

A complete must-read guide for anyone wanting to turn their hobby, craft or art skills into a successful business. Covering everything you ever wanted to know, Fiona gives clear, simple advice on the importance of identifying markets, focusing on a USP, assessing the competition, making sure the price is right and setting goals. The book includes sections on product photography, branding, and legal matters. The book has particular emphasis on online selling, with detailed information on markets, blogging, using social media and the importance of analytics and SEO (search engine optimisation). Information on offline selling is included too, with notes on on selling at craft fairs, trade fairs and markets, selling through retail outlets, running courses and workshops, and featuring work in the media.

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