



Scrapbooking for Profit: Cashing in on Retail, Home-Based, and Internet Opportunities (Paperback)

By Rebecca F. Pittman

Skyhorse Publishing, United States, 2014. Paperback. Condition: New. 2nd ed. Language: English. Brand new Book. This invaluable guide shows how you can transform your passion for scrapbooking into a profitable career. From running a home-based business, writing for crafts magazines, or designing your own products, to teaching scrapbooking classes, working as an event planner, or owning a retail store, Scrapbooking for Profit explores the endless business opportunities in this ever-growing industry. This revised edition also contains new sections on marketing your products through Websites and social media. Whether home-based, Internet, or retail, it's all here! Chapters cover: - Current trends and statistics in the marketplace - Tackling the challenges of running your own business - The organizational and legal steps for starting a scrapbooking enterprise - Publicizing, promoting, and advertising your business - Running an Internet retail site - Getting exposure at scrapbooking trade shows and expos Filled with solid business knowledge, advice from industry experts, and a contagious sense of creative passion, this much-needed resource provides detailed counsel for anyone seeking to cash in on the scrapbooking revolution.



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