

Publication: October 2006

Marketing and Selling your Handmade Jewelry The Complete Guide to Turning Your Passion into Profit Viki Lareau

Loveland, Colo.: More than half of all beaders are entrepreneurs, and they sell their work out of their homes, on the Internet, at local boutiques, and even into department stores according to “The State of Beading–2004 Industry Survey” from Interweave Press. Hobbyists looking to turn their bead craze into profit or experienced jewelry makers seeking useful insider tips will revel in **MARKETING AND SELLING YOUR HANDMADE JEWELRY** (Interweave Press, October 2006, \$21.95), the essential guide for creating a successful business. Jewelry designer and bead shop co-owner Viki Lareau of The Bead Factory in Tacoma, Washington, draws on a background in fashion, marketing, and jewelry making to share her insights into the business of jewelry.

“The world of handmade jewelry is always changing, but there will always be a market for it,” Lareau says.

Whether readers simply want to sell part-time to supplement their income or wish to sell their handmade creations as a full-time job, Viki guides them through all the essential steps.

Second step: Learn the nitty-gritty of setting up a home-based business.

- Step 1: Match your design style and time commitment with the most appropriate target market.
- Step 2: Develop a distinctive portfolio and “look” for brochures, ads, hang tags, and show signage.
- Step 3: Master the fine art of pricing for a profit.
- Step 4: Discover the ins and outs of the craft show business.

- Step 5: Discover the ins and outs of selling wholesale.
- Step 6: Finesse specific marketing activities to create sales opportunities.

Throughout the book, Viki highlights success stories of women who have made it work. Readers will find useful sidebars that discuss how a specific artist prices her work, examples of eye-catching business cards or author biographies, profiles of successful business startups, and other useful tips and tricks for the business owner. Also included is a resource guide of craft fairs and festival sites, along with information about displays and packaging. The reader will celebrate the success stories of women who have made it work; Viki has mentored hundreds of beaders and jewelry makers on their way to success over the past 10 years.

Whether readers simply want to sell part-time to supplement their income or want to sell their handmade creations as a full-time job, **MARKETING AND SELLING YOUR HANDMADE JEWELRY** is certain to become one of their most prized resources.

MARKETING AND SELLING YOUR HANDMADE JEWELRY

Viki Lareau

Interweave Press • October 2006 • \$21.95

6 x 9 • Paperbound • 96 pages

40 photographs and 40 illustrations • ISBN 1-59668-024-5

Distributed to the book trade by Independent Publishers Group

About the author: **Viki Lareau** has been in the jewelry making business for more than 20 years. She majored in fashion marketing and worked in jewelry sales at Nordstrom for several years. She left Nordstrom to help expand a chain of bead stores across the United States and Canada. It was there she met and married Mark Lareau. Shortly after, they opened their own bead store, The Bead Factory, in Tacoma, Washington. Both Viki and Mark teach nationally and also are founders and directors of the Puget Sound Bead Festival, now in its tenth year.

About Interweave Press: In business since 1975, Interweave Press LLC publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines, including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in the field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.