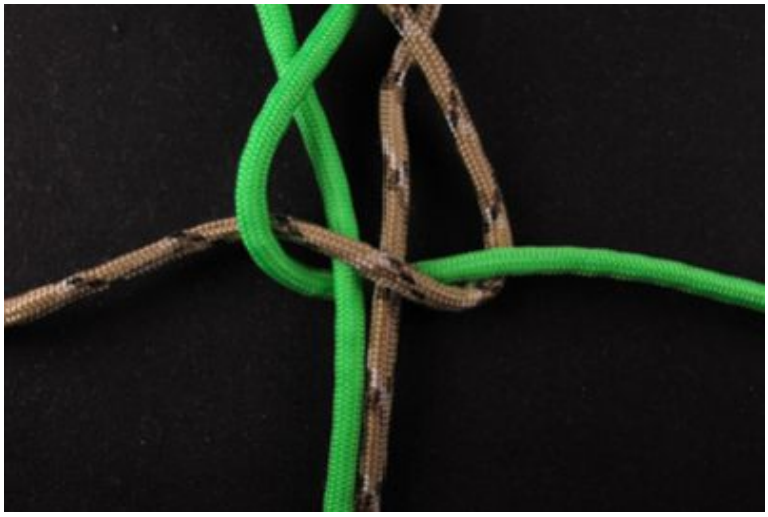
STEP 1

Cross one cord through the middle.

Cross the second cord through the middle.



Make a cobra knot.



STEP 2

Cross the second cord first this time.

Cross the first cord after.

Make a cobra knot.

Bonobo

Difficulty: hard
Time consumed: medium
Cord use: medium
Child friendly: No

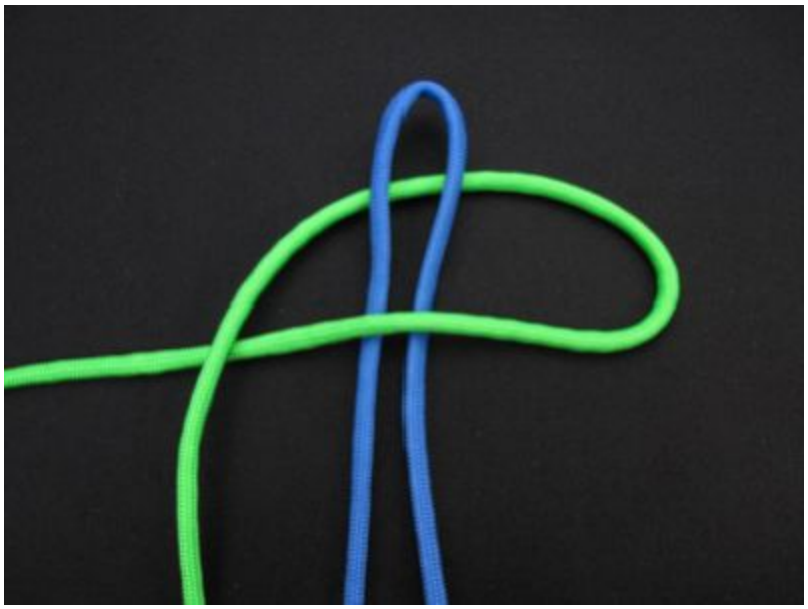
Quite a complicated bracelet to make at first. It is quite vivid and looks great. You will need some patience to make this one. As I suggested somewhere at the beginning of the book, study the knots before you make them. Understand the technique, do not imitate it!

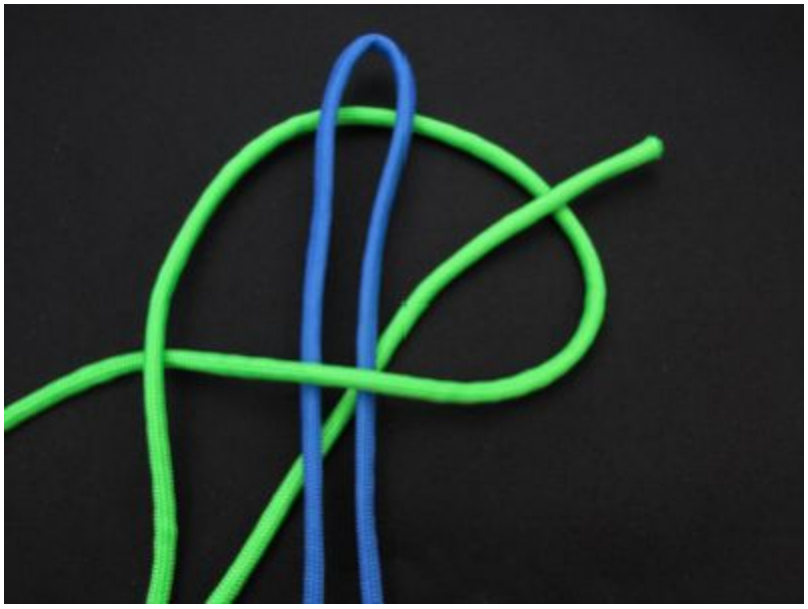
A brief overview of the process:

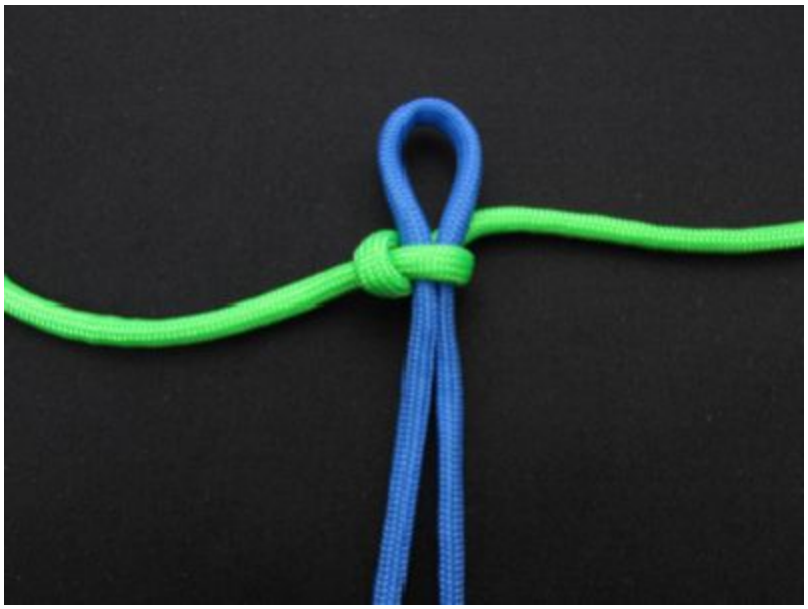
The bonobo bracelet is the cobra knot bracelet all over again. The difference is that the core cords and the working ends alternate, delivering a transition between two colors.

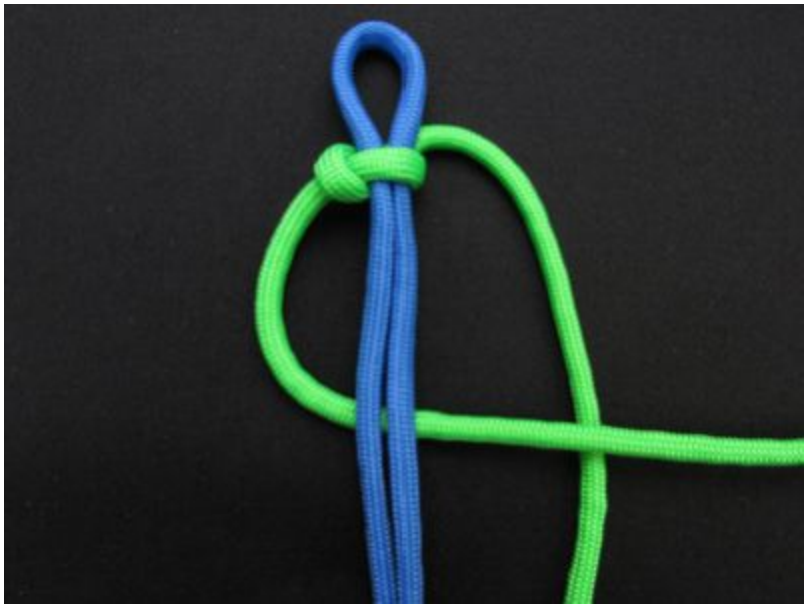
STEP 1

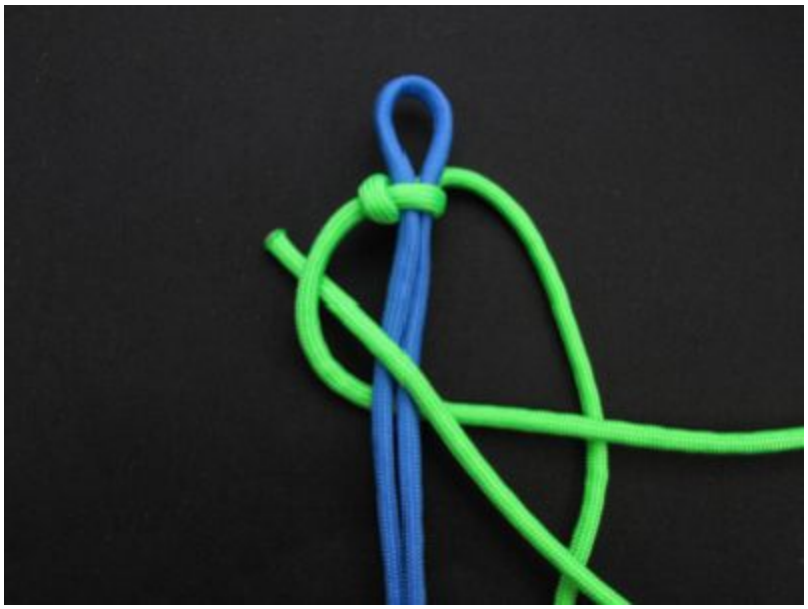
Step 1 consists of making two cobra knots.

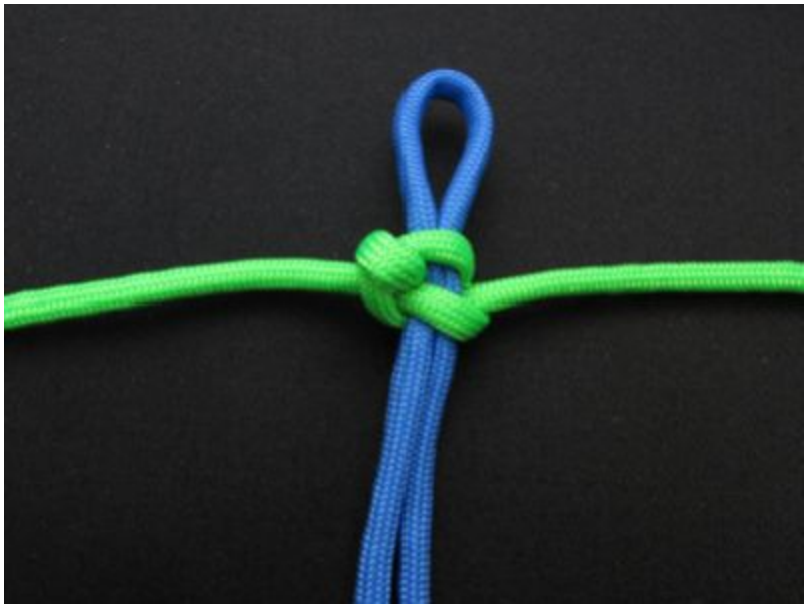






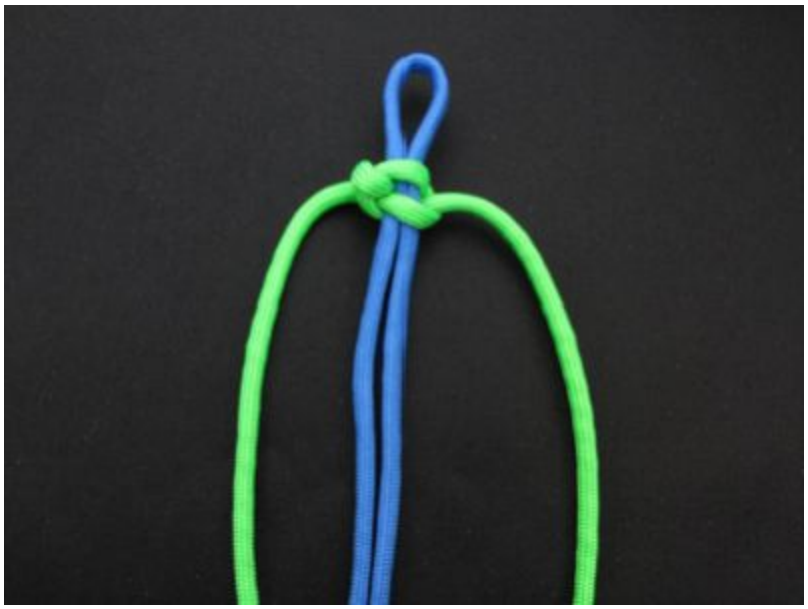


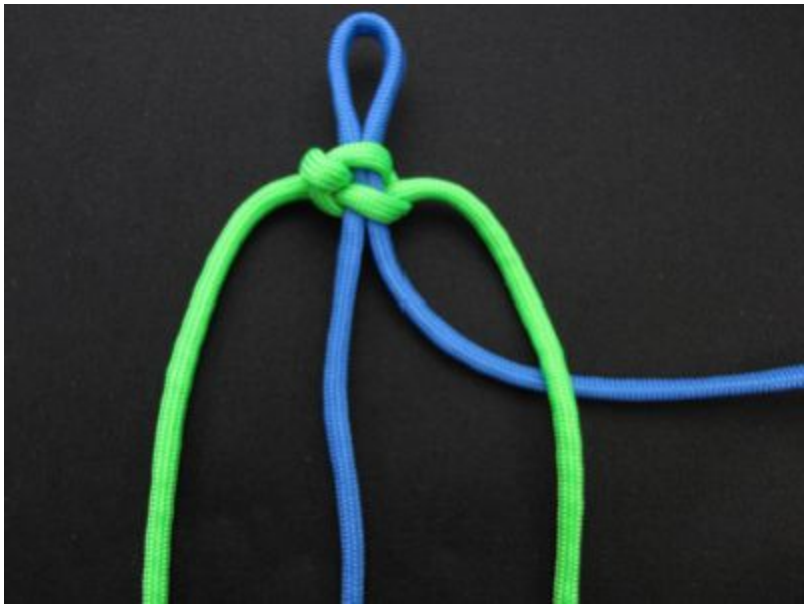


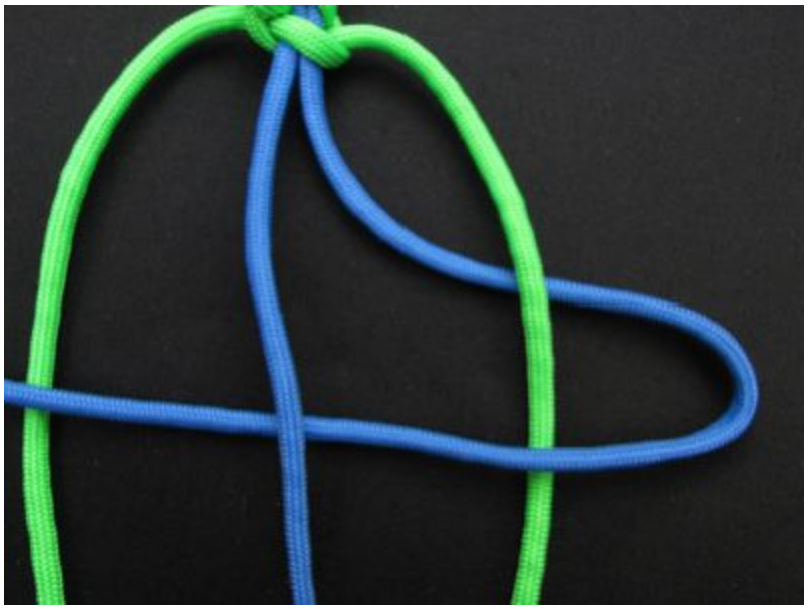


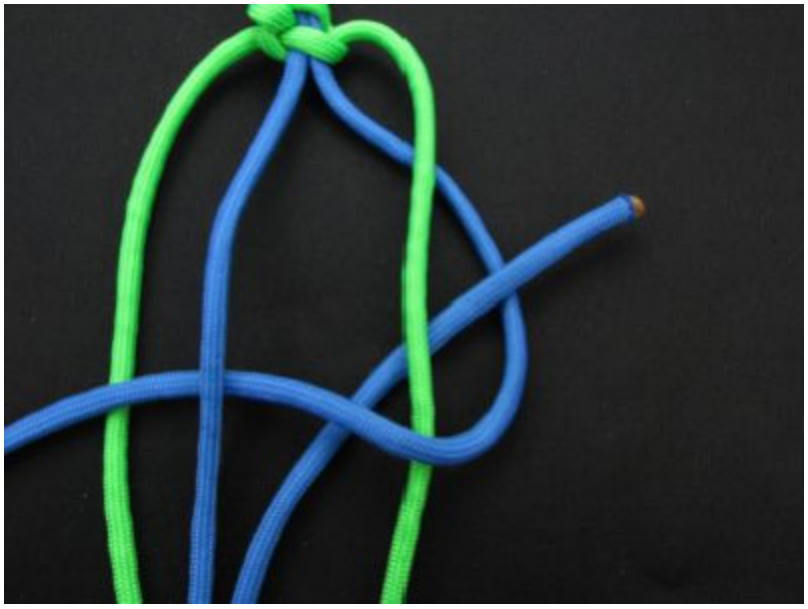
Transition

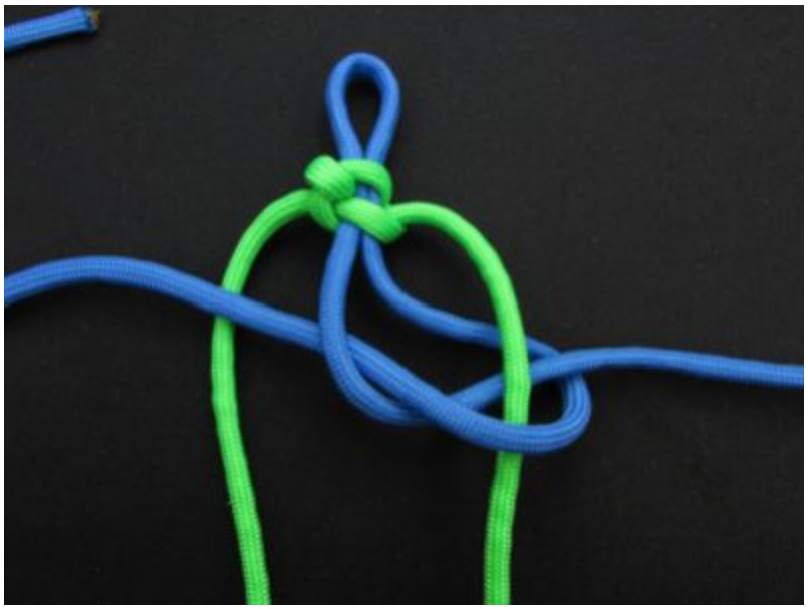
The transition changes the color of the next knots.

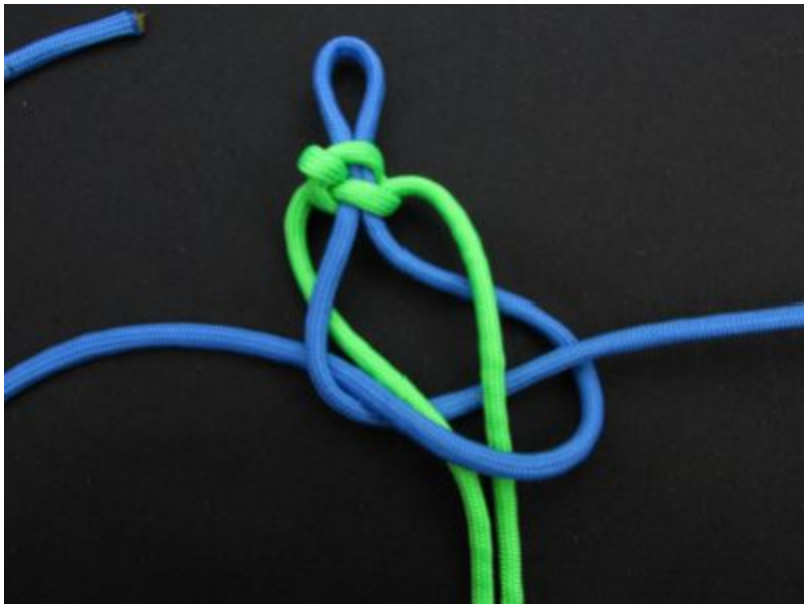




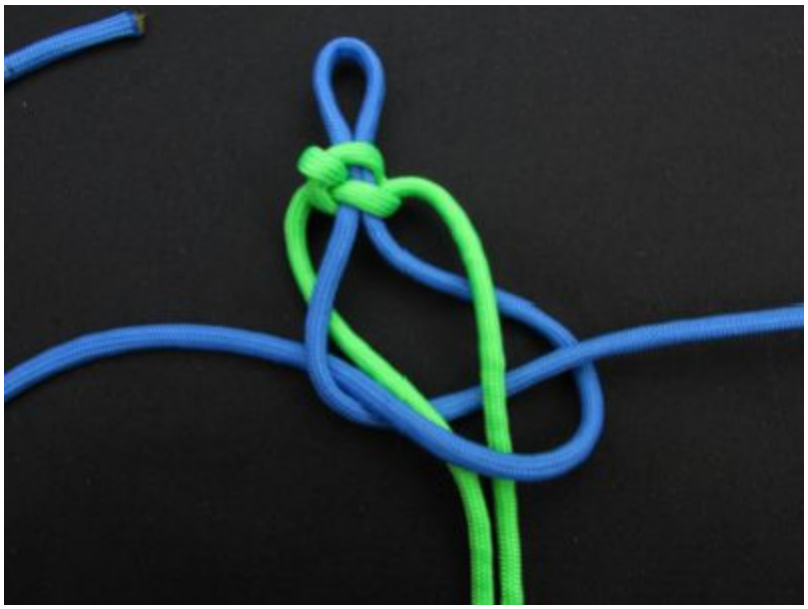


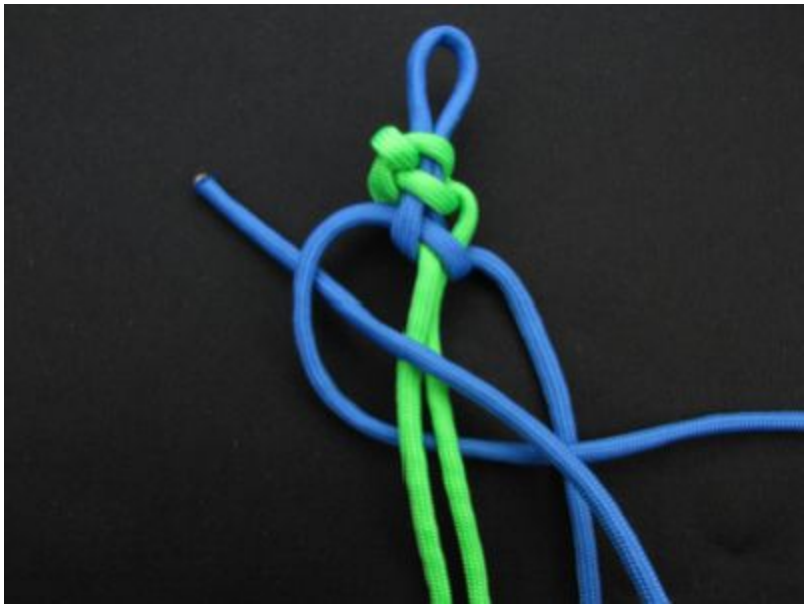


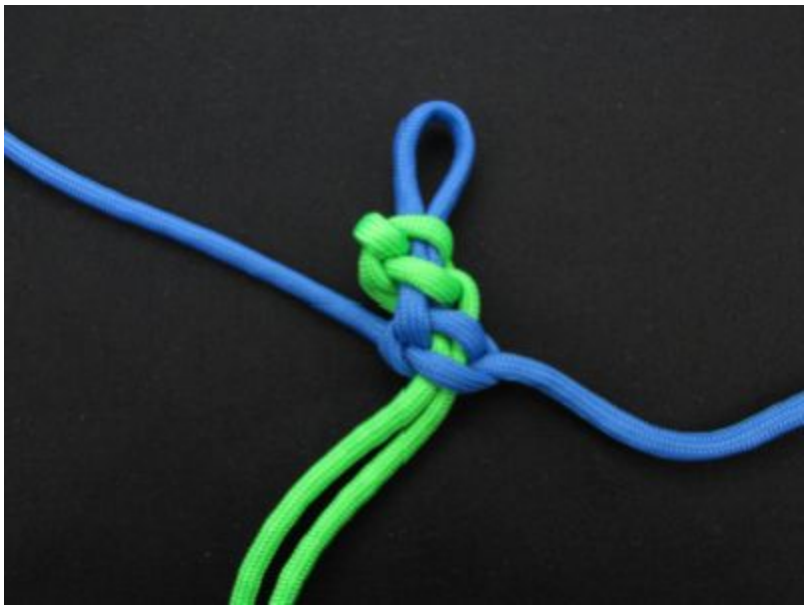




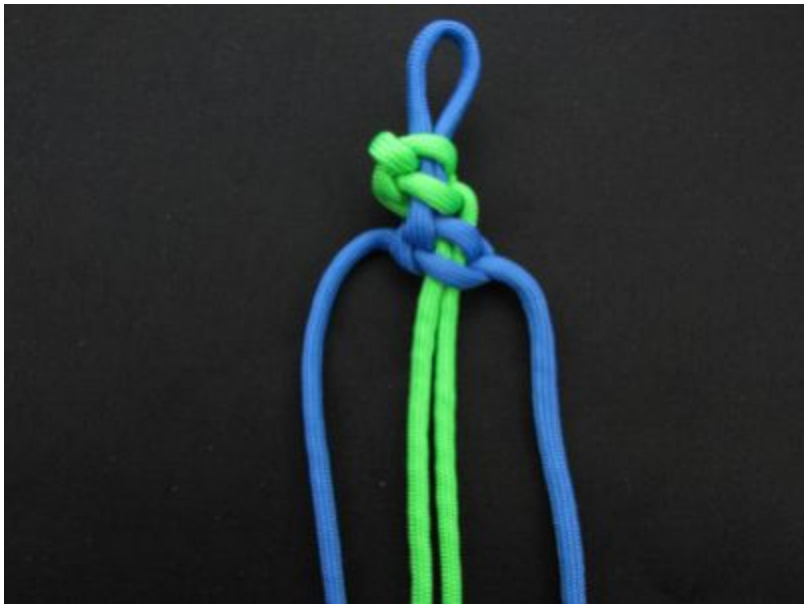
STEP 2
Step 2 consists of making two cobra knots.

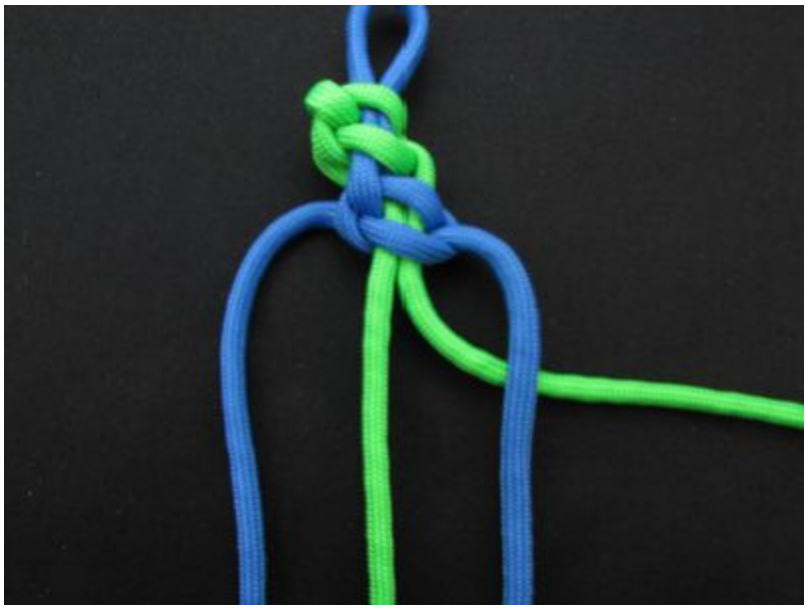


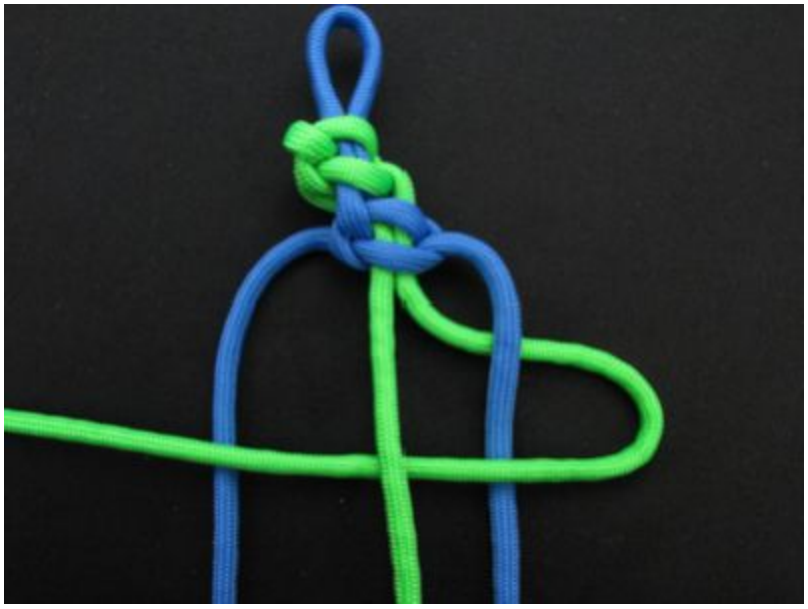


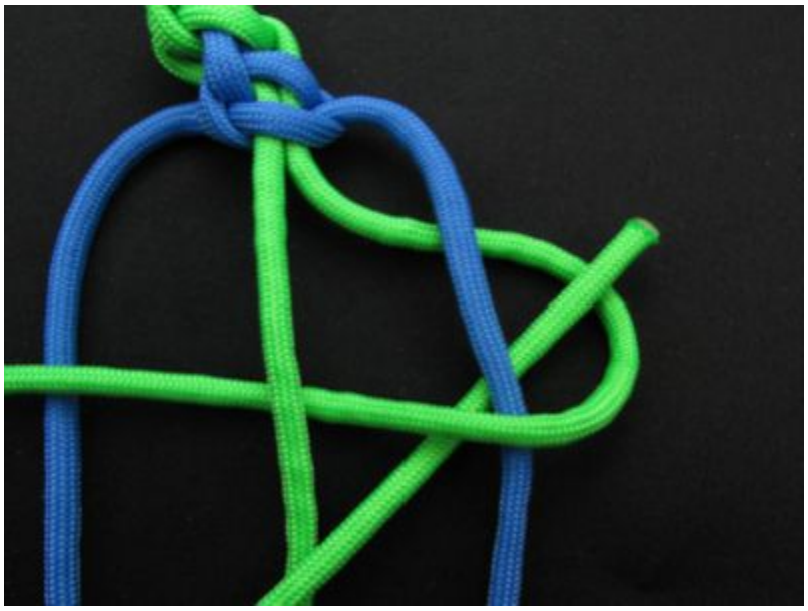


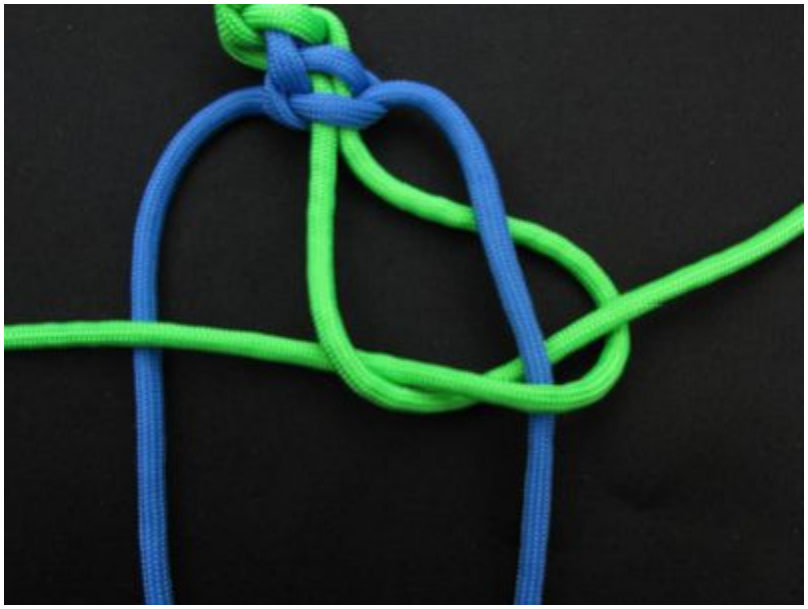
Transition
The transition changes the color of the next knots.

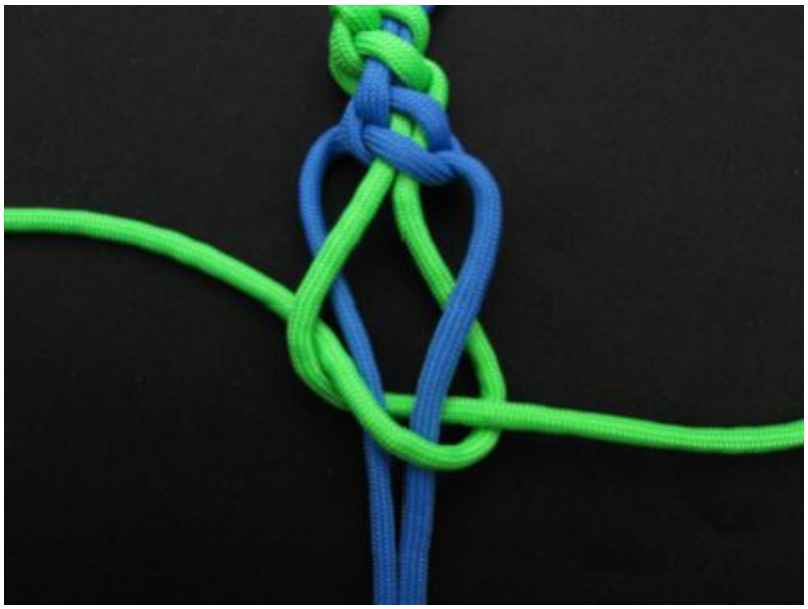












Finishing

The bracelet is finished the same way as any cobra knot variant. This means you simply cut the working ends and melt them.

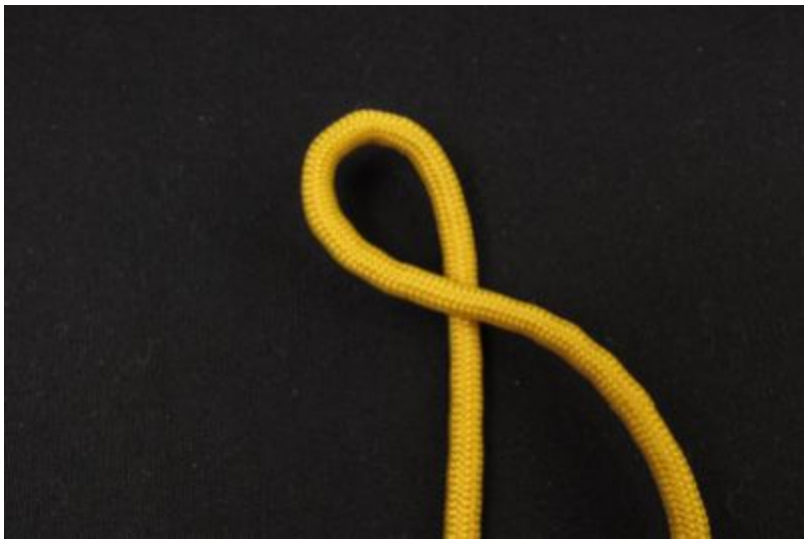
Millipede

Difficulty: easy
Time consumed: short
Cord use: medium
Child friendly: yes

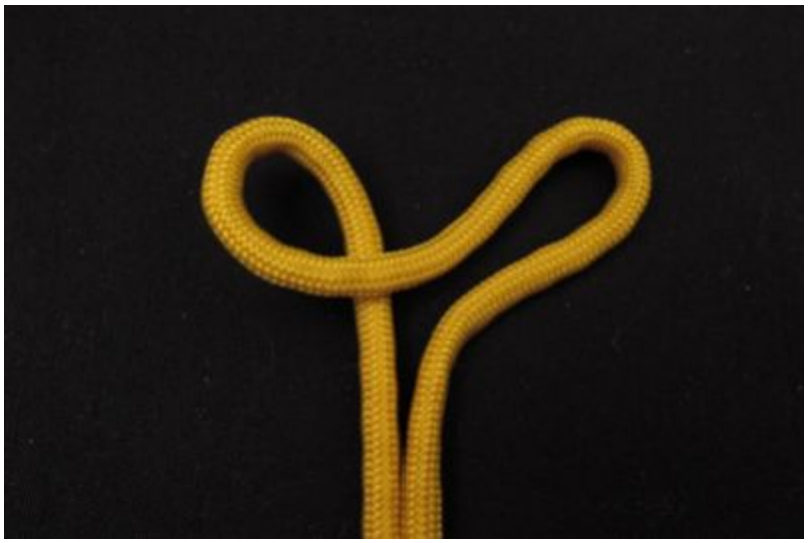
A really easy bracelet to make, it is also designed to be unraveled in a few seconds. It is a quick deploy bracelet.

A brief overview of the process:
Alternate making hitches with two different paracord bracelets.

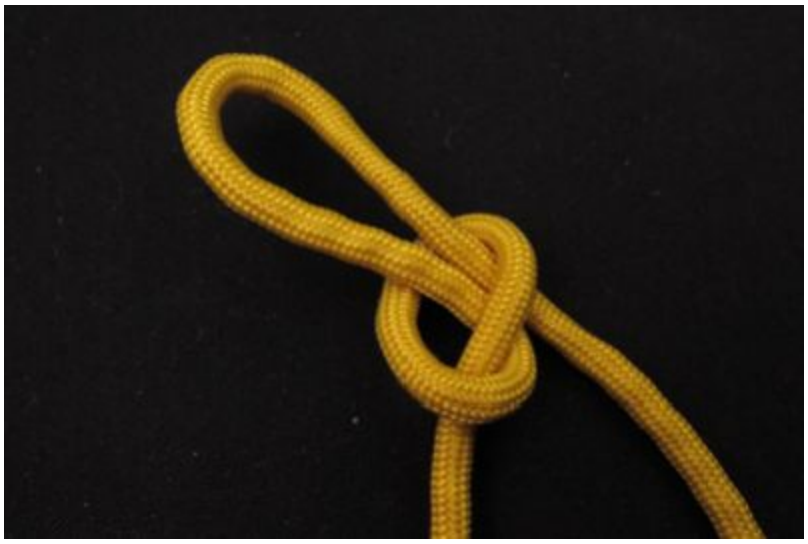
Preparation



Measure enough cord for a lanyard knot (up to a foot). Make a twist.

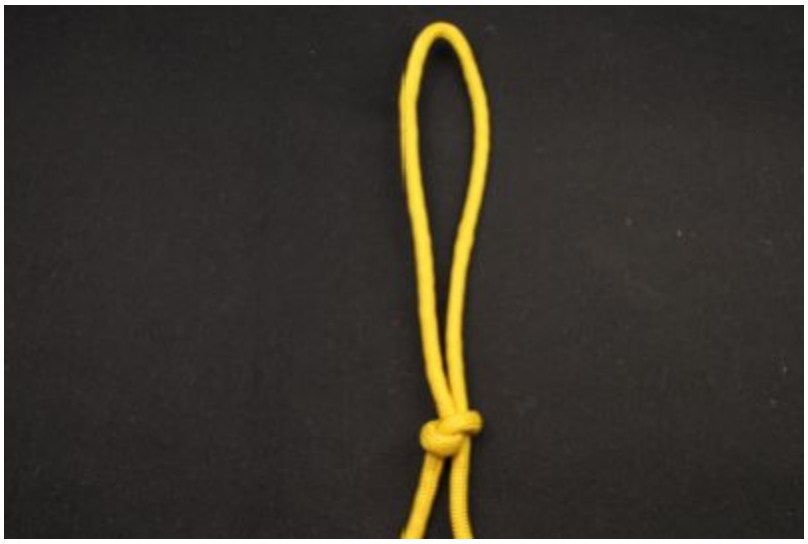


Make a bight next to the twist.



Insert the bight through the back of the twist.

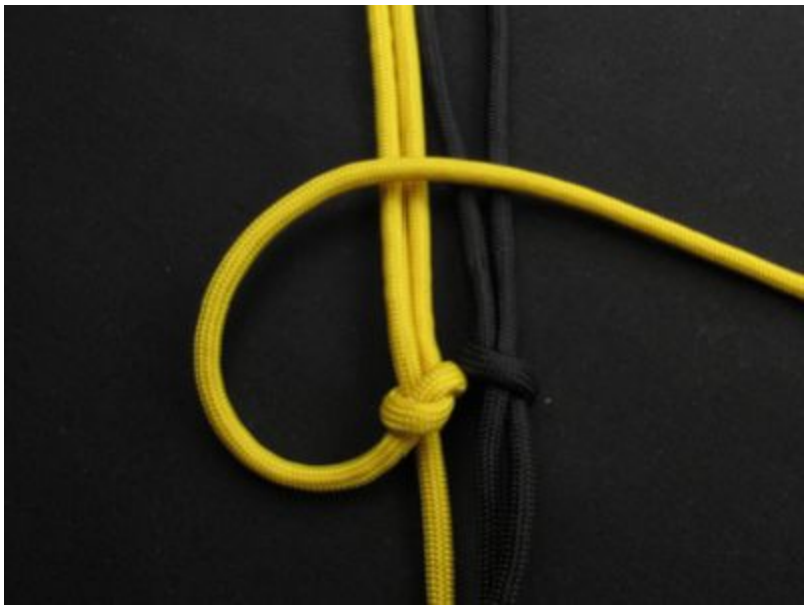
Tighten.

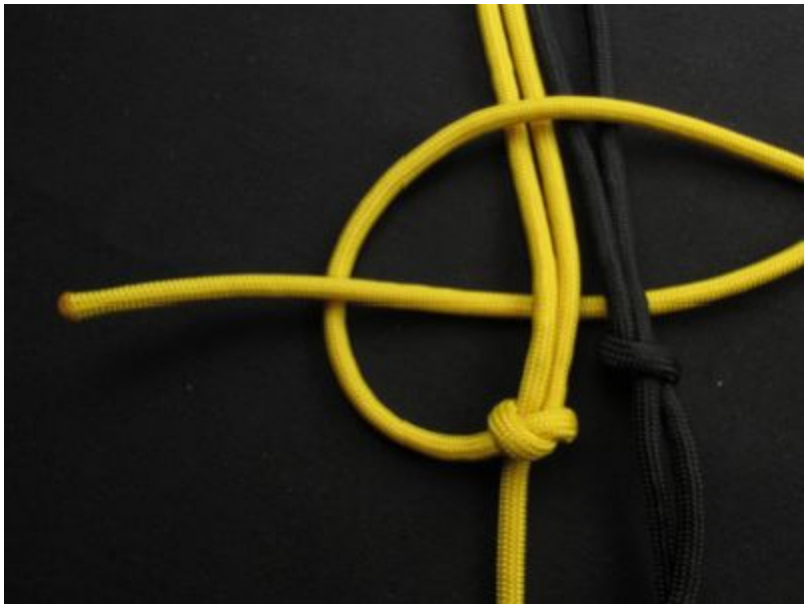


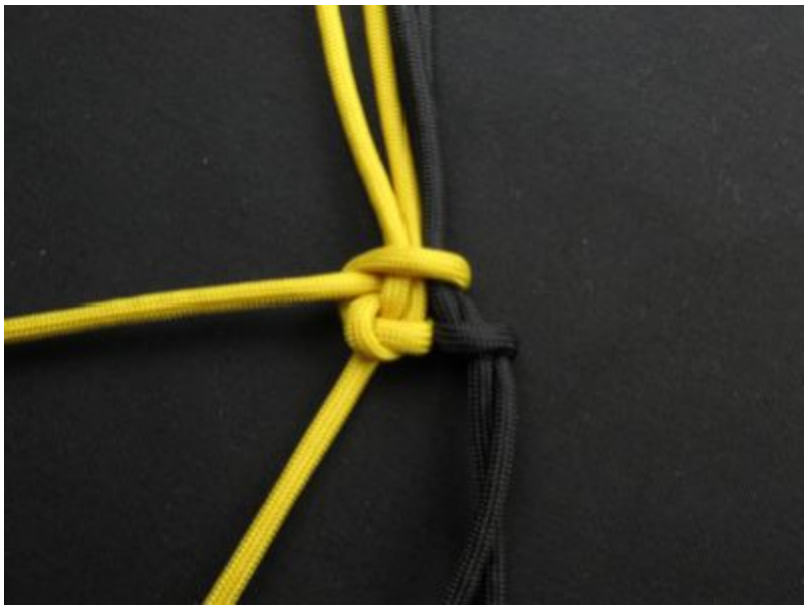
Pull on the loop created to get a length of the bracelet.

Do that with the other cord as well and place them together.

STEP 1
In step one we make a half hitch knot with one cord.

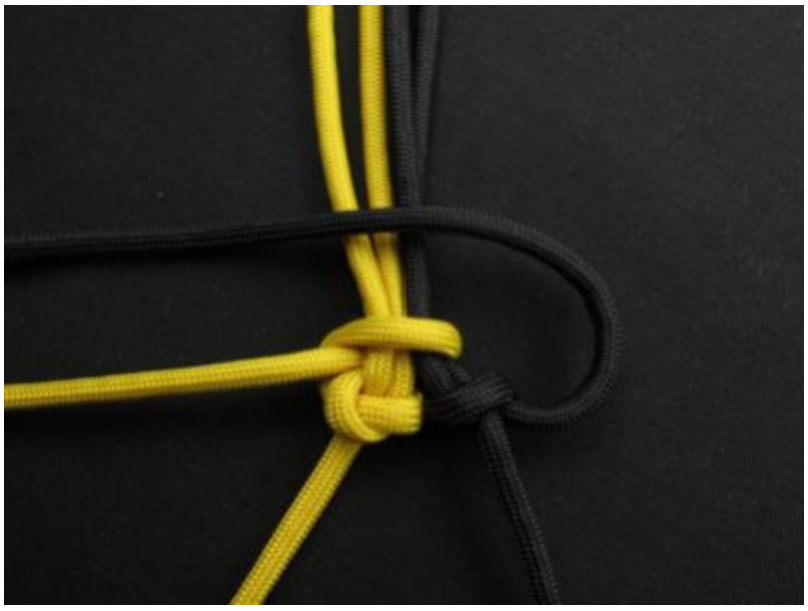


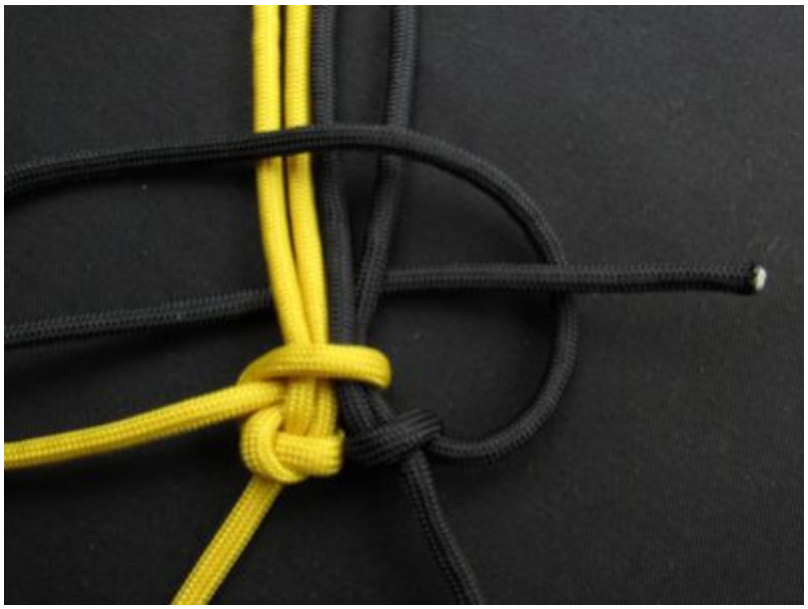


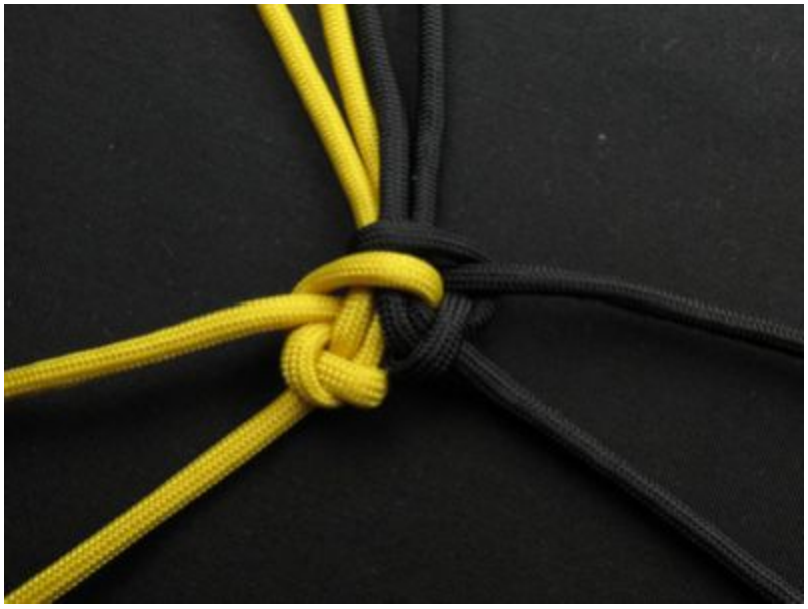


STEP 2

In step two we make a half hitch knot with the other cord.







Finishing

Reach a desired length. Place one loop around the other. Pull the cord on the bottom part of the bracelet. This will tighten the loop.

CHAPTER SIX

Advanced techniques

After the basic bracelet designs were introduced, certain crafters started adding their own techniques. Many were brought in from other bracelet making crafts such as macrame, some were invented for paracord specifically.

In any case advanced ways of decorating bracelets will make your craft a lot more enjoyable as well as more pleasing to the eye.

Do not limit yourself by only making designs through the use of braids, knots and weaving. Experiment, decorate and express yourself. Often you will find something fun and innovative that will appeal to others as well.

In the following segment you will see a few examples of such bracelets.

Laced paracord bracelet

Difficulty: medium
Time consumed: long
Cord use: medium/large
Child friendly: no

Remember the trilobite/ladder rack bracelet we made? Well this is a laced version of it. A laced bracelet is made on the basis of the standard design, but with a cord inserted afterward.

A brief overview of the process:
Make a trilobite bracelet. Get a lacing needle, attach a piece of paracord and follow the process below.

Insert the cord through the weave. Use a lacing needle.

Insert the cord on the other side of the bracelet.
I like to pass a few more weaves at the top, so the lace is more diagonal.

Back to the bottom.

Under the previous lace.

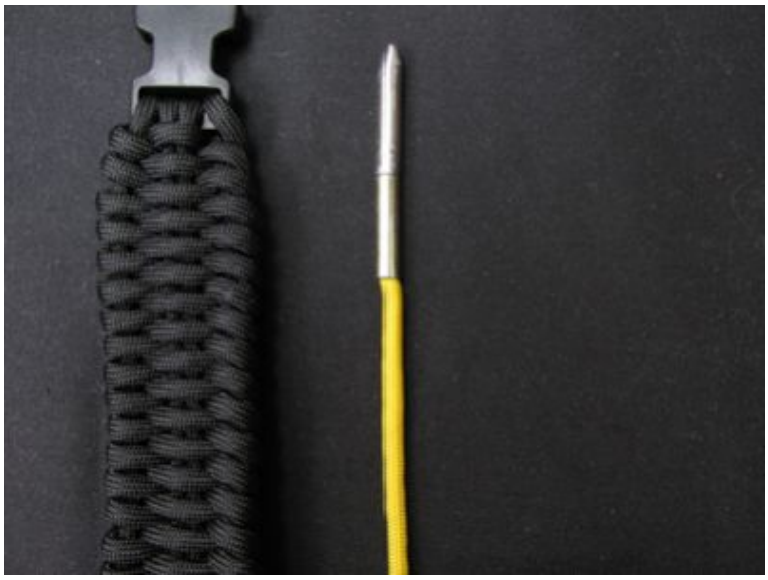
And through the top again.

Zig zag paracord bracelet

Difficulty: medium
Time consumed: long
Cord use: medium/large
Child friendly: no

Another trilobite version, this time made with a different pattern.

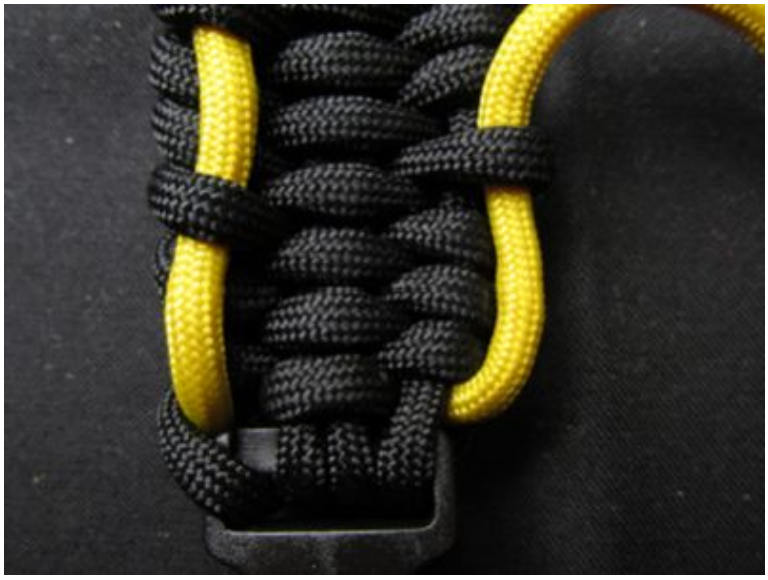
A brief overview of the process:
Make a trilobite bracelet. Get a lacing needle, attach a piece of paracord and follow the process below.



Get a lacing needle and attach your cord.

Insert the cord. I start after the third weave.

Insert the cord every second weave.



Once you reach the end, do the other side.

Insert the cord through the weaves you laced.

Rainbow paracord bracelet

Difficulty: easy
Time consumed: medium
Cord use: medium
Child friendly: yes
This bracelet is made with the most basic paracord bracelet, the cobra bracelet. Small scraps of paracord are inserted to beautify the bracelet.

A brief overview of the process:
Insert small scraps of paracord when making a cobra paracord bracelet.

Make a few knots.

Insert the cord.

Knot over it.

Knot over it from the other side.

Do this several times, then trim the ends and melt them.

Heart paracord bracelet

Another cobra bracelet version. This one includes a heart. No tutorial is deemed needed, the single picture tells all you need to know to make one.

Hint: This is a cobra bracelet (the very first bracelet we featured), with a heart inserted after it was made.

CHAPTER SEVEN

Going beyond

The paracord community is growing every day. In the following sections I will show you which websites and books are worth looking into, as well as give you a few tips on what to try next!

Websites

Paracord guild is a site that features great tips on using paracord. And it looks great!

Instructables is an amazing resource for many things regarding crafts. Although more general, you will find many projects from different contributors on the site.

J.D.Lenzen is probably the biggest authority person on paracord crafts. He runs a Youtube channel called Tying it all together and has authored quite a few books, including two on paracord projects.

Stormdrane's blog is another popular site for paracord fans. David Hopper, who runs the site has posted (still does) creative projects, so it is a site worth taking a look at for inspiration purposes.

The Paracordist(Kevin G. Gagne) runs a fun channel with the same name on Youtube. His website offers some nice tutorials.

Rick Paracord runs an up and coming Youtube channel. It is worth a look!

TiedInKnotz, a website of the paracord craftsman who contributed the bracelet sizing tutorial named Sam R. Scaferri.

Making better bracelets

Through the entire book I have tried to show you little ways in which you can improve your projects. To really get the most out of the craft, getting creative is a must! This book has given you a basis upon which you can build a great talent and even earn some money if you so wish.

Since by now you know how to make at least a few bracelets, you can now include yourself into the projects you make. Bring something new to the world. Mix colors, add beads and charms, use lacing, stitching and anything else that you think might express your style.

As we hear in modern success stories, being unique is the only way to get ahead in the game we call life.

CHAPTER EIGHT

Bracelets for profit

You may decide to start making paracord bracelets for profit.

Sharing your art, as well as being compensated for your time and materials is nothing to look down upon. Who does not like to earn while also doing something fun and productive?

Promotion

When I started with marketing I had no idea about promoting products. Now I would only choose to promote quality products. Why? Believe it or not, but they do most of the work for you! Positive reviews of quality products are shared from person to person through talk, social media, images, you name it, people communicate.

Below I will list a few way in which you can start promoting your products.

Websites

Etsy.com is the largest online marketplace for handmade items. You can find various works of art there and after reading this book, your works will surely belong on it!

Various other craft sites exist. I also strongly suggest you try Fiverr.com.

There are also other websites that allow you to sell your goods such as Amazon or Ebay.

Lastly, I recommend you set up your own site, be it a blog or even a shop where you display your works as well as receive orders.

Social media

Having a lot of exposure is great for getting new customers as well as promoting your products.

The most powerful social media at this moment are:

- Facebook (great for connecting with people, lets you set up your page)
- Twitter
- Google plus
- Pinterest (great for promoting products, because of the visuals)

Besides doing everything online, you may be better suited as an in your face seller!

There are trade fairs all around you,various shows and exhibits, garage sales, malls where you can put up your stand, even at sports games making themed bracelets will get you sales.

You may also try army shops, I even had them offer me deals for my bracelets!

Pricing

When determining prices for your bracelets, you will need to do some research. Firstly, what every business school teaches you, is to find your cost per unit. With that information you can set your price over the costs of making a bracelet. In that case, profit is around the corner.

But how much higher than your costs can you go is another matter entirely. Regular paracord bracelets can reach around 15$ for established brands (some even 25$).

You should consider the following factors:

- how much are your customers willing to pay for your products?
- what are the prices of your competition?
- what is the value received for the money your customers invest?

Remember that consumers are not motivated only by prices when choosing their products. If you offer custom, unique, attractive bracelets, you can easily beat cheaper products of your competition!

Proper methodology

Applying proper methodology to gain an edge over your competition as well as becoming a lucrative and trustworthy merchant you can increase your chances of making sales that matter.

Basic sales concepts

- Clean design
- Beautiful, unique design
- Quality
- Differentiation

I think letting you figure out what I had in mind with those concepts would be quite counterproductive so here are my concepts, explained:

Clean design

Your bracelet should look professionally made. Because it is. You are a professional. Your bracelets have no mistakes. All the loose parts have been straightened out by you during the knotting process, where you made sure the bracelet looks just right.

Beautiful look

Your bracelet is eye catching. From the color selection to the knot design, various knot combinations, accessories and decorative techniques, the bracelets you make are art.

Quality

Not only do your bracelets look clean, but they do not fall apart when you apply a bit of pressure. Make sure you melt the ends well onto the bracelet, make sure the buckles you use do not break. Make a quality product people would like to recommend and show off.

Using quality assurance such as “Made in America”, “made from quality, USA made paracord” and similar warranties does give more perceived value to your customers.

Being different

Never fight on equal terms. You may or may not have competition, but if you are just starting out, making generic, boring bracelets using the beginner knots every boyscout knows will not get you into the Fortune 100 list. Feel free to create your bracelets and make them unique, with a touch of you.

Supplies

Finding and using quality supplies will get you further than using poor quality paracord and other items. If you would like to save money on inventory, then try buying in bulk. Try out different suppliers and deal with the best ones.

Paracord

Use proper, quality paracord. You can use use the Made in America pitch on original paracord, as well as other tags to improve your brand strength as well as price.

Buy wholesale.

Jigs

Bracelet jigs really make your life easier and vastly decrease bracelet building time. You should have one if you are serious about starting to sell paracord bracelets.

You can make a bracelet jig at home or just buy one online.

Buckles

The best paracord bracelets come with metal buckles or even better, adjustable metal shackles, that let you adjust the length of your bracelet. With these you can be sure that your bracelets will fit most people. Standardization is a big deal, because you do not have to make different length bracelets to fit different wrists!

Conclusion

Did you find this book useful? If so, please review it!

If you would like to connect with me and the many creative paracord enthusiasts, as well as me visit paracordguild.com, an ever growing community of paracord crafters, survivalists and artists.

I wish you happy crafting and many beautiful bracelets!

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