

Craft Inc. Business Planner



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Crafty entrepreneurs can manage all the details of their creative business with this hard-working take-along planner. Meg Mateo Ilasco, businesswoman extraordinaire and author of the hugely successful "Craft, Inc.", has gathered together everything crafters need to make their hobby a thriving business. From big picture goals (writing a mission statement, developing marketing campaigns) to immediate to-dos (getting a

business license, fulfilling orders, packing for trade shows), this companion to "Craft Inc." is chock-full of how-to and tips from industry experts. Action-oriented worksheets keep them on task in the hot pursuit of profit. With pockets to catch important business cards and a tear-off notepad to jot thoughts on the go, it's a compact package durable enough to withstand all the bumpy road to success may bring.

作者介绍:

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