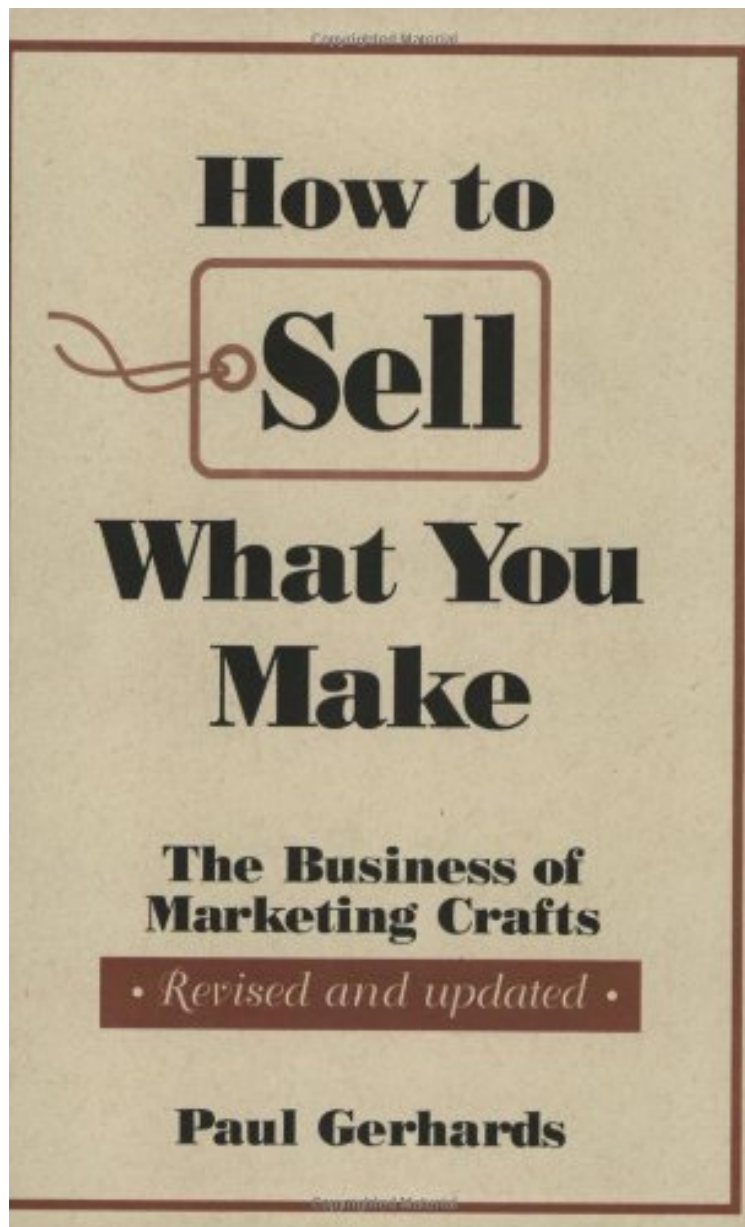


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How to Sell What You Make: The Business of Marketing Crafts, Revised and Updated (How-To Guides)

Paul Gerhards

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Sell What You Make: The Business of Marketing Crafts, Revised and Updated (How-To Guides):

1 of 1 people found the following review helpful. A no nonsense book...By Donna J.It is an older book, but still has some valuable info on trade shows. I have never been to a trade show, so I don't know if the trade show info is outdated. As long as you can pull one good idea out of a book, it is a good book!1 of 1 people found the following review helpful. Great book for learning about craft salesBy Polly ReinackerThis book gives the in's and out's of selling to the public, much of which I hadn't even thought about. It mentions trade shows, craft shows, and other sales. There is alot to think about before you actually set up a booth. Haven't finished reading it yet, so will probably discover lots more to this.46 of 47 people found the following review helpful. Don't let the title mislead youBy M. KingThe title of this book suggests that it is directed towards the crafter just starting out, but the wholesale trade shows it focuses on are out of reach for me. I recommend it for anyone interested in mass production for wholesale buyers, but if beginning crafteres are anything like me, shows like this are completely out of reach at this point. I was hoping for a book that would help with the issues I'm dealing with on a day to day baisis - like trying to start my business from scratch with no capital except from pieces I sell here and there; most of which must go into supplies for the next piece I'll sell, business cards, a good camera . . . etc. It's a bit outdated as well, and someone should inform the author that some of us do in fact remember macrame. (like the millions of hemp artists out there)

Updated edition of a best seller. Strategies for selling at shops and shows and advice on pricing, exhibiting, and bookkeeping.

From Library Journal"With all the emphasis on business and professionalism, the inescapable fact is that crafts is foremost a culture, a life-style, and a legacy," says Gerhards. In this book, however, he focuses more on the business of crafts--how to sell them at crafts fairs, galleries, and trade shows. Over half the book is devoted to the ins and outs of trade shows; as these shows are a very lucrative and often ignored vehicle for marketing and selling crafts, this book is an invaluable source for all artisans. The last section covers the basic paperwork aspects of a small business as well, and four appendixes cover trade show promoters; a calendar of trade shows; publications; and organizations. A succinct, bargain-priced volume.- Susan C. Awe, Northern Arizona Univ., FlagstaffCopyright 1990 Reed Business Information, Inc.From the Back CoverThis revised and expanded edition of the classic text on marketing crafts is packed with priceless information that will show you what it takes to be a success.About the AuthorPaul Gerhards is the author of the previous edition of How to Sell What You Make and several woodworking books. He lives in Vancouver, Washington.