



The Crafter's Guide to Pricing Your Work

Dan Ramsey

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You've decided to sell your crafts -- either to supplement your income or as a full-time business. But how do you sell your work at prices that satisfy both you and your customers? With this book, you'll learn how to increase your profits without sacrificing the quality of your product. With **THE CRAFTER'S GUIDE TO PRICING YOUR WORK** you will not only learn how to set your prices to maximize income, by accounting for materials cost, labor and overhead, but you will also learn how to correctly assess the market, by region, and sell your work for its true value within the marketplace. Plus you'll learn about marketing and promoting your products, with tips on where and when to advertise for the best return on your money. There is even information on setting up a booth for craft fairs and you'll learn how to copyright your designs. Case studies of real-world experiences will not only inspire you, but will help you foresee potential pitfalls, provide advice on such topics as record keeping, managing cash flow, keeping costs down, and specific sales outlets. This book is written in a clear, easy to read style that will help you to take that next step in starting your home-based craft business or growing your hobby business to a going concern.

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