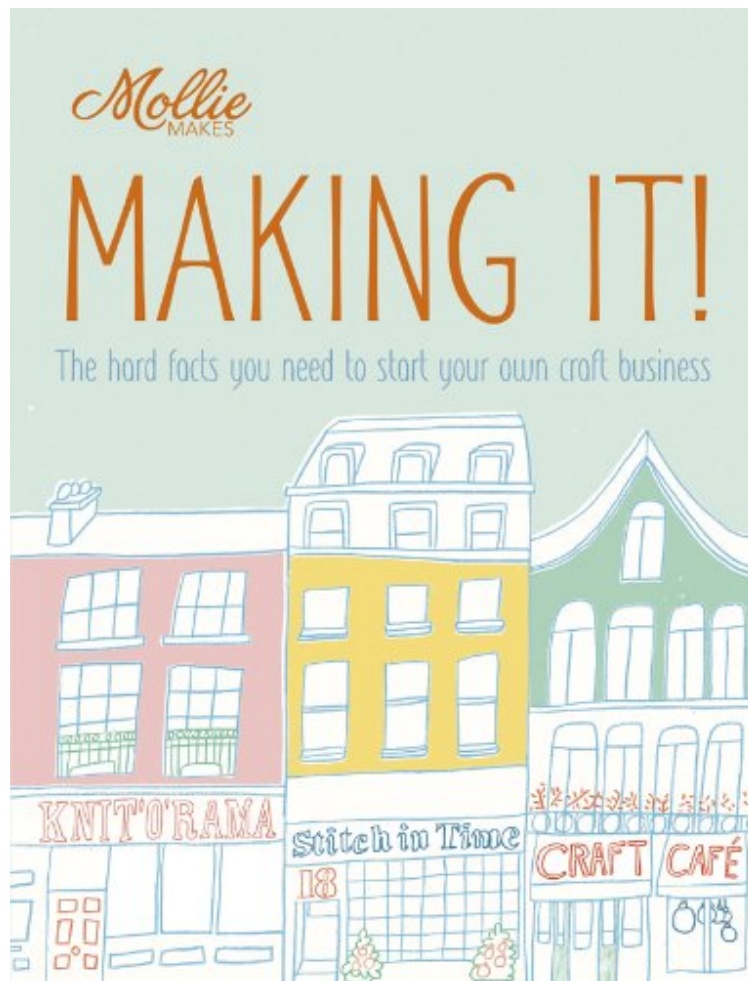


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## Mollie Makes: Making It!: The Hard Facts You Need to Start Your Own Craft Business

Clare Kelly, Mollie Makes  
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**Clare Kelly, Mollie Makes : Mollie Makes: Making It!: The Hard Facts You Need to Start Your Own Craft Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mollie Makes: Making It!: The Hard Facts You Need to Start Your Own Craft Business:

5 of 5 people found the following review helpful. Good helps for my crafting biz! By Michelle Since I have my own craft business, I was very interested in getting my hands on some tips and helps for my cottage industry. I like to say that I'm an artist, not an accountant, but I definitely need to learn as much as I can to ensure the success of my small business. This book had lots of good ideas for me that were written in plain English, like not waiting until two weeks before taxes are due to look over your financial records. The book covers topics like where to sell and advertise, as

well as financial and networking helps. I especially appreciated the expert tips from business people who have helped craft businesses flourish. They gave interesting answers to the questions asked of them and I really learned a lot about what to do (or not do!). 1 of 1 people found the following review helpful. Packs in a lot of information! By Sarah I was provided a copy of this book via NetGalley. My review originally appeared on my blog: [...] Aimed at crafters thinking about turning their hobby into a business, this is a 160 page book which packs in a whole lot of practical information and advice from experts, as well as inspirational tips and exercises. From the (wordy) title I was imagining lots of hard facts and stats but it's actually a little gem filled with useful information, presented in a clear and concise way. Chapters cover every step you need to get your craft business started, from the basics (market research, writing a business plan, pricing, and branding) through to things you may not have considered yet, such as protecting your intellectual property or how to write a press release. Whether you plan to work from home as a sole trader, or you'd like to run a chain of staffed shops, there is plenty of guidance on the things to consider, with links to further reading and resources, relevant government agencies and bodies. In addition to imparting a great deal of practical wisdom, there are useful 'Try for Yourself' exercises, as well as QA style case studies from well known craft brands (including Jane Foster and Gilliangladrag). The book is very much tailored to 'makers' and includes specific detailed content such as what to ask a craft fair organiser before booking a stand, and how to get great product photos for your website. There really is a lot packed in, and if you put some time into the exercises you could get a whole lot more from it too. If you are thinking of turning your craft hobby into a business, or if you have recently done so and are not sure what to do next, this is definitely worth the cover price. If you have some business background, the book will serve as a good reminder and checklist, and if you are a crafter with no previous business experience, it is an essential book you'll want to come back to again and again.

Love knitting, but not so hot on accounting? A whiz on a sewing machine but not skilled with a spreadsheet? Then this book is for you! Whether you're an amateur thinking about selling your work at a local market or the owner of an established company hoping to drive more traffic to your website, this handy guide explains everything you need to know about combining craft and business. Here's advice on your most pressing questions, from identifying potential customers to branding, approaching retailers, and social networking. Sections on legal issues, copyright, and basic accounting will guide you through potential minefields, while inspirational case studies prove that it is possible to make money doing something you love.

About the Author Mollie Makes is the UK's most successful lifestyle and craft magazine, bringing you the best of contemporary craft. The Mollie Makes team has handpicked projects from their favorite international designers for each book in the series, which perfectly complements the magazine's unique editorial style and first-class design. Author Clare Kelly is an established craft journalist and photographer who has contributed to some of the UK's leading creative magazines and websites including Making, Cloth, Knitting, and From Britain with Love.