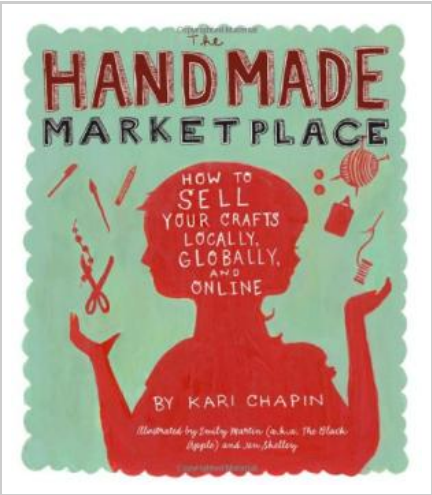


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The Handmade Marketplace: How to Sell Your Crafts Locally, Globally, and Online (Paperback)

By Kari Chapin

Storey Publishing LLC, United States, 2010. Paperback. Book Condition: New. 186 x 164 mm. Language: English . Brand New Book. First, determine the right price for every item, not too expensive and definitely not too cheap. Whether the product is beaded jewellery or felted slippers, illustrations or tote bags, author Kari Chapin helps crafters determine cost of goods, market competition, and the pros and cons of wholesale and retail sales. If the price is right, customers will buy. Then it s on to selling. The boom in indie craft fairs and sites such as Etsy (Your place to buy sell all things handmade) is providing artisans with an ever-expanding marketplace for handcrafted items. Chapin demystifies every venue. She explains the guidelines that craft fairs impose on exhibitors, the typical yearly calendar of shows, and how to start a new craft fair. For the crafter interested in online sales, there are tips on styling and propping crafts for photographs and technical explanations of how the most popular Web marketplaces run. Traditional brick and mortar consignment stores are still very good options for many crafters. Chapin explains how to approach shopkeepers and build strong relationships. Wrapping everything up with media...

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Reviews

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