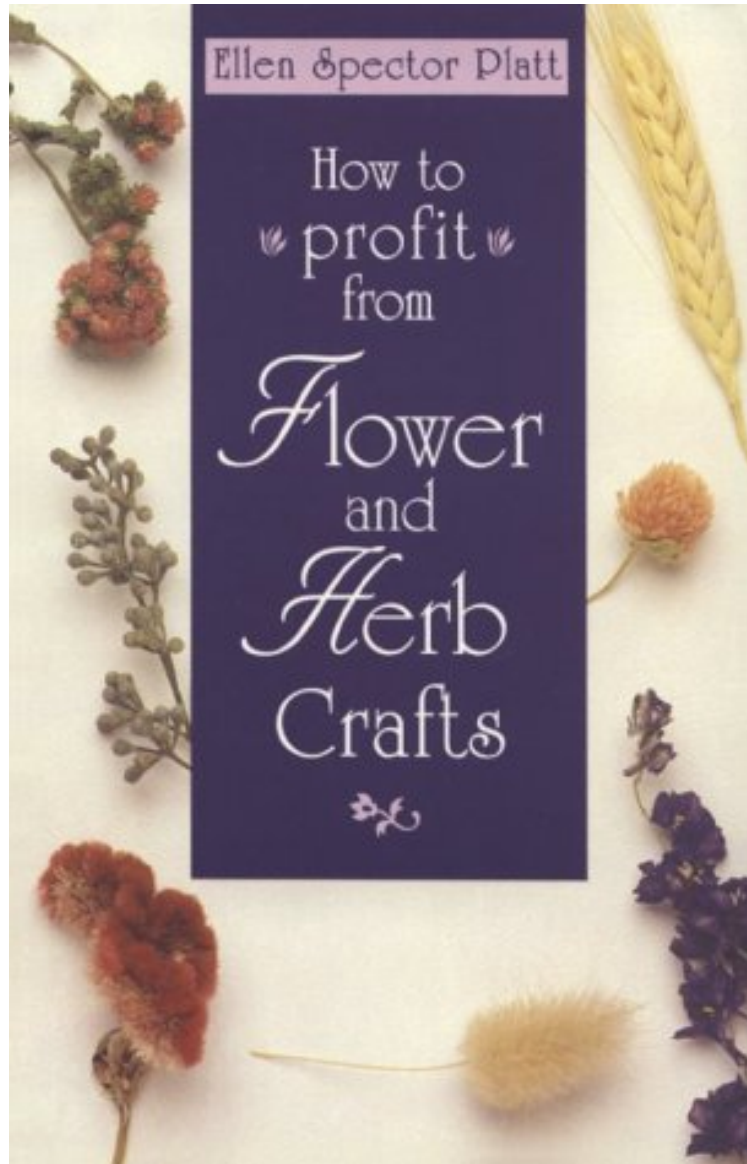


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## How to Profit Flower Herb Crafts

*Ellen Spector Platt*

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**Ellen Spector Platt : How to Profit Flower Herb Crafts** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Profit Flower Herb Crafts:

Flowers are requisite at weddings, parties, restaurants, and businesses, and, now more than ever, people are relying on professionals to create beautiful arrangements for special occasions. If you have the talent but lack the marketing

experience, this book gives you the necessary guidelines for setting up your own business and making a profit. Includes: suggestions on finding a niche in the trade; strategies for selling at shows; pointers on setting up your own shop; tactics for effective advertising and promotion; approaches for pricing; and advice on cultivating a professional attitude.