



How to Show & Sell Your Crafts: How to Build Your Craft Business at Home, Online, and in the Marketplace

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Torie Jayne

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How to Show & Sell Your Crafts "For crafters who want to take their craft to a new entrepreneurial level, this book is the perfect guide. Using highly-visual, step-by-step tutorials, How to Show & Sell Your Crafts is packed with helpful branding, selling, and merchandising tips that no serious crafter should be without. Using the workspaces, shops, salons, and "through-the-keyhole" profiles of some of the world's most successful crafters, readers will learn the best ways to merchandise and sell their items online, at craft fairs, markets, pop-up events, exhibitions, and in shops. Plus, you'll learn how to build a personality-driven brand, create a memorable blog or website, improve your p...

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