



# Marketing and Selling Your Handmade Jewelry

*Viki Lareau*

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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!*



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