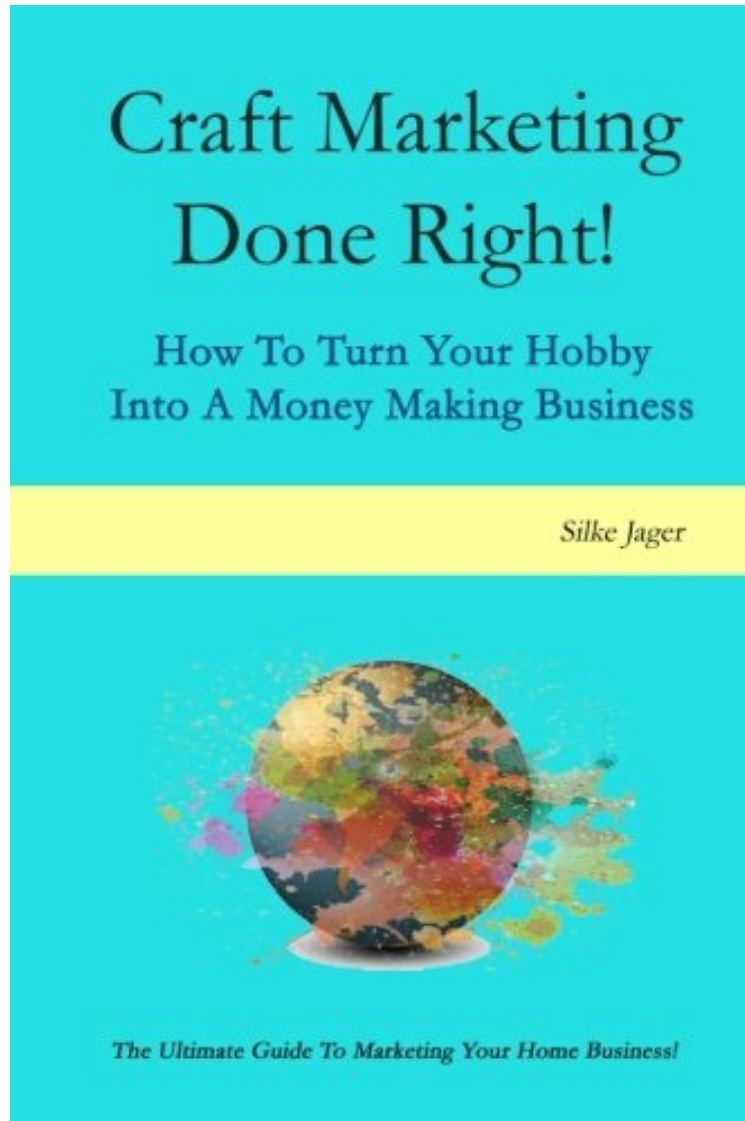


(Download pdf) Craft Marketing Done Right!: How To Turn Your Hobby Into A Money Making Business

Craft Marketing Done Right!: How To Turn Your Hobby Into A Money Making Business

Silke Jager

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Silke Jager : Craft Marketing Done Right!: How To Turn Your Hobby Into A Money Making Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Craft Marketing Done Right!: How To Turn Your Hobby Into A Money Making Business:

1 of 1 people found the following review helpful. Great read with lots of info!By Jessie CableIt can sometimes be a daunting task thinking about what's involved when you think about the move from a hobby to actually turning it into a

small business. After starting the book, you are shown you can do it step by step and it really isn't that difficult. The book breaks it down and simplifies it all for you. There is a checklist after each chapter and a place where you can write notes or questions for later which I really like and use. I keep the book in my carry bag and refer to it often. It's been a great help to me!

0 of 0 people found the following review helpful. Four Stars
By cheri linkhorst
good starter book. gives you the basics of starting your craft marketing experience

0 of 0 people found the following review helpful. A great book full of valuable information
By Jeffrey D. Meland
A great book full of valuable information. There's a lot to learn about marketing and this book focuses on marketing for crafters.

Craft Marketing Done Right! is a comprehensive marketing book for artist, craft makers, hobbyists and small business owners. This book will help you understand the process of building a home based business and teach online, as well as offline marketing strategies. It is filled with up to date details on every aspect of a home business:

- Starting with ideas and planning
- Setting up a legal home business
- Tips for writing a business plan
- Pricing products for profit
- Photography tips
- How to use social media
- Creating a global web presence
- Useful and practical marketing ideas
- Engaging customers and staying in touch

Silke Jager will be teaching you everything you need to know about marketing your small business, making a positive impact on your sales and how best to connect with your customers before and after a sale. Start, manage, and market a successful home based business selling art, craft items, or any other type of products. This instructional and easy to read guide also includes end of chapter checklists and online resources to related blogs websites. "The only book you will ever need to help take your craft from a hobby to a business. I really enjoyed the book and I will keep it with me for referral at all times. I am already referring to it ;)" - Jessie Cable, Bottles Be Glowing Store Owner on Etsy

A companion website to accompany the book is also available. It offers extra features and free downloads, please take a look by visiting: JagerWebDesign.com

"If you are interested at all in selling your crafts or turning a hobby into a business, this book is for you." - Jeff Meland, Marketing Expert

From the Author
Writing this book has been on my mind for several years now. It started out with an idea after a customer asked me "Why don't you write a book about this marketing stuff? You know a lot about it and you explain it well.". Easier said than done, I thought. After the children moved out, my husband and I downsized our belongings and moved to South Carolina. Finding myself with some extra time on my hands and having co-authored a crafting book the year before, I figured I was finally ready to write my marketing book. In the past two years I have received many questions from fellow craft makers and decided to provide the information with them in mind. The outline of the Craft Marketing Done Right! book was written in January while we were house sitting in Belize. It took another nine months to complete the project and release the final version. At times I was getting a little frustrated with this project, researching, writing, and re-writing the chapters until I was satisfied with the outcome. I believe I stayed true to my original intent to provide the information in an easy and straight forward manner. In the end only you can be the judge of that.

From the Back Cover
Do you need help marketing your home business? This comprehensive marketing book for artists, craft makers and hobbyists will help you understand the process of building a profitable small business. You will learn how to price for profit, make a positive impact on your sales locally and online, create a global web presence, and stay connected with your customers. Everything you need to know about successfully marketing your products and building a money making business! Every aspect is covered in this useful, instructional and easy to understand marketing guide. You will be referring back to this book time and time again!