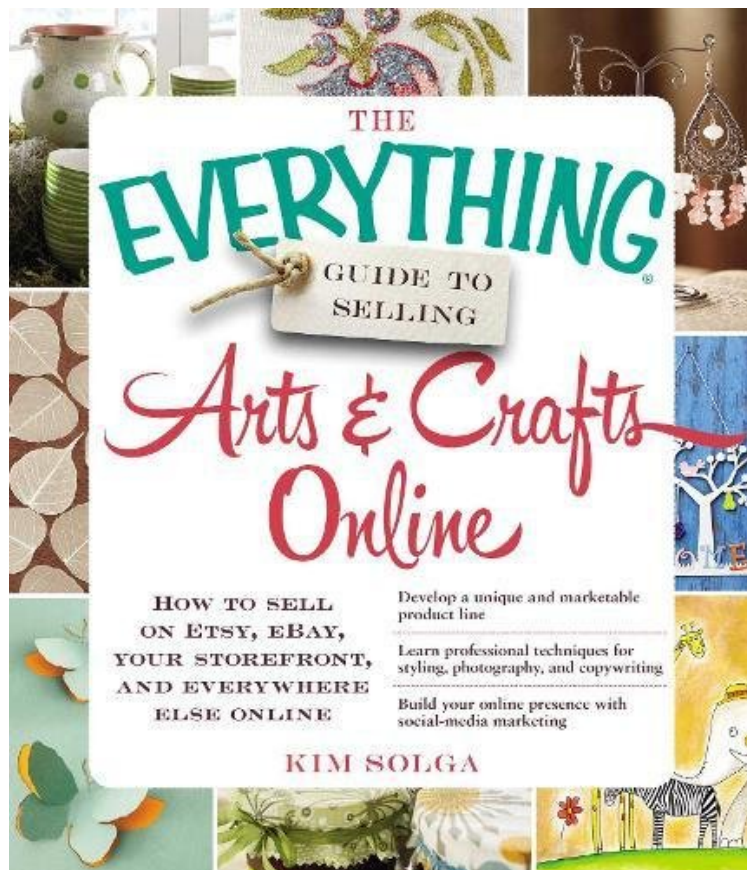


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25 of 25 people found the following review helpful. The Everything Guide to Selling Arts Crafts Online by Kim Solga By VALENTINE S BACHMANN This book's contents surprised me; the book's cover conveyed the impression that this would be a light-weight reference read. Instead, the only sections that were treated lightly were those that did not directly refer to online selling, such as deciding whether to delve into online work or not, or photography and any other preparation work. Numerous online venues were discussed at length, such as Etsy, Artfire, and eBay, among others. How these sites work, what the cost, how many listings allowed, time period of the contracts, and also hints and advice to the reader were covered in detail. The tone was informal, but extremely informative. 2 of 2 people found

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Your guide to online success! Here's all you need to realize your dreams of turning your handiwork into cash--online! With the popularity of Etsy and Pinterest, serious art and craft buyers and sellers are turning to the online world to buy, sell, and promote beautiful, homemade creations...but where to start? This A-Z guide provides expert advice on building an online presence and getting your creations into the hands of buyers, including: Tips on creating a sound business plan. Techniques for writing effective copy and taking professional-level photographs. Help with creating a comprehensive marketing strategy. Ways to increase sales through online networking and social media. Best practices for accounting, packing, shipping, and customer service. You'll learn about the pros and cons of all the major art and craft sites, as well as tips for creating your own store online. With *The Everything Guide to Selling Arts Crafts Online*, your online business can be up and running in no time!

About the Author Kim Solga has been an online merchant for more than 15 years. She operates KidsArt, an online art education and ecommerce website, and she develops websites for other online merchants. Her artwork is featured on Solga.com and her Etsy shop, Blue Otter Art. Kim also writes a blog, SellingArtsandCraftsOnline.com, which is dedicated to helping beginners set up and promote an Etsy shop. She lives in Mount Shasta, CA.