



Marketing and Selling Your Handmade Jewelry

Viki Lareau

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Straight from a jewelry-business mentor, this guide to entering the bauble business compiles expert knowledge and wide experiences for those looking to take their hobby to the next level. Aspiring businesspeople will gain the advantage of experience from the numerous case studies and engaging personal stories. Starting with the basics of assessing style, time commitment, and target market, the sections progress through business licenses and tax numbers, developing a cohesive presentation for a business, and the fine art of pricing for a profit. Helpful appendices on display suppliers, business and government agencies, and recommended reading complete the handbook, making it a valuable companion for entrepreneurs.



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