



From Passion to Profit

Start your business in 6 weeks or less! A step-by-step guide to making money from your hobby by selling online

Claire Hughes

| | |
|-----------------------|----------------------------|
| Publication | 10th October 2014 |
| Price | £14.99 |
| ISBN | 9781446305010 |
| Format | Paperback 234 x 156 mm |
| Extent | 128 pages |
| Illustrations | 256 Colour illustrations |
| Publisher | David & Charles |
| Classification | Craft business books |
| BIC CODE/S | WF, KJVS |
| SALES REGIONS | Craft Trade Only |



9 781446 305010

Key Selling Points

- The only book that focuses exclusively on getting your online shop live in six weeks or less for the bare minimum investment
- A unique interactive workbook with decision charts and worksheets to enable readers move from idea to action!
- Applies not only to handmade sellers but also to wider creative home-based business including vintage finds, designer prints, customized T-shirts, wedding stationery, upcycled jewellery, patterns, eBooks and more!

Description

Everyone can be an entrepreneur!

This book walks aspiring creative business owners right through the process of deciding what to sell, developing a brand, choosing the right platform, and getting an online shop live in six weeks or less – without a computer engineering degree or spending hundreds of pounds. It's a step-by-step guide that combines practical information, worksheets and checklists with the gentle encouragement and support so often needed by creative entrepreneurs. A directory of online marketplaces and online shop solutions will help you to decide the best options for you to sell online, while case studies and real-life stories from successful online shop owners prove that you can be successful too!

About the Author

Claire Hughes is an online retail expert, marketing geek and third generation entrepreneur. After working with big brands like AOL and McAfee, she changed focus to work with creative start-ups and has since helped hundreds harness the potential of the internet to grow a successful business. She regularly writes for US blog Handmade Success and has been featured in *Craftseller* and *Mollie Makes* magazines. She is also a regular instructor for The Design Trust, Folksy and the Creative University.