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# The Handmade Marketplace: How to Sell Your Crafts Locally, Globally, and On-Line

*Kari Chapin*

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#424382 in Books 2010-02-27 Original language: English PDF # 1 7.50 x .56 x 6.50l, .74 #File Name: 1603424776224 pageshow to made money with handmade products, how to sell, where to sell, selling guidelines, what markets, which handmade products, sells best | File size: 20.Mb

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

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 :)

Turn your craft into a successful business! Even the most expert crafters may find it challenging to market and sell their wares, but with Kari Chapin you have an experienced guide at your side. Learn to determine your cost of goods, set prices, identify the competition, and understand the ins and outs of wholesale and retail sales. Explore the various sales venues available, including independent craft fairs, Web sites such as Etsy, and traditional stores, and learn to maximize your visibility and sales in each one. Want to start your own website? Chapin shows you how to style and prop your crafts for photography and explains how the most popular Web marketplaces operate. You'll find everything you need to turn your talent into profits.

"For folks who create unique things with a view to getting paid, this book should prove quite useful...for makers at any stage, from just-thinking-about-it to ready-to-quit-my-day-job." (BookPage) The Handmade Market Place is a fantastic resource full of useful tips and guidelines from top D.I.Y. insiders. Their testimonials along with Kari Chapin's easy to follow outline and the fabulous design work of Emily Martin (aka the black apple) makes this book a must have for any makers library. (Faythe Levin, Director and author of Handmade Nation) D.I.Y? Why not?! The Handmade Marketplace gives you all the answers to the D-I-Whys, Whats and Hows of being a crafty-preneur in one handy, great and very informative guide! (Betz White, designer and author of Sewing Green) It's remarkable to read so much of the information I spent years divining from trial and error between two covers! The Handmade Marketplace isn't just a guide for navigating a very unique and burgeoning market, it's a fascinating record of how so many people in the DIY movement have collectively contributed ideas about running independent businesses with cornerstones of honesty, ethics and above all: personal creativity. (Jenny Hart, founder of Sublime Stitching and author Embroidered Effects) Kari has thoughtfully created the very best guide book for navigating the craft marketplace. Her personal voice, guided by personal experience is evident throughout the book. You'll feel encouraged, inspired and informed..... totally confident to jump start your own craft business! (Amy Butler, Amy Butler Design) 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. (Jennifer Perkins, designer) About the Author Since the publication of The Handmade Marketplace in 2010 and Grow Your Handmade Business in 2012, Kari Chapin has gained national visibility as a sought-after speaker at craft business conferences and events. She also offers one-on-one creative coaching and courses online. She's known for her effective coaching style and distinctive, supportive voice, along with her strong ability to market and network.