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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

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# Chapter 1:

## *Arts And Crafts Basics*

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### 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.



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## 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.

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# Chapter 2:

## *Main Types Of Crafts*

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### 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.



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## 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.

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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.

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## **Chapter 3:**

### *Creating A Concept*

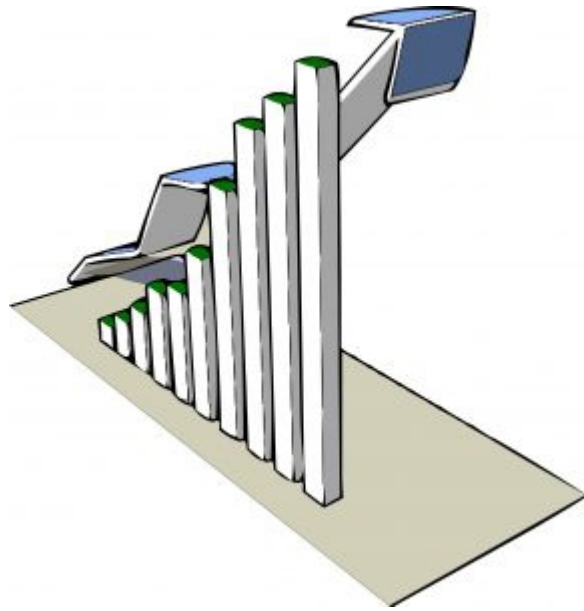
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## **Synopsis**

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.

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## 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.



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