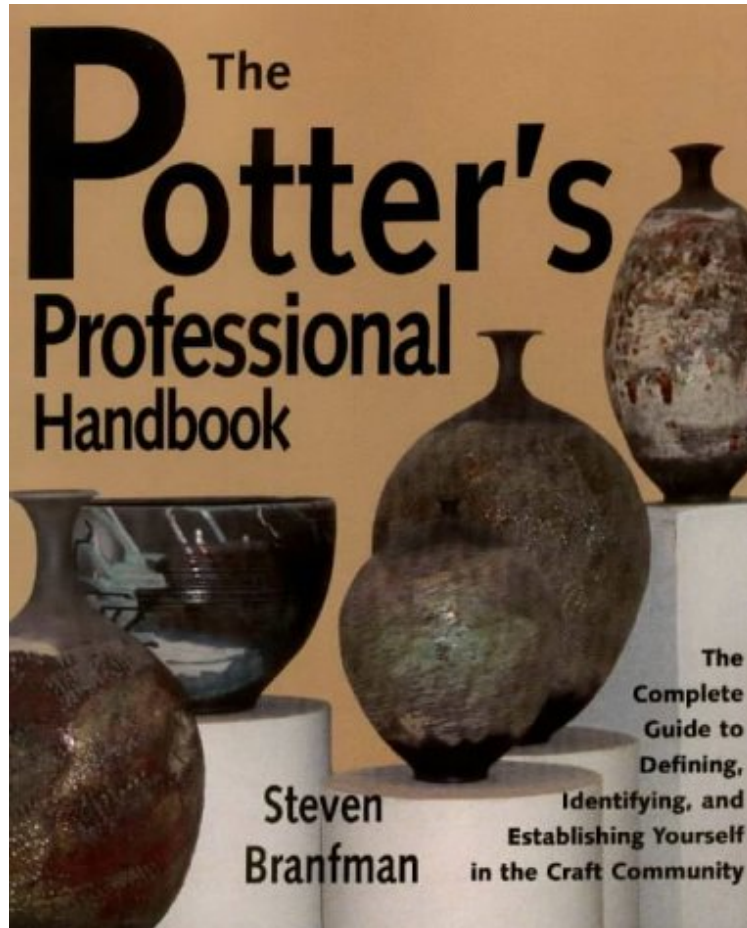


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The Potter's Professional Handbook

Steven Branfman

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Steven Branfman : The Potter's Professional Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Potter's Professional Handbook:

0 of 0 people found the following review helpful. Amazingly helpful bookBy PrimoThis is not just a book with pretty pictures like Steve's Raku books. I read every word of this book, gradually over time. Branfman is forthright, honest and really shares the ups and downs of the business which he learned from experience. It seems slightly dated, since it was written before the Internet was so ubiquitous, however there is nothing in here that does not resonate now, twenty plus years later. The only thing that really felt out of date were the salaries he suggested paying employees: ceramics teachers, kiln managers in a studio, etc. I was so taken with this book that I hope to take a face-to-face workshop from this author someday.1 of 1 people found the following review helpful. Important gift for an aspiring potterBy AmaliaroseThis was given as a gift to a young relative who will be heading off to art school to major in ceramics.Being an art school graduate myself, I know that the "business" side of art is not often taught as thoroughly as the visual/craft skills, but is critical to the long term success of a career.To be successful one must not only develop

a personal artistic language but also come to terms with the fact that you will also be a business person who must have control over the mundane and practical aspects of pursuing your craft in a professional manner. This book addresses many important aspects of that quest and should be a must read for any aspiring potter. While some of the info. on websites, etc. may not be up to date, the core message of the book is a timeless one. 0 of 0 people found the following review helpful. Five Stars By Susan Kandyba Super helpful.

The perfect resource for individuals wishing to take the next step in their involvement with clay. Written by Steven Branfman, *The Potter's Professional Handbook* covers topics ranging from determining what a professional is to equipment selection, setting up shop, marketing your work, and much more. This book provides descriptions of the items necessary for a beginning professional potter and includes visual examples of items including sales slips, purchase orders, invoices, credit slips, and even floor plans of well-known potters studios. Are you considering a change in how you practice your pottery craft? Perhaps a move from hobbyist to professional potter? If so, you'll appreciate this expert advice from Steven Branfman, a consummate professional who has distinguished himself as an artist, teacher, and businessman. Steven offers friendly and useful guidance for everything from determining what a professional is to setting up shop and selling your work. His practical tips will help you make the move to professional potter with confidence. You'll also find comprehensive listings of resources for supplies and materials, workshops and schools, computer resources, magazines and journals and much more!