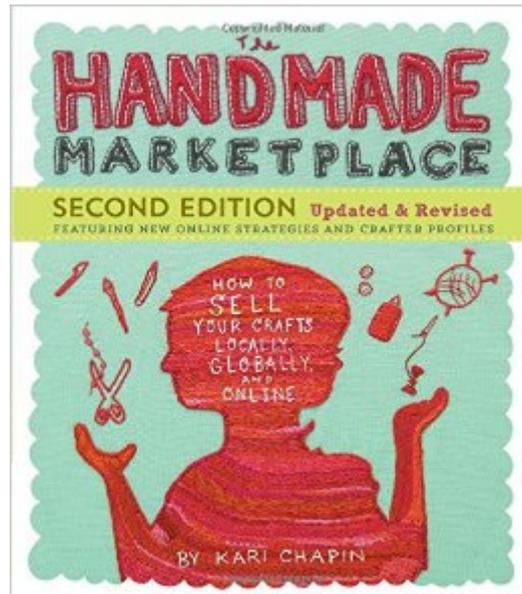


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# The Handmade Marketplace, 2nd Edition: How To Sell Your Crafts Locally, Globally, And Online



## Synopsis

Make money doing what you love. Kari Chapin's insightful and inspiring guide to turning your crafting skills into earned income has been completely revised and updated. The Handmade Marketplace is filled with proven techniques that can help you brand your business, establish a client base, sell your products, and effectively employ all aspects of social media. Learn how easy it is to enjoy a lucrative career while leading the creative life you've always craved.

## Book Information

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## Customer Reviews

After loaning my original, first edition copy of The Handmade Marketplace to my friend, I picked up the new, second edition today, and boy, am I glad I did! Once again, there is an amazing creative collective, with first hand advice and fresh perspective. This new edition also has updated content on social media, including Pinterest and Instagram, so I picked up on a lot of new tools for my business! I make jewelry and sell vintage items, and found this book to be a good refresher course in online business basics. I really like the style that this book is written in. It's conversational and friendly and easy to understand. I feel like a friend is talking to me about the details of my business. So, even though I have the first edition of this book, the second one is worth buying. I'm very glad I got it.

I have been following the handmade revolution for the past 10 years or so. Kari Chapin became popular when she wrote the first real handbook for the indie craft community - an organized set of

resources and advice on how to start and maintain a small business. This second edition has been updated to include things that didn't exist during the initial publication: Instagram, Pinterest, etc. Along with the updates to new technology, the book has an all new Creative Collective - a group of crafty business owners who offer their own advice and perspectives on a variety of topics within the book. A very useful tool for someone looking to start their own small, craft business. You'll get everything you need to set up a good foundation. There is, of course, much more to learn - but this book will get you off and running in the right direction. In the interest of full disclosure: I am one of the members of the Creative Collective - but that doesn't mean I didn't find the book useful and beautiful. I did. And it is.

Better than most books on this subject, but way too wordy (edit more!) and really light on useful information (so many pages devoted to "finding inspiration" and not nearly enough on actual financial, accounting, organizational questions).

• The Handmade Marketplace, Second Edition • is the updated version of Kari Chapin's classic crafter/artist book, The Handmade Marketplace. I am a knitter (forty-eight years knitting, to be exact) and have thought about selling my finished products. Ms. Chapin's book was perfect in that I finally realized, after reading the book, just how involved and time consuming starting and running a small craft business is. Any crafter (or artist) should read this book before deciding to go into business. Ms. Chapin clearly explains all the ins and outs and includes many different crafters and their business experiences in this book. Forewarned is forearmed. Reading this book should prepare anyone starting a small craft business for the realities of the small business world and how to conduct a successful small business. I was impressed with the breadth and depth of Ms. Chapin's experiences, knowledge and networks of friends. The author really delivers an excellent book about running a business. Personally, it helped me to decide to sell my items at yarn shops rather than going through the time and expense of setting up my own business. I would recommend anyone wanting to start a small business to read this book before doing anything. It can be a lifesaver!

I will use the tips in this must-read, over and over, as my business grows. Thank you, for sharing this enjoyable and easy-to-read guide!

While not totally terrible for someone with absolutely no business experience who has no idea

where to start, most of the content is very surface level and not useful for someone who is looking for more in-depth insight on the handmade market place. I was expecting more tangible business and marketing advice and less on inspiration and internet 101. The book didn't include anything that you couldn't learn by being active in the online craft community.

I used the advice I read in here, along with advice from the seller handbook on Etsy and reddit. I'm really glad that I did, because I felt very prepared to start my business and I feel, that since I prepared so well, I've been successful starting a business on Etsy. I definitely recommend this (along with any info you can get anywhere else for free) to anyone who wants to or has considered starting a handmade business, whether it's on Etsy or some other online marketplace.

I borrowed this from the public library and after getting 1/2 way through the book I knew I had to have this for myself. It is really well written and gave me MANY insights that were very helpful. I will be reading and re-reading this book!!!!

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