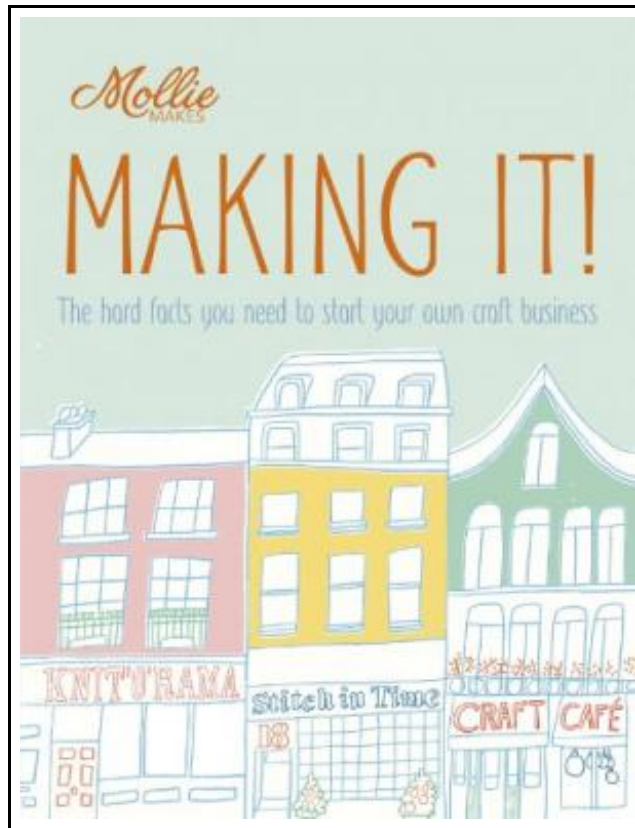


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MOLLIE MAKES: MAKING IT!: THE HARD FACTS YOU NEED TO START YOUR OWN BUSINESS



Pavilion Books. Paperback. Book Condition: new. BRAND NEW, Mollie Makes: Making It!: The hard facts you need to start your own business, Love knitting but not so hot on accounting? A whiz on a sewing machine but no good with a spreadsheet? Then this book is for you! Craft is now a viable career choice. Shoppers are choosing handmade gifts rather than buying impersonal high street products - and new craft businesses are springing up all the time. Whether you are an amateur knitter thinking about selling your work at a local market or an established company looking to drive more traffic to your website, this handy pocket-sized book contains everything you need to know about combining craft and business. Making the leap from a hobby to a more serious money-making venture can seem daunting. The aim of this book is to answer the questions you didn't know you had, with clear, concise information on everything from identifying your audience, branding and approaching retailers to social networking and much more. Sections on legal issues, copyright and basic accounting will guide you through potential minefields, while inspirational case studies from Mollie Makes' favourite crafters will show that it really is possible to make money doing something you love. Includes contributions from Cut Out + Keep, Hope & Elvis and Clothkits as well as expert advice from Etsy, Folksy, The Design Trust and others. Word count: 50,000.



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