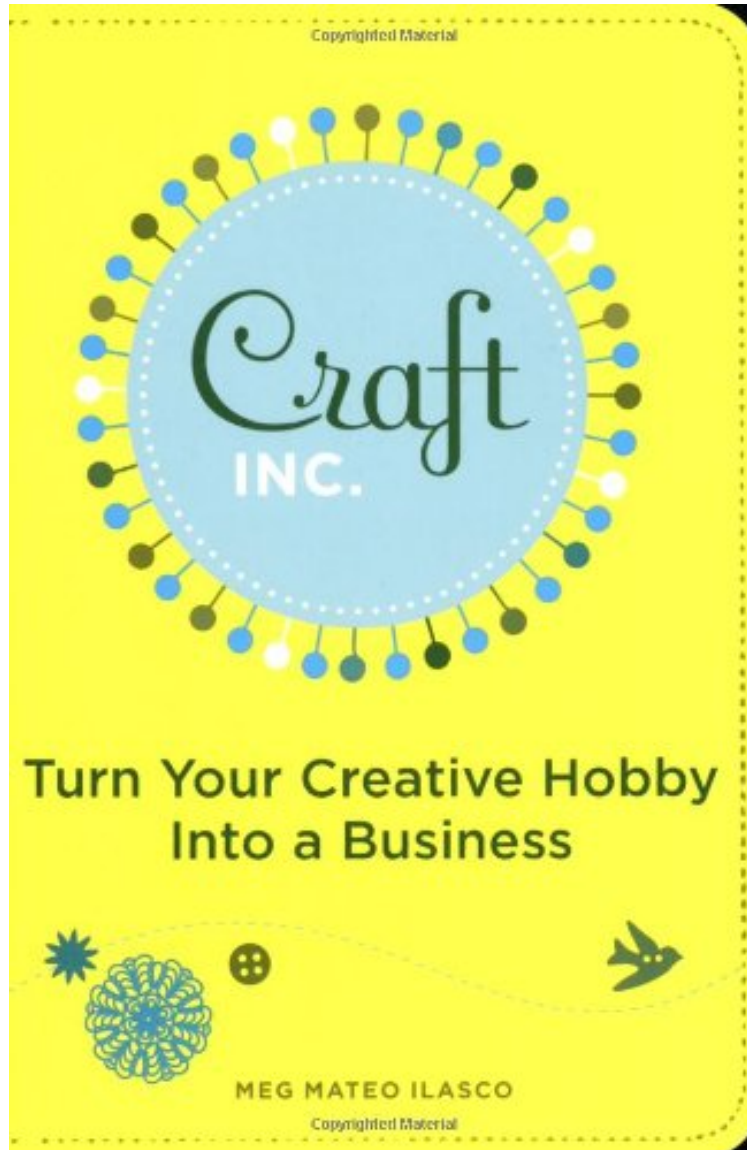


(Free download) Craft, Inc.: Turn Your Creative Hobby into a Business

## Craft, Inc.: Turn Your Creative Hobby into a Business

*Meg Mateo Ilasco*

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**Meg Mateo Ilasco : Craft, Inc.: Turn Your Creative Hobby into a Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Craft, Inc.: Turn Your Creative Hobby into a Business:

3 of 3 people found the following review helpful. Good as a starting point, but not as a thorough resourceBy bigbaosYears ago, I wanted to read this when it came out. But, I only finally purchased it because I got my hands on the Craft, Inc. business planner, which is meant to be used with the book.I'm glad I didn't get it when I really wanted it years ago. I had been expecting it to be more bountiful with real business information, but this book is truly just a

general starting point for those who are considering which path they'd like to take for starting a creative business. The problem with this book is that it's trying to cover a lot of ground without specifying a certain audience. It seems to me that it's for \*anyone\* who is going into \*any\* sort of creative business. The information it provides is very basic business plans, naming, market research, buying equipment each take up less than four or five paragraphs. The specifics in the book come in the form of interviews of and tips from people who have already started businesses. They range from bloggers, jewelry designers, quilters. Again, it's a pretty wide range here. If the interviewees happen to be a good model for what you're planning, great. But otherwise, it's pretty irrelevant. Keep in mind, too, that not all of the interviewees provide real business advice. One scarf-making business was asked how she keeps her products proprietary. The answer was her naturally awkward crochet style that nobody can imitate. Sorry, that's not a real business solution. Many of the chapters in the book I just skimmed. The first two, maybe three, chapters were useless. They were concerned with your commitment to your hobby, whether you were ready to go into business, and your personal creative style. These chapters were fluff, set up more like a quiz in a magazine, and not at all like a business book. The section that I did find helpful was Marketing Publicity Strategies, which had some solid tips. I personally am not knowledgeable about marketing, but a savvy reader might still find this section very basic. It provides only ideas, not methodologies. Bottom line: This book is good as a starting point, and it would be relevant to you if you're starting out and not sure what your options are. However, if you already have a head for business or have some specific concerns, skip it all together.

0 of 0 people found the following review helpful. Helpful Practical Tips to Get Started in Crafting Your Business By Kendra Kett This is a great book to help artists and crafters understand what is needed to launch their creativity into a full-fledged business. Everything is covered from copyrighting and trademarking to marketing to forming a business to branding and even office supplies. There is also a very thorough and helpful section on maneuvering trade shows, cold calling, and internet presence for the start-up business. I found in launching my own creative business that the best way to use this book was in chunks and chapters as I went along in the establishment of my business, rather than reading it start to finish. I used this as a reference guide more than anything. An added plus: The design of the book makes this a pleasure to read and the size of it makes it great to carry in a tote or backpack for on-the-go meetings.

0 of 0 people found the following review helpful. Easy Read--Concise but Still Very Helpful By Bonnie V 1210 First, I borrowed this from the public library. But I flagged so many pages to take notes on, I decided it was best to buy it, instead. Great summary of info with just enough detail to help you understand and take your next step, step by step. Practical and easy to read and understand without having an MBA--written for us regular people. No rambling on about anything, straight to the point info you can use right away. The only reason I didn't give it 5 stars was that it is copyrighted 2007--just before the big economic crisis; I would have liked to have some info tailored to that. But still loads of helpful ideas and the steps to success should be the same.

Craft, Inc. is the hipster business primer for entrepreneurial crafters to turn what they do for fun into what they do for money. Pro crafter Meg Mateo Ilasco offers a step-by-step guide to everything from developing products and naming the company to writing a business plan, applying for licenses, and paying taxes. Chapters on sales, marketing, trade shows, and publicity round out the mix. Plus, in-depth interviews with such craft luminaries as Jonathan Adler, Lotta Jansdotter, Denyse Schmidt, and Jill Bliss provide inspiration and practical advice. Accessible, informative, and more than a little spunky, Craft, Inc. paves the way for today's creative minds to become tomorrow's trendsetters.

About the Author Meg Mateo Ilasco is a designer, writer, and illustrator based in the San Francisco Bay Area. She was in grad school when she started designing wedding invitations for extra money, but the demand for her distinctive designs was so great that she eventually made the business full-time. Her company then expanded into stationery and accessories, and was featured on NBC's Today and in publications such as The Knot and Islands: Weddings and Honeymoons. She has since sold that business and is launching an eponymous housewares and gift company, Mateo Ilasco ([www.mateoilasco.com](http://www.mateoilasco.com)). Meg is the author of You Can Wear It Again and The Space Planner, both published by Chronicle Books.