

Making & Marketing a Successful Art & Craft Business

by Fiona Pullen

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A revised and updated edition of *Craft a Creative Business*, this is a must-read guide for anyone wanting to turn their hobby, craft or art skills into a successful business.

Fiona Pullen, owner of The Sewing Directory, covers every aspect of setting up a small creative business clearly and simply; giving advice on the importance of identifying markets, focusing on a USP (unique selling point), assessing the competition, making sure the price is right and setting goals. Also included are sections on product photography and videography, branding and legal matters.

Particular emphasis is placed on online selling, with detailed information on markets, blogging, using social media and the importance of analytics and SEO (search engine optimisation). Information on offline selling is included too, with notes on selling at craft fairs, trade fairs and markets, selling through retail outlets, running courses and workshops, and featuring work in the media. Every chapter is supported by practical activities to help you apply the lessons to your business, along with insights and advice from dozens of successful business professionals including Debbie Shore, Torie Jayne and Laura Strutt.

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Foreword by Abby Glassenburg and Kristin Link co-founders of the Craft Industry Alliance

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