

The Basic Guide to Selling Arts & Crafts

James Dillehay



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Filled with a great deal of practical information, this little guide can teach you all the ins and outs of selling your arts and crafts. *The Basic Guide* shows you how to find buyers; price your work; succeed at craft shows; sell to stores, galleries, trade shows, and corporations; build a mail-order business; deal with basic business and financial considerations; and use promotional materials. It even tells you what to do if you've followed all this good advice and your work still isn't selling. The appendices list names and addresses of organizations, buyers' directories, craft-fair guides, display suppliers, and more. Venues that are not often covered in other books on the subject are explored here, such as selling at home parties or to interior designers, teaching crafts workshops, or opening your own crafts gallery.

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