



The Handmade Marketplace: How to Sell Your Crafts Locally, Globally, and On-Line

By Kari Chapin

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Turn your craft into a successful business! Even the most expert crafters may find it challenging to market and sell their wares, but with Kari Chapin you have an experienced guide at your side. Learn to determine your cost of goods, set prices, identify the competition, and understand the ins and outs of wholesale and retail sales. Explore the various sales venues available, including independent craft fairs, Web sites such as Etsy, and traditional stores, and learn to maximize your visibility and sales in each one. Want to start your own website? Chapin shows you how to style and prop your crafts for photography and explains how the most popular Web marketplaces operate. You'll find everything you need to turn your talent into profits.

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- Sales Rank: #504350 in Books
- Published on: 2010-02-27
- Original language: English
- Number of items: 1
- Dimensions: 7.50" h x .56" w x 6.50" l, .74 pounds
- Binding: Paperback
- 224 pages



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Editorial Review

Review

"For folks who create unique things with a view to getting paid, this book should prove quite useful...for makers at any stage, from just-thinking-about-it to ready-to-quit-my-day-job." (*BookPage*)

The Handmade Market Place is a fantastic resource full of useful tips and guidelines from top D.I.Y. insiders. Their testimonials along with Kari Chapin's easy to follow outline and the fabulous design work of Emily Martin (aka the black apple) makes this book a must have for any makers library. (*Faythe Levin, Director and author of Handmade Nation*)

D.I.Y? Why not?! *The Handmade Marketplace* gives you all the answers to the D-I-Whys, Whats and Hows of being a crafty-preneur in one handy, great and very informative guide! (*Betz White, designer and author of Sewing Green*)

It's remarkable to read so much of the information I spent years divining from trial and error between two covers! *The Handmade Marketplace* isn't just a guide for navigating a very unique and burgeoning market, it's a fascinating record of how so many people in the DIY movement have collectively contributed ideas about running independent businesses with cornerstones of honesty, ethics and above all: personal creativity. (*Jenny Hart, founder of Sublime Stitching and author Embroidered Effects*)

Kari has thoughtfully created the very best guide book for navigating the craft marketplace. Her personal voice, guided by personal experience is evident throughout the book. You'll feel encouraged, inspired and informed..... totally confident to jump start your own craft business! (*Amy Butler, Amy Butler Design*)

The Handmade Marketplace is the first small business book I have seen that is written to, for and by the Indie Crafter. It is perfect for any crafter thinking of taking that next step and selling their wares. The Handmade Marketplace is also a real page turner and enlightening read for someone who has been in the crafty biz for years. (*Jennifer Perkins, designer*)

About the Author

Since the publication of *The Handmade Marketplace* in 2010 and *Grow Your Handmade Business* in 2012, Kari Chapin has gained national visibility as a sought-after speaker at craft business conferences and events. She also offers one-on-one creative coaching and courses online. She's known for her effective coaching style and distinctive, supportive voice, along with her strong ability to market and network.

Users Review

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Kevin Nixon:

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