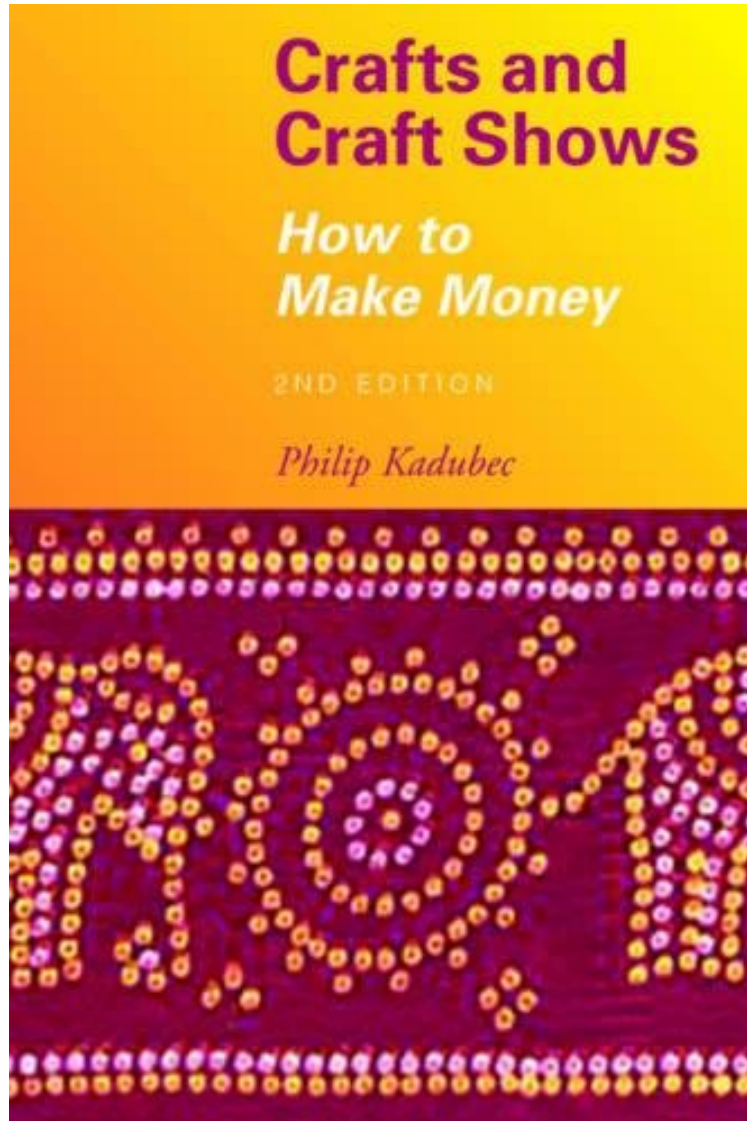


[Free] Crafts and Craft Shows: How to Make Money

## Crafts and Craft Shows: How to Make Money

*Philip Kadubec*

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**Philip Kadubec : Crafts and Craft Shows: How to Make Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised Crafts and Craft Shows: How to Make Money:

0 of 0 people found the following review helpful. A must read for Crafters that want to make a living doing it full-time By R. Williams I wish I had found this book sooner. It is filled with incredible insight into the craft show circuit. The original edition was published in 2000 and updated in 2007. I found that most of the content is from the original edition and that's great. The updates aren't nearly as useful as the original gems of wisdom laid out throughout the book. It covers practically every aspect of the craft show business model. The writing style makes it easy and enjoyable

reading..Well worth the purchase price! Enjoy!0 of 0 people found the following review helpful. Five StarsBy Sunset Bay PartnersGreat publications0 of 0 people found the following review helpful. This was a nice little book that had a lot of good tips ...By Raymond ZThis was a nice little book that had a lot of good tips for getting my dog treat business off the ground via Craft Shows and Flea Markets.

Craftspeople and hobbyists will welcome this new edition of a popular book. Comprehensive and indispensable, *Crafts and Crafts Shows* gives advice on everything needed to succeed in the craft-show marketplace. Easy-to-follow instructions make it a snap to select the best shows to attend, create an appealing booth, and offer good customer service. Each chapter in the top-selling guidebook has been completely updated to reflect recent changes in the craft world and the book includes new information on branding, creating products that can compete in today's marketplace, selling on the Internet, and taking promotional photos, as well as creating new marketing strategies for pricing and moving merchandise. Easy to read, full of practical wisdom and entertaining stories Up-to-the-minute information on internet marketing and branding Proven advice14,000 copies of the first edition sold!Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

From Library JournalFor many crafters, the proliferation of craft shows presents an opportunity to do enjoyable work while making money. However, the craft business is like any other small business, with all the pitfalls. Kadubec, who with his wife ran a successful business selling baskets at shows for several years, here gives us the benefit of his experience. In the chatty, anecdotal style usual in this type of guide, he emphasizes good business practice as it relates to dealing with customers, pricing, and presentation in the show booth. There is a lot of behind-the-scenes information about applying to shows and dealing with promoters. For its realistic picture of today's craft business, this is an excellent selection for public libraries. Copyright 2001 Reed Business Information, Inc. ...With these veterans expertise, you too can score big in the arts and crafts arena. -- Fran and Jim Seeley, *Lord Jim Handmade Jewelry*A real time saver in learning the ins and outs of successful product presentation and sales from a seasoned professional. -- Nancy Kaestner, watercoloristFrom the Inside FlapCraftspeople, hobbyists, and crafts-related businesses will find this a thorough and entertaining guide to selling in today's booming craft show marketplace. Veteran crafter Phil Kadubec clearly outlines the marketing strategies needed to attain the profit and satisfaction that crafting can bring. Drawing on the authors extensive experience as a crafter, this book explains how to tackle business issues, create products that sell, be personable to customers, and streamline the craft show set up/tear down process to establish a solid, profitable business. *Crafts and Craft Shows* outlines proven methods for success in: Marketing yourself and your product Pricing your product Conducting business Selecting the best shows to attend Promoting crafts effectively Making your booth appealing Treating your customers well Expanding into mail-order Selling on the Internet Straightforward language and easy-to-follow instructions make this the essential business companion for craft show success.