



these issues. I still would highly recommend for anyone starting a business who has little to no business experience like we do (people working in the IT and Communication fields).6 of 6 people found the following review helpful. Craft businessBy P. A. LaddVery helpful hints and ideas about starting your own craft business. Easy to understand and put into practice.Would recommend to family and friends if they are interested in getting paid for their talents.5 of 5 people found the following review helpful. Great bookBy Mary WallThis is an excellent book. It has a lot of good information. This book covers everything you need to know about starting out selling your own crafted products.

Business advice for enterprising crafters, by crafters No one knows more about helping handmade businesses than Hello Craft, the nonprofit trade association for crafty entrepreneurs. Written by the directors of Hello Craft, *Handmade to Sell* is the most complete, up-to-date, and authoritative guide for DIYers seeking to learn every aspect of selling, marketing, and branding. Based on the Summit of Awesome, Hello Crafts annual business conference, this book covers topics including: Developing successful product lines Copyrights and trademarks Taking perfect product shots Using analytics to boost your online sales Selling at fairs, shows, and other retail outlets Diversifying income through licensing and teaching Hiring and outsourcing Throughout, you'll find expert tips and invaluable strategies and advice from some of the most successful indie crafters and artisans. Whether you've only contemplated selling your crafts or want to grow an existing handmade business, *Handmade to Sell* offers essential guidance for anyone who has ever dreamed of making a living from what they create.

"If you're a crafter who's dreaming of quitting your day job, this book will provide you the necessary know-how. Hello Craft is a non-profit trade association dedicated to crafters and the handmade movement, and their insider knowledge makes them a natural (and adorable) guide to its nuances." --BUST Magazine"Once you have a business plan in place, how do you DO a business?...This book demystifies the art of pricing, branding, and photographing your work; helps you understand tricky concepts like copyright and taxes; and prepares you to sell in face-to-face venues (like fairs) and online." --Bead and Button MagazineAbout the AuthorKELLY RAND is a cofounder and executive director of Hello Craft, a director of the Summit of Awesome, a Crafty Bastards organizer, and coeditor of *CraftingaGreenWorld.com*. CHRISTINE ERNEST is Hello Crafts communications director. SARA DICK is the CEO of Hello Craft and a director of the Crafty Bastards arts fair. KIMBERLY DORN is a cofounder of Crafty Bastards and Handmade Mart.