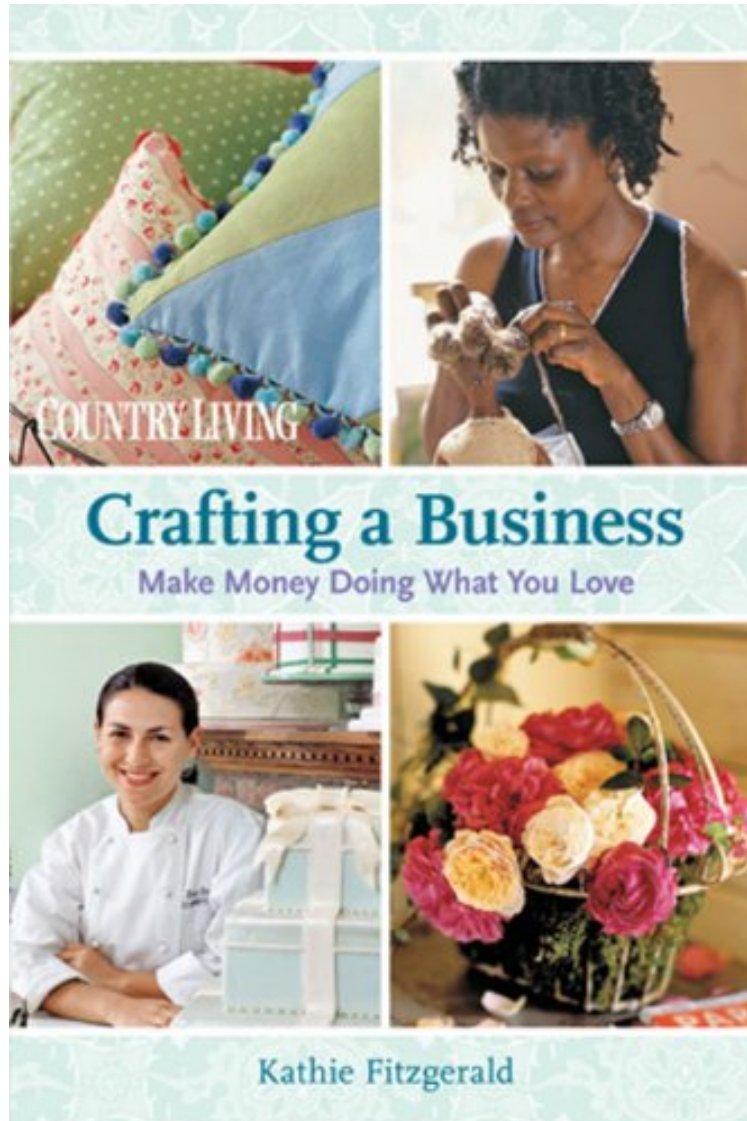


[Download] Crafting a Business: Make Money Doing What You Love

Crafting a Business: Make Money Doing What You Love

Kathie Fitzgerald

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The bestselling book gets a new chapter making it up-to-date for today's crafting entrepreneur. In these tough times, can crafters and other creative women turn their dream of a home-run business into reality? With a brand-new chapter addressing that very question, this revised edition of *Crafting a Business* remains the most relevant and inspirational resource for women who want the joy of doing creative work they love on a flexible schedule that fits their lifestyle. At the heart of *Crafting a Business* are profiles of a wide-ranging group of innovative female entrepreneurs. Their varied experiences illustrate what one should (and shouldn't) do: entrepreneurial basics are clearly presented with advice on creating a smart business plan, and information-filled sidebars give facts and figures on starting and running a company. A lengthy resource section provides additional invaluable information on new online venues for selling crafts; strategies and tactics for developing a business with minimal staff; and quick tips that will help foster community and build a customer base through social media. The featured entrepreneurs include:- Amy Butler, owner of Amy Butler Design- Anna Corba, owner of Found Cat Studio (home accessories)- Michelle Joy, owner of Primrose, a floral design and vintage shop- Marilyn Lysohir, owner of Cowgirl Chocolates- Lisa Norris, owner of Made by One Girl (handmade books)- Kate Shifrin Style Consultants Inc., and Come Flea with Me- Jane Zaccaria, owner of Tiddlywinks and Scallywags, a child's clothing store- And many more!