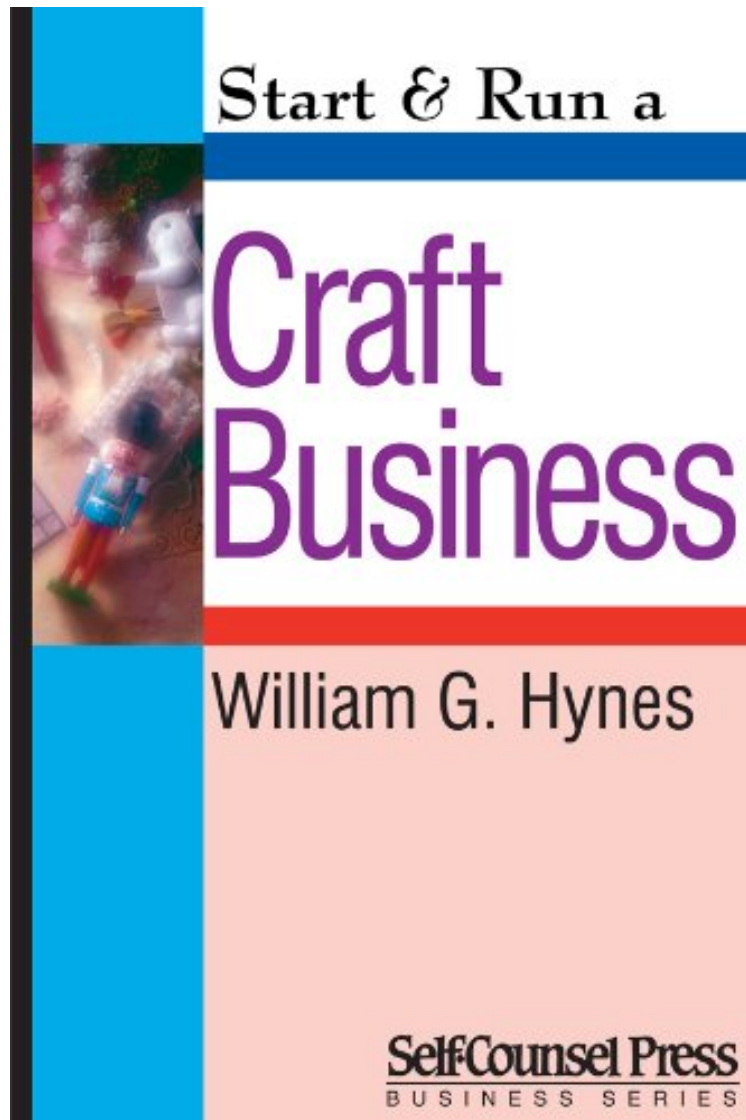


(Read now) Start Run a Craft Business (Start Run Business Series)

## Start Run a Craft Business (Start Run Business Series)

*William G. Hynes*

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**William G. Hynes : Start Run a Craft Business (Start Run Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Run a Craft Business (Start Run Business Series):

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If you want to turn your hobby into a money-making venture or improve your current sales, you will benefit from the dozens of tips inside this book. This exceptional book, a perennial best-seller, is now released in its seventh edition. Updated content includes discussion of how you can use the Internet to benefit your craft business. If you want to turn your hobby into a money-making venture or improve your current sales, you will benefit from the dozens of tips inside this book.

From the Back Cover This exceptional book is for anyone who has ever considered taking up crafts or who is already involved in crafts as a hobby or business. Those who want to turn their hobby into a money-making project and those who want to improve their current sales will benefit from the dozens of tips in this book. It gives practical step-by-step instructions for setting up and operating a successful craft business, whether it is done from the kitchen table or a production line. It answers such questions as—How do I find out what crafts will sell?—What skills must I have?—How good do I have to be?—How do I set prices for my work?—What are the best outlets for craft work?—How can I sell my crafts on the Internet?—Is wholesale or retail better for the beginner?—What government regulations affect craftworkers?—How can I increase production?—How much record-keeping is necessary?—Is it wise to hire other people to help? About the Author William Hynes began making handcrafted furniture while still a university student. In 1976, he and his wife set up their own craft business. They explored the market, as recommended in this book, and finally decided to specialize in stuffed toys, puppets, and pillows. Their business grew quickly, and soon they had 16 full-time employees. After 25 years in business, they have now retired from full-time production crafts, and William Hynes acts as a consultant to craft and craft-related businesses. Excerpt. copy; Reprinted by permission. All rights reserved. A successful craft business can be started and operated by almost anyone who is prepared to follow the suggestions in this book. If you are already involved in crafts as a hobby, you have a good head start, but even if you have never produced a handcrafted product, you can still learn to set up and operate a successful craft business. One man, bored and frustrated with a dead-end job, turned his woodworking hobby into a profitable business that now provides full-time employment for himself and an assistant. A homemaker and mother of two small children wanted to do something in addition to looking after her children. She did not want to go to work for someone else, especially since she had no specific job training except as a secretary, a job she had always disliked. Then one day she had a brilliant idea. She had always enjoyed designing and making clothes for her own children, and she thought that just for fun she would try selling some of her work in a local craft market. Two years later, she had built up a successful part-time business making handcrafted children's clothes. Her part-time business brings in more money than she earned as a full-time secretary, and it allows her to be at home with her children as well. These two people love their work and, by properly organizing the business side of their crafts, they are making good profits at the same time. What more could a person want? There are several hundred thousand craftworkers in the United States and Canada. These people range from individuals who earn extra income from their part-time businesses to designers/craftspeople who own and manage substantial companies and direct the work of highly skilled employees. The technical efficiency of our modern society and its cheap, mass-market products with their built-in obsolescence has created a large and growing consumer craving for finely wrought, individually produced, handmade products. Each year, billions of dollars worth of handcrafted products are sold in North America and the market is growing rapidly. Most of these products are made by individual craftworkers and small- to medium-size craft companies. Most of these craftspeople work out of their own homes. They usually started their craft businesses in their spare time, so there was no need for them to give up their jobs until their businesses were off and running. This is one of the biggest advantages of a craft business—that it can be started at home in your spare time. There is no need to invest in a costly plant and equipment. Most handcrafted products are made with the simplest of tools and equipment that rarely cost more than a few hundred dollars—and in many cases, much less. Your initial workplace can be your garage, basement, or even your kitchen. Most crafts are relatively clean and quiet, involving no personal health or environmental hazards. The level of skill required varies widely, but most craft skills can be easily acquired by a person of average intelligence and manual dexterity. Craftworkers are made, not born. In the past, they learned from their parents, and skills were often handed down from generation to generation. Today, most craftspeople learn their skills through practice, by taking craft courses, or from a friend. Large numbers of people are already good amateur craftworkers. Think of the vast number of men and women who make, usually as a hobby or a way of saving money, handcrafted sweaters, socks, furniture, toys, and thousands of other items. These people may not think of themselves as craftworkers, though they already have many of the skills required to start a successful craft business. Even if you are not making anything now, you can still train yourself as a craftworker. The list of possible handcrafted products is so extensive and the levels and types of skills required so varied that it is hard to imagine anyone who is not capable of making something handcrafted and, with the help of this book, turning it into a marketable product. In fact, this book will show you how to start no matter what stage you have already reached. It covers topics such as—(a) acquiring the skills you need, (b) identifying a marketable product, (c) setting up a production crafts workshop, and, above all, (d) making your business profitable to achieve financial independence. The value of financial independence has never been greater. Inflation, high unemployment, and general economic uncertainty are going to be with us in the

foreseeable future. Rapidly changing technology is making many jobs redundant, and more and more people are succumbing to a feeling that their lives are being altered by economic forces they can neither understand nor control. A craft business can give you a great measure of personal independence. You can be free of the nine-to-five grind, the pressures of cranky bosses and unpleasant coworkers, and the constant threat of layoffs. You can be your own boss and set your own working hours and conditions. You can make substantial profits. Another big advantage to a craft business is that it is almost totally recession-proof. This is partly because handcrafts are high-quality, durable goods and, equally important, they are perceived by the public to represent quality and durability. Consequently, crafts are seen to be exceptionally good value for money. This helps keep sales up even in times of recession. In addition, the relatively small size and unique flexibility of craft businesses allows them to adapt to changing conditions more quickly and easily than most other kinds of business. In addition to all this, a craft business gives you the chance to express yourself creatively, turning out high-quality, aesthetically appealing products.