



# Scrapbooking for Profit: Cashing in on Retail, Home-Based, and Internet Opportunities (2nd Ed.)

*Rebecca F. Pittman*

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## **Scrapbooking for Profit: Cashing in on Retail, Home-Based, and Internet Opportunities (2nd Ed.)**

Rebecca F. Pittman

This invaluable guide shows how you can transform your passion for scrapbooking into a profitable career. From running a home-based business, writing for crafts magazines, or designing your own products, to teaching scrapbooking classes, working as an event planner, or owning a retail store, *Scrapbooking for Profit* explores the endless business opportunities in this ever-growing industry. This revised edition also contains new sections on marketing your products through Websites and social media. Whether home-based, Internet, or retail, it's all here! Chapters cover:

- Current trends and statistics in the marketplace
- Tackling the challenges of running your own business
- The organizational and legal steps for starting a scrapbooking enterprise
- Publicizing, promoting, and advertising your business
- Running an Internet retail site
- Getting exposure at scrapbooking trade shows and expos

Filled with solid business knowledge, advice from industry experts, and a contagious sense of creative passion, this much-needed resource provides detailed counsel for anyone seeking to cash in on the scrapbooking revolution.

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