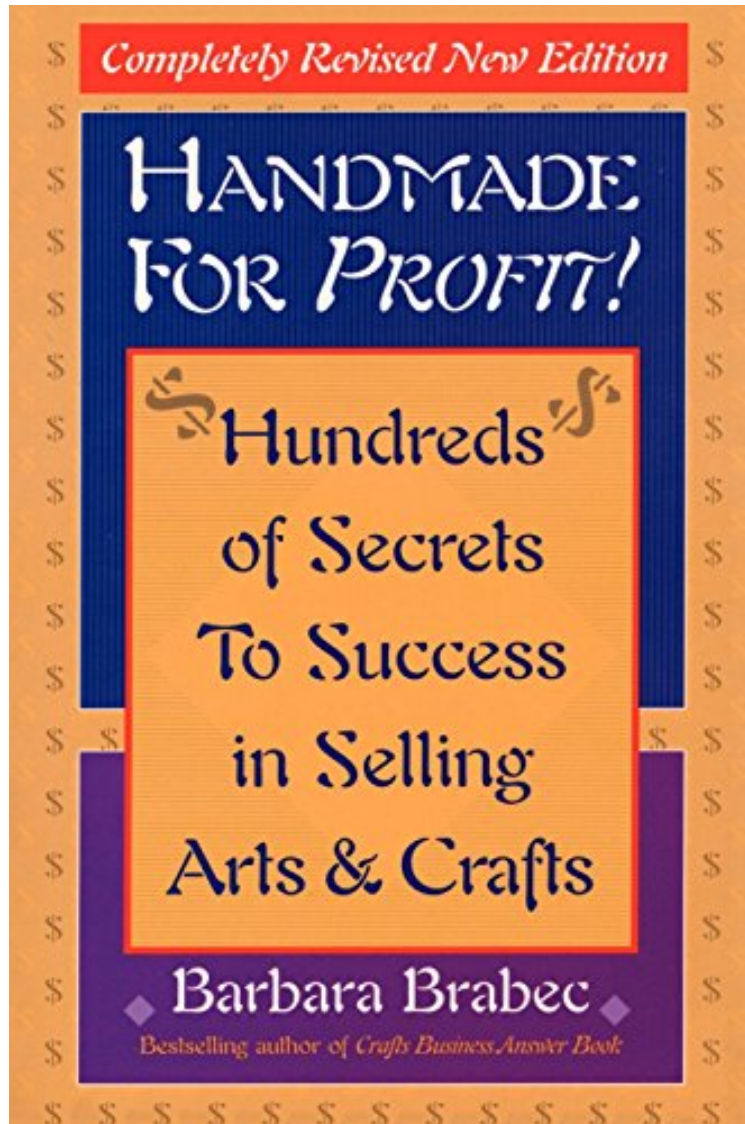


Handmade for Profit!: Hundreds of Secrets to Success in Selling Arts Crafts

Barbara Brabec

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Barbara Brabec : Handmade for Profit!: Hundreds of Secrets to Success in Selling Arts Crafts before purchasing it in order to gage whether or not it would be worth my time, and all praised Handmade for Profit!: Hundreds of Secrets to Success in Selling Arts Crafts:

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Through her books, articles, and periodicals, Barbara Brabec has been showing people how to profit from their creative talents and know-how for over twenty-five years.

.com "The first step to building a profitable crafts enterprise at home," declares noted crafts-business expert Barbara Brabec, "is to think of it as a business, not a hobby ... whether your annual income goal is \$500 or \$50,000." Handmade for Profit explains clearly how to do just that, with coverage of 16 different retail markets, including fairs and shows, shops and galleries, and Internet and catalog sales. All of the other necessary basics are presented as well, from building confidence, developing your product line, and setting prices, to creating a printed professional image with brochures, business cards, labels, and more. Of particular interest is the final chapter, which details precisely how to turn your hobby into a successful business.From Library JournalBrabec and Platt are both successful craft authors with a wealth of business experience to share with those who are just starting out. Although their product lines are somewhat different, the business methods covered in both books are essentially the same, with particular attention paid to selling at shows, malls, and individual shops. Both authors combine a chatty style full of personal anecdotes with practical, down-to-earth advice about production, marketing, and legal considerations. Persons wanting to go into business and those already selling should read both books, and more, to have a realistic picture of the requirements for a successful craft business. Both titles are recommended.Copyright 1996 Reed Business Information, Inc. Hundreds of secrets to success in selling arts and crafts will appeal to a wide range of artists; from hobbyists to dedicated art students seeking introductions on how to sell. From insider's tips on being wary of certain types of display shows to personal biographical insights on how a crafts person succeeded, this is essential reading for any involving in selling homemade productions. -- Midwest Book