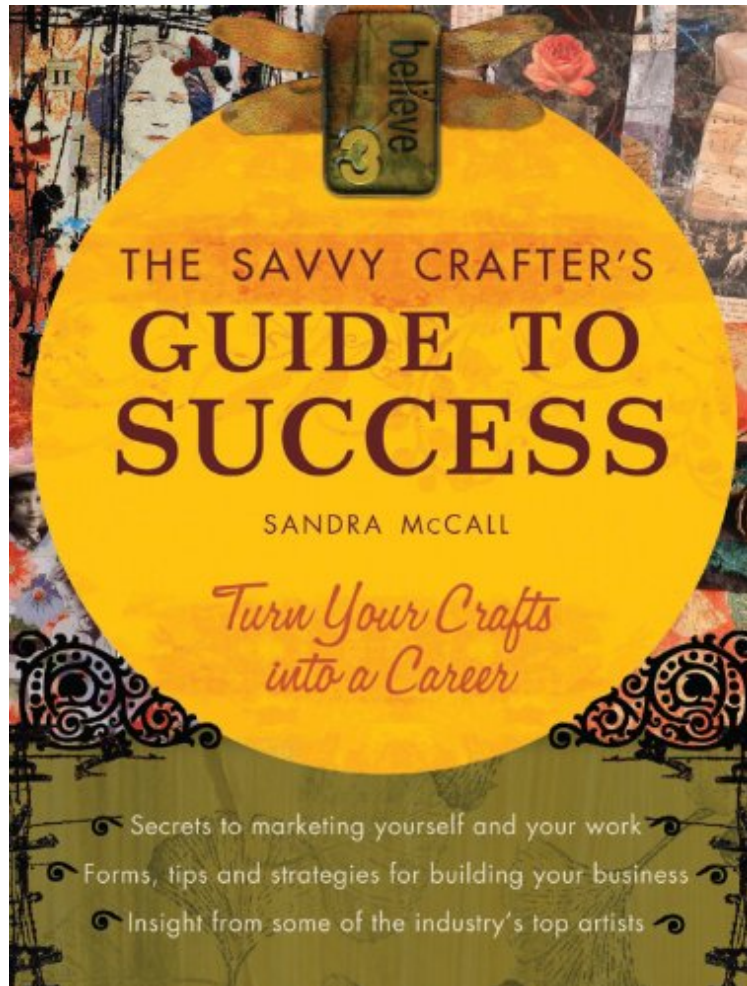


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# The Savvy Crafters Guide To Success: Turn Your Crafts Into A Career

*Sandy McCall*

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**Sandy McCall : The Savvy Crafters Guide To Success: Turn Your Crafts Into A Career** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Savvy Crafters Guide To Success: Turn Your Crafts Into A Career:

5 of 5 people found the following review helpful. Worth the MoneyBy Steel ArtistThis book can easily be applied to a great variety of different arts (I'm a knifemaker yet much of it even can be applied to me) and has several sections or info that I found especially useful: photography, managing paperwork,(has example forms in the book that the author lets you photocopy) presenting yourself at shows, pricing, and dealing with burnout just to name a few.It even offers a section on creating books for those of you who likes writing.2 of 2 people found the following review helpful. Very UsefulBy L. BronteWell thought out, methodically goes through the various ways to approach turning your hobby into a for profit business. Good tips about costs, starting practically, developing your plan/approach while getting started.

Gives an overview of most profitable experiences, and survey of other craft-pruneur's. I found lots of practical how-to info to help me implement my dreams.0 of 0 people found the following review helpful. Five StarsBy plnewhouExcellent product and swift delivery

Take your crafts out of your workshop - and into the spotlight.Do you dream of making money with your art but feel unsure of how to begin? With *The Savvy Crafter's Guide to Success*, turning your hobby into a career is easier than you think.Leave the boring business books to the white-collar set! In these pages filled with plenty of artwork for inspiration, renowned rubber-stamp and polymer-clay artist Sandra McCall teaches you everything you need to know about successfully marketing and selling your work. She shares personal insights from some of the industry's top crafters, including Traci Bautista, Claudine Hellmuth, Michael Jacobs, Catherine Moore and Stephanie Olin.With sound advice, valuable do's and don'ts, and plenty of encouragement, you'll learn to:Become a regular contributor to craft publicationsStart teaching workshops at stores, retreats and craft showsAssert yourself as an "expert" in your fieldTurn your dreams into reality. Turn your crafts into a career!

Sept 08 There are lots of business books available about crafting as a career. This is by no means the best or most comprehensive. If you have already taken the plunge, it is probably relatively useless to you. However, if you are at the stage where you KNOW you love to craft and you THINK you might be able to make it work as a business, this is potentially the book that will convince you to take that plunge. It is personal, it is affirmative, and it is full of reassurance about all the little niggly things that only a fellow (non-business-headed) crafter would realise you might be worried about. It will convince you that it will all be okay, after all. It is a very good basic guide, in the sense that it tells you all the things you need to think about, and find out more about. But that's where its limits are: you will need to buy another book to unravel the finer details. Although this is not the best craft business or small business book available, I do still firmly believe that (if you buy it at the right time in your decision-making process) it is a worthwhile purchase. It is also presented in an aesthetically pleasing way, so if you are the kind of crafter who is scared by the 'serious face' of business books, it will ease you in gently! Another nice feature is the personal accounts written by different professional crafters, covering different aspects of the crafts business or starting out. Everyone has different experiences and reactions to different experiences in life, so reading a personal account by someone whose feelings or opinions seem close to your own may be another helpful deciding factor for you. Waterstones Newsletter Nov 08 This is a particularly helpful reference book as it focuses on self-employment in the specific arena of arts and crafts. The author is a mixed-media artist who has documented her own experience and that of successful colleagues who have taken the plunge from hobbyists to professional crafters earning a realistic living from their skills. This is a frank and honest guide that explores the steps to building and maintaining a business including overcoming initial fears, organising space and time, making contacts and evaluating opportunities. There are some great tips on building an image and promoting a craft including a guide to photographing work and ideas for getting free (or low cost) publicity. In additions to selling handcrafted items the book includes chapters on teaching and writing as a logical step to boosting an income, plus suggestions on licensing artwork. The book concludes with some practical tips for the day-to-day side of running a business. SEWING WORLDAbout the AuthorFreelance artist Sandra McCall has been making art since majoring in commercial art. She quickly decided that the field was too restrictive for her and began working in multi-medium art and assemblage while paying the bills with a job as an accountant. She began making her original drawings and eraser carvings into rubber stamps and eventually found a whole new career. Today, Sandy has authored three books, created instructional DVDs, designs new projects and teaches rubberstamping.