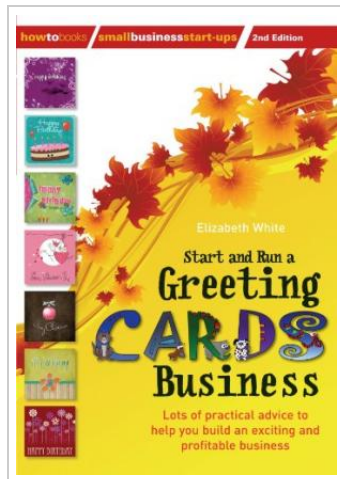




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Start and Run a Greeting Cards Business, 2nd Edition: Lots of Practical Advice for Help You Build an Exciting and Profitable Business (Paperback)

By Elizabeth White

Little, Brown Book Group, United Kingdom, 2011. Paperback. Condition: New. 2 Rev ed. Language: English . Brand New Book. If you are a creative person then making and selling greeting cards is a great way to start a business. It also makes a useful part-time business that can be run from home and started with a limited amount of capital, and can be done by the young or semi-retired. It can also be an excellent way for artists and crafts people to increase their income by selling cards alongside their main product. The skills needed vary greatly depending on what type of cards you want to produce. They can involve all the creative skills from design to photography, from painting to lettering, from enamelling to metalwork. This book takes you step-by-step through the process of starting and running your business with lots of useful practical advice to help you, including:- Deciding what type of cards to produce - Finding your market - Dealing with printers - Copyright and licensing - Pricing and profitContents: 1. What type of card business?2. Handmade cards3. Printed cards4. Designing cards5. Art photographic cards6. Starting a business7. Writing a business plan8. Money matters9. Pricing and paperwork10....



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