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## Make it Profitable!: How to Make Your Art, Craft, Design, Writing, or Publishing Business More Efficient, More Satisfying, and More Profitable

By Barbara Brabec

Rowman & Littlefield. Paperback. Book Condition: new. BRAND NEW, Make it Profitable!: How to Make Your Art, Craft, Design, Writing, or Publishing Business More Efficient, More Satisfying, and More Profitable, Barbara Brabec, Barbara Brabec, who BOOKLIST calls America's "bona fide crafts business guru" has brought the craft business into the 21st century. Craft-making, like everything else, is changing with the times. MAKE IT PROFITABLE! emphasizes how creative people are using computers and the internet to save time, cut costs, and increase profits. Brabec has garnered the best ideas and information on the present and future of the craft business from 80 professionals in various fields of the craft industry. Each chapter contains illustrations, sidebars, and "Networking Sessions"-- conversations between the author and various professionals discussing the topic at hand. Seasoned veterans and beginners alike will benefit immensely from Brabec's expert research on all aspects of the home business industry. The book covers subjects such as: \*business planning and goal setting; \*time management and organization; \*finding a new or additional workplace; \*design and packaging; \*pricing; \*supplies and shipping; \*marketing skills; \*keeping everything in perspective; and \*production methods and strategies. Here is the best advice that money can buy for anyone with a...



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