



# Handmade to Sell: Hello Craft's Guide to Owning, Running, and Growing Your Crafty Biz

*Kelly Rand, Christine Ernest, Sara Dick, Kimberly Dorn*

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## **Handmade to Sell: Hello Craft's Guide to Owning, Running, and Growing Your Crafty Biz** Kelly

Rand, Christine Ernest, Sara Dick, Kimberly Dorn

Business advice for enterprising crafters, by crafters

No one knows more about helping handmade businesses than Hello Craft, the nonprofit trade association for crafty entrepreneurs. Written by the directors of Hello Craft, *Handmade to Sell* is the most complete, up-to-date, and authoritative guide for DIYers seeking to learn every aspect of selling, marketing, and branding. Based on the Summit of Awesome, Hello Craft's annual business conference, this book covers topics including:

- Developing successful product lines
- Copyrights and trademarks
- Taking perfect product shots
- Using analytics to boost your online sales
- Selling at fairs, shows, and other retail outlets
- Diversifying income through licensing and teaching
- Hiring and outsourcing

Throughout, you'll find expert tips and invaluable strategies and advice from some of the most successful indie crafters and artisans. Whether you've only contemplated selling your crafts or want to grow an existing handmade business, *Handmade to Sell* offers essential guidance for anyone who has ever dreamed of making a living from what they create.

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