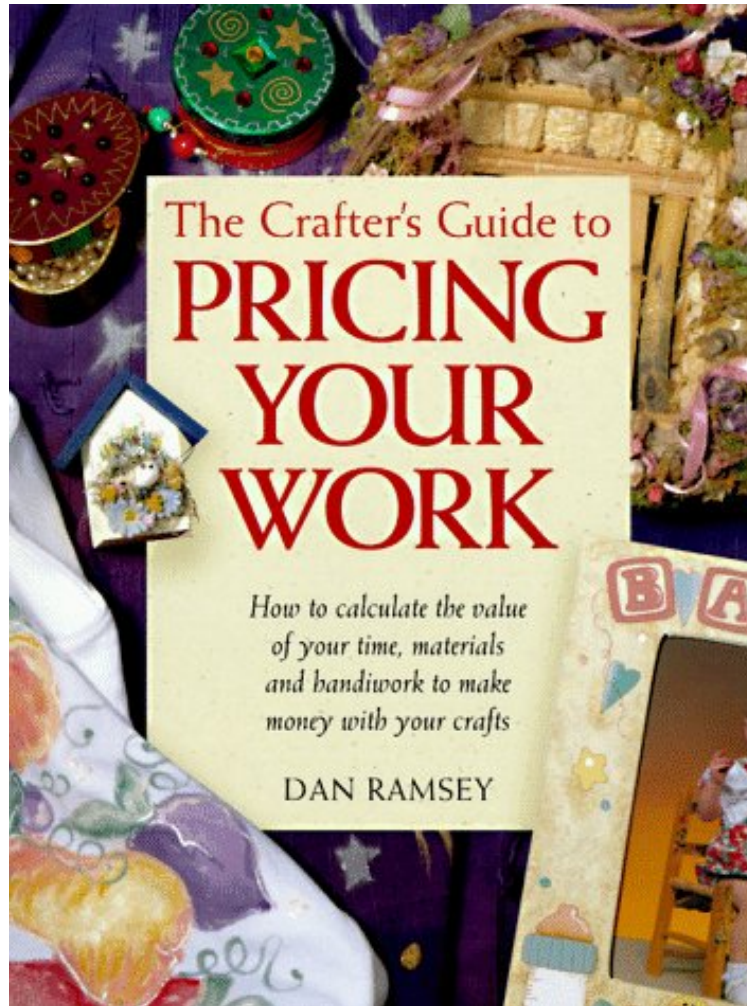


(Mobile book) The Crafter's Guide to Pricing Your Work

The Crafter's Guide to Pricing Your Work

Dan Ramsey

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Dan Ramsey : The Crafter's Guide to Pricing Your Work before purchasing it in order to gage whether or not it would be worth my time, and all praised The Crafter's Guide to Pricing Your Work:

8 of 8 people found the following review helpful. Very helpful and informative.By A CustomerOffered lots of good advice on pricing formulas and record keeping. It gave me just the advice I needed to develop a pricing structure for my crafts, and for keeping my records straight come income tax time.13 of 13 people found the following review helpful. Just what I needed to knowBy A CustomerAfter over twelve years in the craft business this book finally answered the question that nobody else seemed to be able to answer, "How to create a formula to set my prices". I covers everything you need to consider and offers some advice on other areas such as record keeping.5 of 8 people found the following review helpful. It's a waste of time.By A CustomerThe book doesn't really help and it wasted my time. I spent more time looking for the meat of it, than actually learning anything.

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.

From Library Journal Craft marketing has become big business. Crafters, often concerned mainly with production, need to know where to market their products and how to obtain a fair price that gives them a good return. *Crafts Marketplace* is an annotated directory of shows, wholesale shops, galleries, and service organizations. Entries give addresses; phone, FAX, and E-mail numbers; description of business; and requirements for acceptance of the craft material to be sold. Ramsey's (*The Upstart Guide to Owning and Running a Florist Business*, Upstart, 1995) book lays out pricing in dollars and cents for many kinds of handmade items and offers tips for streamlining production time and labor?the major element in craft pricing. He includes an appendix of useful forms for record keeping. Both these books are valuable resources for crafters researching their markets and preparing goods for sale. Copyright 1997 Reed Business Information, Inc.