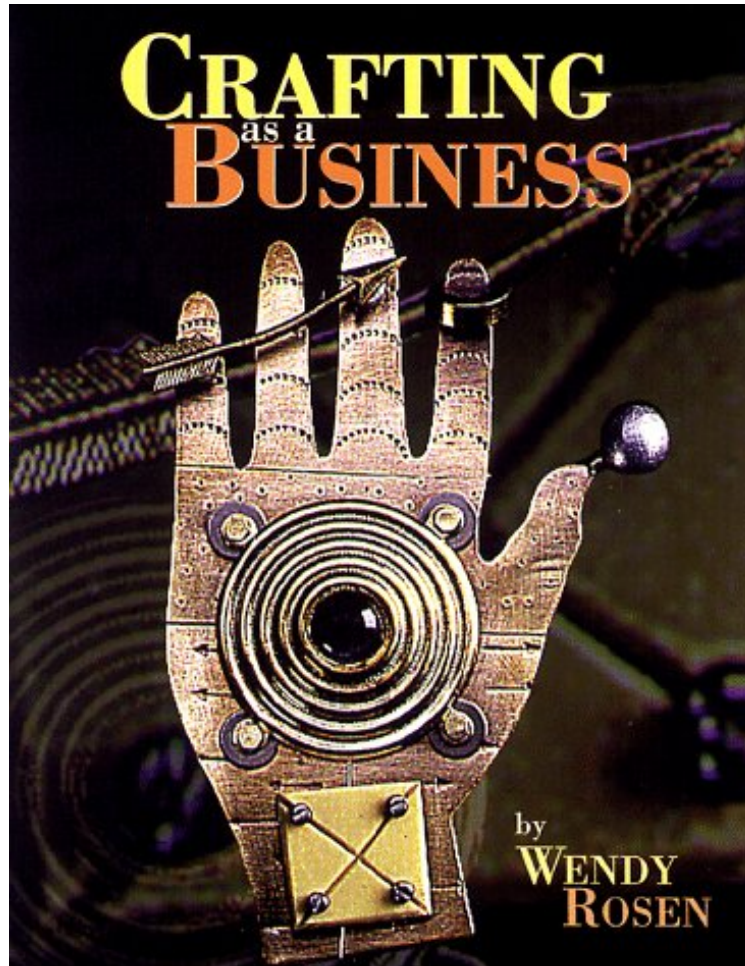


(Read free ebook) Crafting As A Business

Crafting As A Business

Wendy Rosen

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#1250492 in Books 1998-12-31 Original language: English PDF # 1 .65 x 8.30 x 10.031, #File Name: 0806985534256 pages Crafting as a business answers all the questions both amateur and professional craftspersons have been asking for years. This is a must have for anyone interested in turning their hobby into a successful business. | File size: 36.Mb

Wendy Rosen : Crafting As A Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crafting As A Business:

21 of 21 people found the following review helpful. Good book By A Customer Although I've yet to find one book that provides "the" tell-all on the business of crafts, this is a classy book, informative, well done, excellent photos, good feel and thus easy to read -- with business forms examples and real-life crafter commentaries. If I recommended a better book to learn about the business of crafts, this would be one title. I believe the key to preparing for your first experience as a professional crafter is to read as many titles on the subject as you can, hoping each will provide one piece of the puzzle -- never getting the whole story -- until eventually -- collectively -- they all come together and make sense (wow, there's a lot of fluff out there). Supplemental reading of general business, finance and other titles

will give you the whole picture on the "business" of crafts that you need. Also, check out the National Crafts Association website, craft marketing trade magazines and other trade organization sites. 1 of 1 people found the following review helpful. Four Stars By ARTok17 of 18 people found the following review helpful. Great Addition to Any Craft Industry Resource Library By Tonya Caudle If you are thinking or have started a business in the craft industry, this is a must have resource! Accented with advice from successful craft professionals, it features very comprehensive information on networking, your business image, working with galleries (just to name a few). Ms. Rosen does cover one topic in depth that most barely hit on: Family Business. This chapter goes into great detail on your family and how your business impacts that area of your life (and vice versa). However, this book doesn't stand alone as THE resource to get started (and one book should never be, in my opinion) but is a great addition and must have as you build your knowledge on the craft industry.

Turn your hobby into a profitable business. This oversize, all-color reference by the creator of the National Buyers Markets of American Crafts and publisher of American Style is filled with firsthand success stories, and dozens of practical worksheets. See how to develop and design your product, outline business plans, deal with copyright, find your likely customer, price correctly, interpret trends, and create publicity.

.com Author Wendy Rosen, the publisher of American Style magazine, sees *Crafting As a Business* as a "network of mentors." Packed with sidebars that feature invaluable tips from a variety of successful crafters, this guide offers dozens of terrific worksheets and checklists and a plethora of sound advice. The 70-plus pages of crafts resources at the end of the book list names and addresses of educational opportunities, suppliers, shows and fairs, and much more. Better designed than many of the text-heavy books on this subject, *Crafting As a Business* is perhaps the most thorough and easily digested guide on this wide-ranging topic.