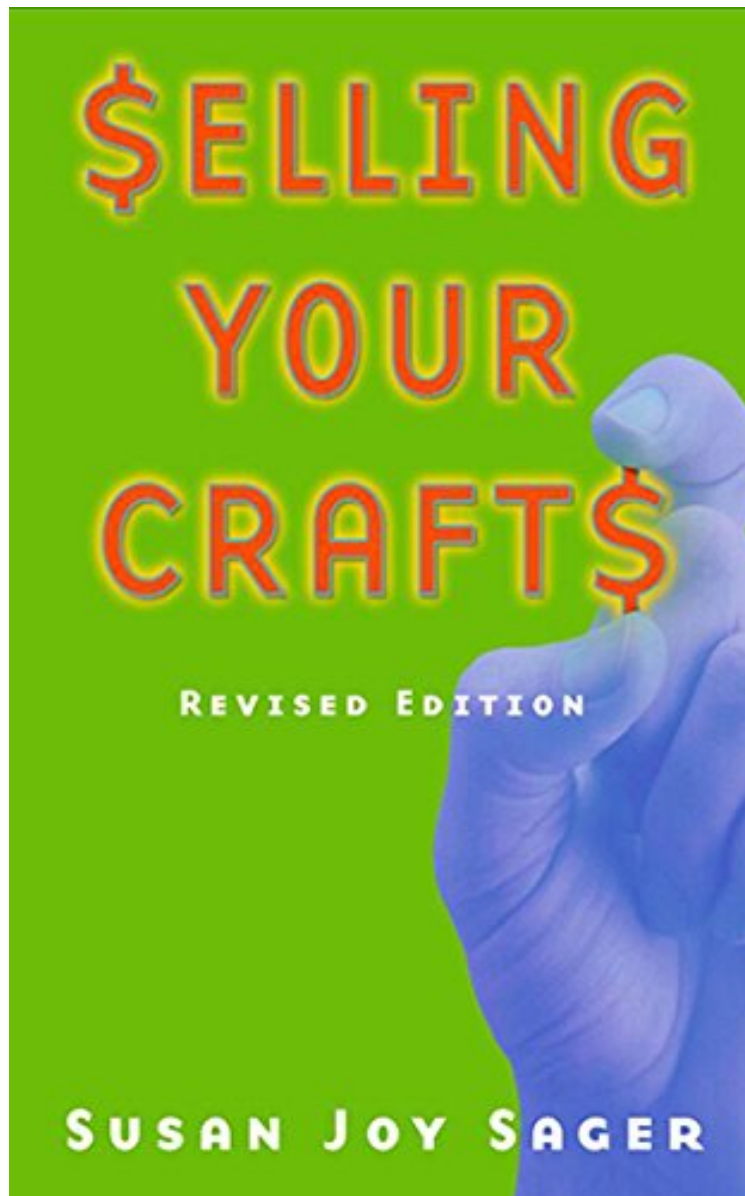


(Pdf free) Selling Your Crafts: Revised Edition

## Selling Your Crafts: Revised Edition

*Susan Joy Sager*

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**Susan Joy Sager : Selling Your Crafts: Revised Edition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Your Crafts: Revised Edition:

17 of 18 people found the following review helpful. Gets to the point  
By Cassie  
This book is great for the crafter with little to no business experience. Not only does it tell you how to get your product out there, but it tells you how to run your craft business. This book includes sample forms for the upstart entrepreneur and delves somewhat into internet

presence. An excellent resource for any crafter interested in selling. 0 of 0 people found the following review helpful.  
Simply Cover But ...By Mary LotusFor such a simple cover this little book is packed with need to know information.  
I'm very glad I bought it.

Drawing upon profiles of established artisans and the helpful insights of small-business entrepreneurs, this unique guide not only gives tactics for promoting and marketing crafts, but also provides the necessary forms for getting a business up and running. The book details how to network effectively and build a customer base, listing organizations, business associations, and crafts publications that offer further sources of information. Filled with easy-to-understand examples and sample forms and contracts, this book provides the essential tools for prospering in the crafts business, as well as the resources needed to keep savvy as business grows.

Such thorough coverage with up-to-date information, and all in one concise, easy-to-understand format in relation to selling crafts. -- Sandy Blain, Director, Arrowmont School of Arts and Crafts  
From the Back Cover  
Craftspeople, hobbyists, students, teachers, and crafts dealers will find this an authoritative and thorough source of information on selling in today's marketplace. Drawing upon profiles of established artisans and the helpful insights of small-business entrepreneurs, this unique guide not only gives tactics for promoting and marketing crafts, but also provides the necessary forms for getting a business up and running. Chapters address: Improving skills by working with mentors  
Devising a business plan Constructing a budget, finances, and price structure Locating studio space Creating a marketing plan Composing product descriptions Handling trademarks and copyright Developing a public relations campaign Getting into crafts fairs Selling through galleries Writing proposals Starting a mail-order business Finding a sales rep Selling on the Internet  
The book details how to network effectively and build a customer base, listing organizations, business associations, and crafts publications that offer further sources of information. Filled with easy-to-understand examples and sample forms and contracts, this book provides the essential tools for prospering in the crafts business, as well as the resources needed to keep savvy as business grows.  
About the Author  
Susan Joy Sager is an artist, arts administrator, and the founder of ArtBiz, a center for the professional development of artists and craftspeople. The author of *The ArtBiz Workbook*, she has written articles for such leading crafts publications as the *Crafts Report* and *WOODSHOP News*. She lives in Savannah, Georgia.