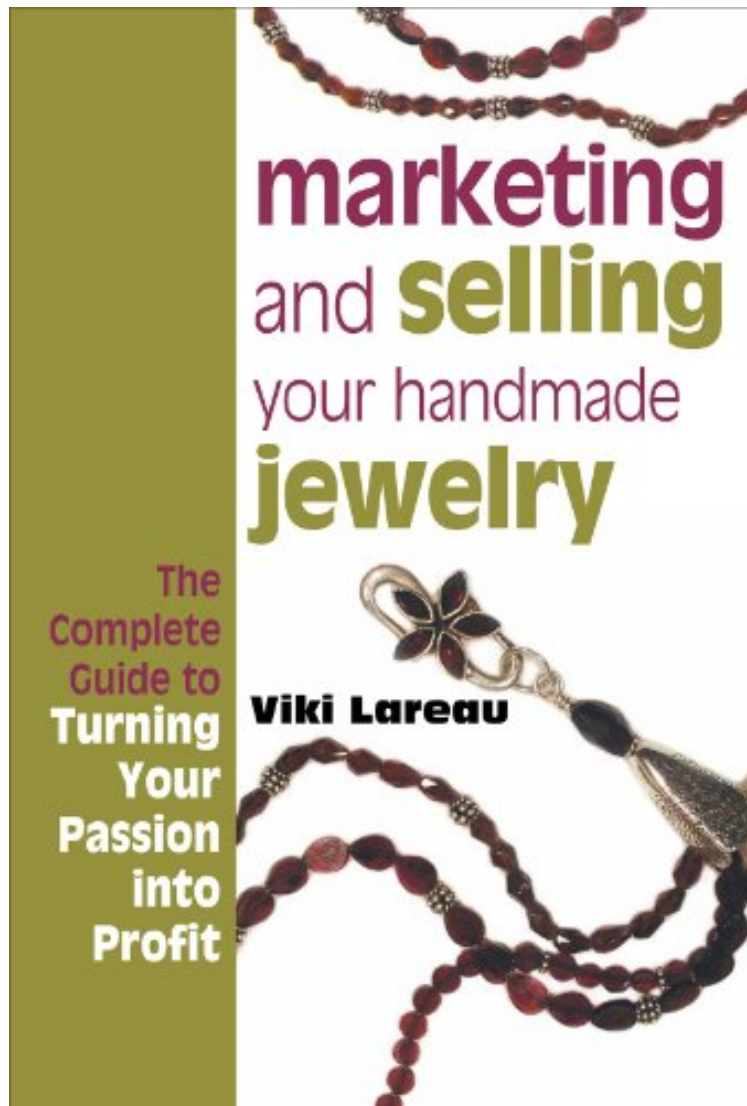


Marketing and Selling Your Handmade Jewelry

Viki Lareau

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Viki Lareau : Marketing and Selling Your Handmade Jewelry before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing and Selling Your Handmade Jewelry:

110 of 112 people found the following review helpful. Short, to the point, and extremely helpfulBy Amy E. HenryThis is a small book, but it has a large amount of information, presented in an order different than I expected. She focuses on four major areas to consider for marketing and selling, and has a no-nonsense realistic approach.I really liked her point about finding out WHAT sells by experimenting first, that what you think is your best may not be what your buyers think. She discusses researching at shows, finding your niche, and then creating a look to your marketing materials to match. I would have thought that would come after establishing sales, but her reasoning is solid.The fact

that she has experience in the business helps a great deal, you aren't just getting "theoretical advice" or general business advice. Keep in mind, there are no jewelry instructions in this book, it's purely looking at the business end (which was good in my opinion). The only thing I thought could have been more in depth is to suggest readers work on creating highest quality products, establishing high standards and not looking like everyone else's projects. That and a bit more proof-reading would have been good (several typos in the last chapters were distracting and very obvious). And I would have liked a bit more information on dealing with returns, and goods damaged by the buyer. All in all I really liked this book and will refer to it often. The illustrations are also really helpful. 1 of 1 people found the following review helpful. Don't bother
By C. Furrow
Just logical stuff here. Nothing I didn't already know
25 of 25 people found the following review helpful. Great book. Excellent ideas
By LS Ventures
This is a gem of a book. It has a lot of great ideas on how to build up your company and get things moving. Being a graphic designer by training I know all about branding and creating an image. So that was the one of the first things that I did. But most of the other ideas were new to me and very useful. I have a large room in which my workshop is situated, but I hadn't really considered turning a portion of it into a gallery. But it's a great idea and I am now in the process of doing just that. The advice on getting into boutiques is also very good. I would say this little book is well worth the price and I recommend it highly to any aspiring jeweler. I would also say that the advice is probably good for other crafters and artisans.

A majority of women who take up beading as a hobby end up selling their work - at home parties, craft fairs, fine galleries, or on eBay. *Marketing and Selling Handmade Jewelry* provides the practical advice and encouragement to do it right and do it with flair. First step: Match your design style and time commitment with the most appropriate target market. Second step: Learn the nitty-gritty of setting up a home-based business. Third step: Develop a distinctive "look" for brochures, ads, hang tags, show signage. Last but not least: Master the fine art of pricing for a profit. The reader will revel in the success stories of women who have made it work. Viki Lareau, co-owner of The Bead Factory in Tacoma, Washington, and co-founder of the Puget Sound Bead Festival, has mentored hundreds of beaders and jewelry-makers on their way to success. This book is a compilation of her knowledge, wisdom, and experience - an essential business guide for creative jewelry artists. Learn how to market and sell your jewelry anywhere you are with *Marketing and Selling HANDmade Jewelry!*

"Optimistic, but also straightforward, helpful, and honest." - BellaOnline.com Guide to Jewelry Making
"Pricing is always a problem for crafters and here Lareau's formula comes to the rescue." - MonstersandCritics.com
"You will find so much information that you may want to consider frequent breaks just to soak it all in." - Mat-Su Valley Bead Society newsletter
"If you're serious about starting a jewelry-making business, then the place to start is with [this book]." - Detroit News Crafts Blog
"The wealth of useful tips and tricks contained within the pages of the book come to life in stories about women who have been successful at starting and running their jewelry businesses...The perfect reference guide for any potential jewelry entrepreneur." - BeadUnique
"This book is a compilation of Viki's knowledge, wisdom, and experience...an essential business guide for creative jewelry artists." - The Bead Bugle.com