



Craft, Inc. Revised Edition: The Ultimate Guide to Turning Your Creative Hobby into a Successful Business

Meg Mateo Ilasco

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The growing legions of crafters looking to turn their hobby into a profession can rely on the tried and true advice in *Craft, Inc.* In this completely revised edition of the definitive crafter's business book, entrepreneur Meg Mateo Ilasco offers expanded and authoritative guidance on everything from developing products and sourcing materials to writing a business plan and paying taxes. With all-new sections on opening an online shop, using social media strategically, and more along with updated interviews from such craft luminaries as Jonathan Adler and Jill Bliss this comprehensive primer features the most current information on starting and running a successful creative business.

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