



Handmade to Sell: Hello Craft's Guide to Owning, Running, and Growing Your Crafty Biz

By Kelly Rand, Christine Ernest, Sara Dick, Kimberly Dorn

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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 Craft's 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.

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Editorial Review

Review

"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 Magazine**

About the Author

KELLY 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 Craft's 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.

Users Review

From reader reviews:

Mary Bingham:

In this 21st one hundred year, people become competitive in every way. By being competitive at this point, people have to do something to make them survive, being in the middle of the crowded place and notice through surrounding. One thing that sometimes many people have underestimated this for a while is reading. Yep, by reading a publication your ability to survive boost then having chance to endure than other is high. To suit your needs who want to start reading a book, we give you this Handmade to Sell: Hello Craft's Guide to Owning, Running, and Growing Your Crafty Biz book as starter and daily reading publication. Why, because this book is greater than just a book.

Marquita Oswald:

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Antonia Parham:

Spent a free time for you to be fun activity to do! A lot of people spent their spare time with their family, or

all their friends. Usually they undertaking activity like watching television, going to beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? Could possibly be reading a book might be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to try look for book, may be the reserve untitled Handmade to Sell: Hello Craft's Guide to Owning, Running, and Growing Your Crafty Biz can be excellent book to read. May be it may be best activity to you.

Regina Dye:

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