



Craft Show & Sell

By Jayne Torie

Search Press Ltd. Paperback. Book Condition: new. BRAND NEW, Craft Show & Sell, Jayne Torie, Through highly visual, step-by-step tutorials and inspiring profiles on some of the world's most successful crafters, Craft Show & Sell delivers all the advice and vision that today's crafters need to take their brand or business forward into a new realm. Step into the workspaces, shops and online personalities of those global designers and expert makers who have turned the art of craft - be it knitting, crochet, sewing, jewellery-making, paper engineering or printing - into a successful business model. Be inspired by through-the-keyhole ventures into their atmospheric and often ingenious craft spaces, with a range of insider projects to help organise and energise your craft room. Get top tips on how to merchandise and sell items online, at craft fairs, at markets, in shops or at pop-up events or exhibitions. Plus, learn how to build a personality-driven brand, create and write a better blog or website, document your work through better photography and analyse your results to help take your business into the future.



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