

(Ebook free) Craft Inc. Business Planner

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Meg Mateo Ilasco

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Meg Mateo Ilasco : Craft Inc. Business Planner before purchasing it in order to gauge whether or not it would be worth my time, and all praised Craft Inc. Business Planner:

29 of 29 people found the following review helpful. Very Useful By Sheryl Westleigh I bought this business planner because I greatly enjoyed Meg Ilasco's Craft, Inc.: Turn Your Creative Hobby into a Business and you should really consider getting both because they really compliment each other well. This planner is most useful for someone just starting their craft business it's still very helpful for more established businesses to help bring things into focus. I haven't finished all the sections yet (and a few like tradeshows aren't yet applicable to me) what I have filled out has helped me better organize my business. For someone who organization is difficult laying everything out in the planner is great motivation. I do have to concede that the use of yellow text on white paper on the section table of contents is quite hard to read it doesn't greatly effect it's usefulness since none of the actual workbook pages have this color combination. On recommendation for anyone getting this planner is to make sure you fill things out in pencil so you can later update it as things change. 0 of 0 people found the following review helpful. A Perfect Start By Christi I love this little book. It has really good worksheets and advice for starting up a craft/art business. It gives worksheets on how to price everything, figuring out all the little details on the legality of starting a business and what you, as the owner,

want out of the business. Really useful, helpful, and practical. 1 of 1 people found the following review helpful. Must have planner! By Danielle This book is a must have! The book includes numerous resources for crafters to get their business off the ground! There are many fill in the blank pages so you can customize it for your specific niche. It explains what's needed from start to finish for you to be successful. Absolutely thrilled with this purchase!

This action-oriented planner is packed with advice and worksheets that guide creative entrepreneurs in their hot pursuit of profit. From big picture goals (writing a mission statement, developing marketing campaigns, launching a new line) to immediate to-dos (getting a business license, pricing products, packing for trade shows), this essential guide brims with how-to tips from industry experts.

About the Author Meg Mateo Iasco is a designer, writer, and illustrator based in the San Francisco Bay Area. She was in grad school when she started designing wedding invitations for extra money. Eventually her company became a full-time job, expanded into stationery and accessories, and was featured on NBC's Today and in The Knot. Meg has since sold that business and has launched an eponymous housewares and gift company, Mateo Iasco. She recently debuted a home office line called Utile that has sold well at See Jane Work, SFMOMA, Chicago Museum of Contemporary Art, Fred Flare, Curiosity Shoppe, and elsewhere.