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The image shows a group of diverse young adults in a classroom setting, all giving thumbs up. The text is overlaid on the image in white and red. There are two circular logos: one for The TEFL University and another for Tecca International.

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Foreword

All types of leisure activities can be turned into a viable business should the individual decide to make it an income earning venture. With this in mind, anyone wanting to venture into the business field should be well equipped with the various connecting dos and don'ts of doing business. Get all the info you need here.



Crafty Cash

Turn Your Arts And Crafts Skills Into Cash

Chapter 1:

Arts And Crafts Basics

Synopsis

All crafts can and usually are categorized into a few major areas, which include paper crafts, textile based crafts, decorative crafts, and fashion focused crafts and crafts that also serve as functional piece. Besides these more obvious and areas there are also other lesser known yet fairly popular arts and crafts styles. Basically anything that has some features of being handmade can be classified under these categories.



The Basics

The following are some elements that can be connected to the arts and crafts business entity:

If the crafts business is to make an impact and produce the desired revenue then there should be a plan in place to eventually bring this to reality.

For some starting out on a part time basis is a better option that to go into it full time, as there is no assurance that the particular art or craft will be well received as a business entity.

Perhaps taking some lessons to fine tune the individual's capabilities would be a wise step to take if one is serious about converting the hobby to becoming an actual business.

These classes will help to expose the individual to elements that would perhaps not be already known thus creating the opportunity for the individual to be savvier when it comes to the art and craft work.

Part of the process for planning the business, should also include checking out the competition in the particular art and craft field the individual is intending to be a part of. Armed with this knowledge the individual will be able to decide if the choice made is the right one.

Chapter 2:

Main Types Of Crafts

Synopsis

The arts and crafts field is quite vast and diversified, but it can be broken down into a few main areas based on the materials being used to create the intended item. Therefore if the individual is contemplating venturing into the arts and crafts business platform, some knowledge on the different types of crafts should be understood.



A Quick Look

The following is a short description of the main different areas that are usually associated with crafts:

Textile crafts – this type of craft would include the use of fabrics, yarn and any type of surface design which may include knitting, weaving, dyeing and appliqué. Although some of these end products can also be regarded as fashion crafts in it still basically textile based.

Paper crafts – as the name implies the basis of this craft is the use of paper to make the items. This is a very basic style craft and is usually introduced at a very young age which is usually as part of a classroom project.

It is mainly a favorite for children's' projects to be made as gifts and mementos. As for the more experienced creations the paper crafts would include paper mache, calligraphy and paper making. Certain wood engravings are sometimes categorized as paper crafts too.

Decorative crafts – this particular category does not really focus on the use of any particular material and is basically just creations that are meant to be appreciated as decorative items.

Anything from furniture to stained glass fixtures come under this very creative category, which normally requires a high amount of skilled labor.

Fashion crafts – for some this is the most popular and rewarding category to venture into as it involved the “dressing or decorating” of the human body as a palate. This area knows no bound in the name of creativity and individualism. It is also the most highly featured and prized category as fashion.

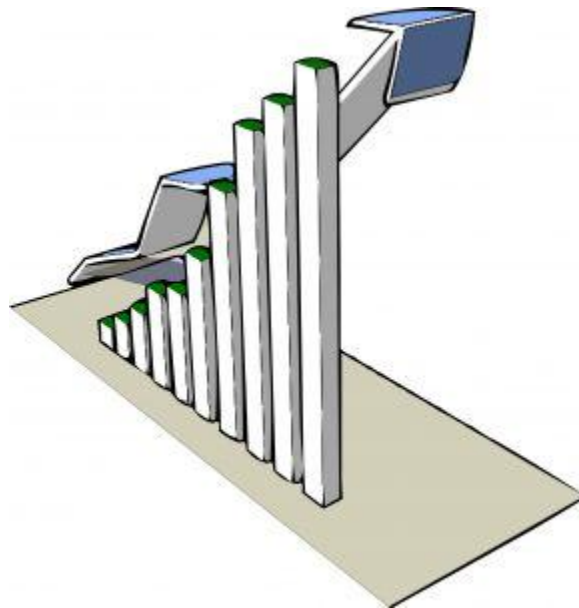


Chapter 3:

Creating A Concept

Synopsis

This creation of concepts requires a little planning and thought. Previously the idea of creating a concept was usually done when the services of an advertising company was sought. However of late anyone and everyone intending to go into business, where the visibility element is pivotal and needed while maintaining the recognition in an individualistic way, the idea of concept creation becomes a vital.



Plan

The following are some points that can shed some ideas on the issue of concepts:

Concept ideas in the form of proposals – this is mostly where the consumers view are taken into consideration and any adjustments made to the business, products or service is very much dictated by the customers input.

The information can be gotten through the various different levels of the business engine and not necessarily only from the consumer. Any feedback that can be enlightening is highly valued.

Concept ideas selection process – here a whole bunch of ideas are discussed and categorized according to its merits and then the process of elimination begins where the eventual pick is imagined to be the best concept to go with.

This exercise usually involves the powers that be and all others who have important contributing thoughts on the eventual pick made.

Concept marketing strategy – at this point the concept becomes more detailed and a lot more thought and planning is exercised.

Mistakes or wrong assumptions made at this stage would not bear well on the overall success of the business endeavor as this planning stage is the backbone of eventual promotions tagged to the business engine.

Concept physical development and testing – this stage required the actual reaching out process where the target customer base is used as a guideline to gauge the eventual reception the business, product or service will receive. This exercise is usually carried out as a launching pad for the business.



Chapter 4:

Supplies And Skills

Synopsis

Every business requires certain basic elements in order to ensure its success, and supplies and skill usually rank quite highly on the requirements platform. Therefore before the individual even decides to actually get into the serious procedures of starting up a business, there should be some basic understanding of the needs and importance of these two elements.



What You Need

Supplies will be the basis of the business to start with and without the supplies there really is no business to speak of. Getting all the information such as what is required and how this requirement can be fulfilled in a professional and timely manner is important to the eventual smooth running of the business engine.

There is also the need to look into the kind of supplies needed and whether there are any legal implications tagged to the use of such items.

If there is a need to get legal approval to use the item then the necessary documentations should be files with the relevant governing bodies before such item can be included for use in making the products intended.

If it is not possible to use such items based on the rejections of the governing bodies than immediate steps would be taken to find suitable alternative which are both acceptable and easy to acquire.

Skills are also another very important element that should get serious consideration when starting up the business endeavor. Art and crafts is nothing without the ever important presence of the skills element.

Not just anyone can churn out such items without the knowledge and skill it would have taken to master such a production.

Often this particular aspect is taken for granted and when the business starts to earn some serious revenue and there is a need to expand, not having the skilled labor to help churn out the necessary

amounts to meet the demands will eventually jeopardize the entire business entity, causing the customers to look elsewhere to satisfy their needs.



Chapter 5:

Marketing For An Arts And Crafts Business

Synopsis

Marketing for arts and crafts is quite similar to marketing any other products with only a few distinctive different. These differences are due to the fact that the market for such items are quite niche and such items cannot be successfully touted by the masses as it lose its originality in the selling tactic.



Marketing

The following are some recommendations on how to understand and plan the marketing tactics for arts and crafts businesses:

Doing some research is the first thing to exercise in the quest to understand the market requirements of the time and the general likes and dislikes of the intended customer base.

With this in mind the individual intending to launch an art and craft business will be able to gauge if the intended product is suitable as a revenue earning tool or if there is a need to redesign or even rethink the entire concept of the item to be made for sales.

Pricing the items reasonable is also another marketing strategy that should be looked into. After the market research the individual should be able to gauge just how much a customer is willing to pay for such items.

Correct and compatible pricing is very important to ensure that the available market for the product is actually induced to making the product a revenue earning platform.

Marketing strategies that direct focus to the ideal pricing for the product, will successfully garner the desired interests which will lead to the desired [projected earnings.

Building a strong mailing list is also another effective marketing strategy when it comes to creating visibility and bringing the product to the customer. Making the customer aware of the existence of the

item and creating the platform for easy and quick purchases to be made will encourage the intended customer base to excitedly make purchases.



Chapter 6:

Arts And Crafts Fairs

Synopsis

The main idea behind these arts and crafts fair is to bring attention to the works of those participating in the exercise to the viewing public. However there are also many other reasons why this particular platform is both useful and exciting for those so inclined.



Fairs

The following are just some of the reasons why arts and crafts fairs have become very popular entities of late:

A lot of the participants of the arts and crafts fair get involved in this type of event for the convenience it facilitates. The locations and times chosen to organize such events are usually very convenient and timely.

Product exposure – this is a splendid platform to display the individual's creations with the sole intention of gaining revenue through the potential purchase of the items on display.

The fairs are usually organized periodically to ensure those in the industry have a suitable venue that is not exorbitantly costly to display their wares for business purposes.

The fairs are patronized by like minded individuals who share the same affinity to the products on display, thus making it an ideal one stop location to find anything and everything one may be looking for.

Buying opportunities – some of these fairs can also function as displaying platforms for future business opportunities. It is not uncommon for established business owners to browse through such

fairs looking for opportunities to further expand their already successfully preexisting businesses.

Forming new partnerships and expansion programs can be quite common an exercise at an arts and crafts fair.

As most of the participants in such fairs are considered cottage industry style businesses, larger companies looking for new ideas also visit such fairs to form business liaisons which could be rather successful especially for the individual displaying specialized and unique style goods.

This becomes even more lucrative if the owner of the said item or design has had the foresight to have the elements patented.



Chapter 7:

Successful Business Mindset

Synopsis

The following are some tips on the successful business mindset that is well worth following in order to generate successful revenue earning possibilities:



Final Thoughts

Perhaps the most effective and motivating tool would be to actually visualize the business engine and its definite accompanying success. This is different from simply visualizing the possibilities, as this exercise requires the actual visualization of the already successful entity.

Keeping this visual picture prominent in the individual mind's eye, will help to ensure there are enough motivational thoughts and actions that will eventually contribute to the business success becoming a reality and no longer just a vision.

Maintaining a successful business mindset also requires the actual conscious effort made on the part of the potential business owner to avoid all contact with negative thinking individuals. By avoiding pessimistic people the new business owner will effectively keep possible negative thoughts at bay.

These negative elements can sometimes cause even the strongest and focused mindsets to stumble, thus avoidance is better than having to struggle with mostly unfounded doubts.

Being willing to make sacrifices when necessary is also another element that should be well understood by the new business owner.

Most successful entrepreneurs have attested to the fact that all initial sacrifices have proven to be well worth it in the long run.

This will help the individual refrain from feeling bitter from having to make such sacrifices. It will also help others around the individual; better understand the reasons for such commitment the individual is focused on simulating.



Wrapping Up

Starting any business usually has the same common goal, which is to make the business into a money making endeavor. Therefore in order to ensure this ideal scenario becomes a reality, there is a need to have the accompanying mindset that will keep the individual focused towards the end goal of creating a successful business entity.

