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# The Handmade Marketplace, 2nd Edition: How to Sell Your Crafts Locally, Globally, and Online

*Kari Chapin*

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**Kari Chapin : The Handmade Marketplace, 2nd Edition: How to Sell Your Crafts Locally, Globally, and Online** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Handmade Marketplace, 2nd Edition: How to Sell Your Crafts Locally, Globally, and Online:

5 of 5 people found the following review helpful. Thorough and HelpfulBy CustomerStarting your own craft business? Already have one? Are you confused by taxes? Wondering if you should have a blog, or how to use your existing one more effectively? Thinking about expanding your business to a local store or craft fair? Read The Handmade Marketplace!This book is an excellent resource for folks beginning or seeking to expand their adventures in the online marketplace. I'm fairly internet savvy, but Chapin has detailed information on how blogs, Facebook, and Twitter can and should be important advertising tools that don't cost a dime. Her chapter on taxes, which is written by a tax and craft expert, is a clear, concise, and easy to understand guide to small internet business taxes. The information in this book is probably all available online, but not in a centralized, well-written location. You can drive yourself crazy (and trust me, I tried) browsing SBA.com and Etsy webpages and have 50 tabs up, or you can read this book. I highly

recommend the latter. 64 of 68 people found the following review helpful. Well Written but Hardly Revolutionary By J. Baker  
The Handmade Marketplace is clear and concise with beautiful layout and illustrations. However, for anyone with business acumen or working knowledge of internet resources, there is not much new to be found here. Readers who are unfamiliar with podcasts, blogs, Facebook, Twitter, etsy (and the like), etc. will likely find guidance here. I was amused that the only platform that I have no experience with whatsoever because I have no interest in it (Facebook) the author presumes that \*everyone\* reading the book has so much knowledge about that there's no need to dwell on it too much. From growing your business to incorporation to accounting to craft fairs, this book is comprehensive and well written (and I found it to be a quick read), but bear in mind that if this is not the first thing you've read about crafting your craft business, you're not likely to stumble across much new information. 1 of 1 people found the following review helpful. So helpful! By MiscMakers  
One of the most informative works I've read so far in terms of handmade marketing has to be The Handmade Marketplace: How to Sell Your Crafts Locally, Globally, and On-Line by Kari Chapin. Not only is this book beautifully illustrated, the information is presented in a way that makes marketing actually quite interesting and understandable. How to decide if your craft is in demand, how to set up your online presence, how to build your brand, even how to get involved in selling your creations at local fairs and markets - it's all here. While I'm no book reviewer - nor do I really feel the need to try to be - once I read this book, I knew I had to tell people about it. I first handed my copy off to Alex (a fellow misc\*maker, whom you shall meet soon) as she was just beginning to sell her crochet masterpieces. Next, the book was passed to Elizabeth, another collaborator here. pssst - Liz, give me back my book. Now I've taken my praise to the internet - Do you see what you've done, Kari Chapin?! What I'm getting at here is that if you're interested in learning how to market your work as an artisan, this book will definitely take the edge off that big "M" word - Marketing. If you're on the search for a sort of text book for crafty business models and resources, I'd highly suggest taking a look at this book. This book is definitely my friend :)

Make money doing what you love. Kari Chapin's insightful and inspiring guide to turning your crafting skills into earned income has been completely revised and updated. The Handmade Marketplace is filled with proven techniques that can help you brand your business, establish a client base, sell your products, and effectively employ all aspects of social media. Learn how easy it is to enjoy a lucrative career while leading the creative life you've always craved.

The Handmade Marketplace is the first small business book I have seen that is written to, for and by the Indie Crafter. It is perfect for any crafter thinking of taking that next step and selling their wares. The Handmade Marketplace is also a real page turner and enlightening read for someone who has been in the crafty biz for years.