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INFORMATION



## Craft, Show & Sell

by Torie Jayne

Want to take crafting to a new, entrepreneurial dimension? Let Craft Show & Sell be your guide.

Through highly visual, step-by-step tutorials and inspiring profiles on some of the world's most successful crafters, Craft Show & Sell delivers all the advice and vision that today's crafters need to take their brand or business forward into a new realm.

Step into the workspaces, shops and online personalities of those global designers and expert makers who have turned the art of craft be it knitting, crochet, sewing, jewellery-making, paper engineering or printing into a successful business model. Be inspired by through-the-keyhole ventures into their atmospheric and often ingenious craft spaces, with a range of insider projects to help organise and energise your craft room.

Get top tips on how to merchandise and sell items online, at craft fairs, at markets, in shops or at pop-up events or exhibitions. Plus, learn how to build a personality-driven brand, create and write a better blog or website, document your work through better photography and analyse your results to help take your business into the future.

Step-by-step tutorials offering advice on merchandising, selling online, blog and website writing and how to promote your brand

Inspiring profiles of some of the worlds most successful crafters

Over 100 beautiful images of workshops, ingenious craft spaces and insider projects to help get your business into the public sphere.

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