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and Grow Your

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in 2012, Kari Chapin

has gained national

visibility as a sought-

after speaker at craft

business conferences

and events. She also

offers one-on-one

creative coaching

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In *Grow Your Handmade Business*, you'll learn what creative people like yourself need to plan for in turning a hobby into a business. The book is readable, approachable, and supplemented by tips, tricks, and confessions from 24

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entrepreneurially
minded folks.

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on Amazon: Adding
your products to
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grow your craft
business massively
with virtually any
extra effort. Once the
products are added,
that ' s it. You can
start selling with
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Third-Party Websites

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about the industry
you 're in. Put
yourself in

environments that
force you to go
outside your comfort
zone. Hone your
leadership skills and
build your
confidence.

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18 Ways Customer

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Branding and

marketing. It ' s all in

the fine details in

how you write your

brand and product

copy. Take the time

to write your bio to

give the market and

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sense of who you and your business are.

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this before – the
uncomfortable... 2.
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– but be patient One
of my most favourite
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Do to Have a
Successful Online
Craft ...
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Business
is split into two parts
– figuring out what
your dream is and
figuring out how to
make it a reality.

Chapin has questions
a As the owner of a
small (very small)
business, I ' ve often
wished that I had a
friend who could
hold my hand and
help me with all the

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successful.

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This is a complete
guide for the creative
hobbyist who wants
to take the next step

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and quit his or her day job to make a living from a creative passion. Part coaching handbook, part practical nuts-and-bolts guidebook to developing a business plan that will work and be sustainable.

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Kari Chapin:

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and leave your day
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style and distinctive,
supportive voice,
along with her strong
ability to market ...

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