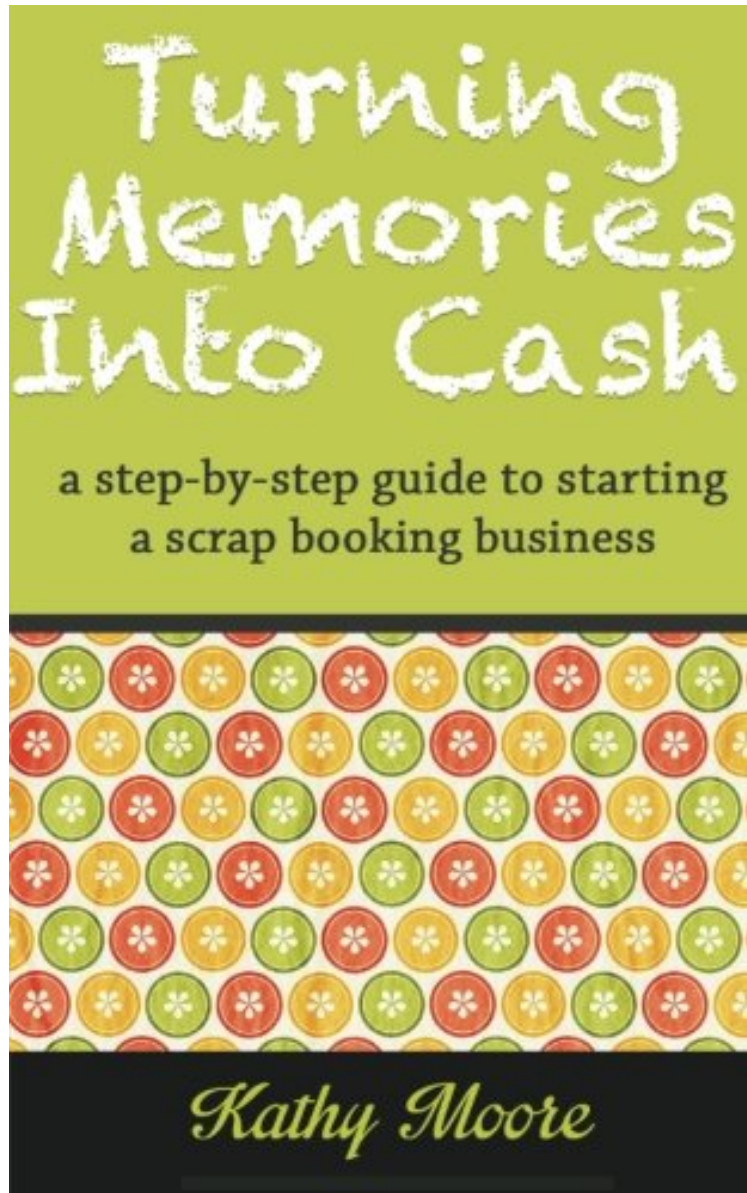


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Turning Memories Into Cash: A step by step guide to starting a scrapbooking business

Kathy Moore

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A step by step guide to starting a scrapbooking business:

If you possess a creative bent of mind, then scrapbooking is the business that you can consider. This can be a particularly lucrative vocation if you have the skill and unlimited imagination to bring peoples thoughts into reality. While scrapbooking has been a hobby for most people as kids, very few people consider converting it into a full-time business or a part-time endeavor. This book is a start-up guide for anyone who is considering scrapbook making as a business or money-making opportunity. The book covers everything from the basic start-up strategies and tactics to what all you should consider before taking the plunge. A business cannot be successful unless you are able to sell your products profitably. This makes marketing and advertising an essential part of any business. However, every business has a different setup and requires a different promotional and marketing strategy. This book includes chapters on marketing and advertising methods for this business, how you should name the business and what can you charge from your clients in order to ensure that your business is profitable.