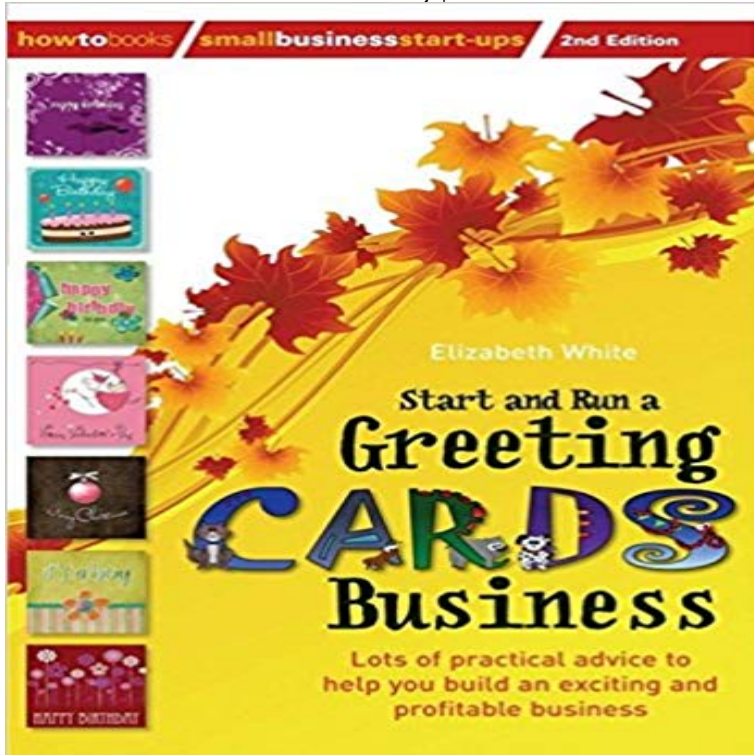


Start & Run a Greeting Cards Business: Lots of Practical Advice to Help You Build an Exciting and Profitable Business. Elizabeth White



If you are a creative person then making and selling greeting cards is a great way to start a business. It also makes a useful part-time business that can be run from home and started with a limited amount of capital, and can be done by the young or semi-retired. It can also be an excellent way for artists and crafts people to increase their income by selling cards alongside their main product. The skills needed vary greatly depending on what type of cards you want to produce. They can involve all the creative skills from design to photography, from painting to lettering, from enamelling to metalwork. This book takes you step-by-step through the process of starting and running your business with lots of useful practical advice to help you, including: - Deciding what type of cards to produce - Finding your market - Dealing with printers - Copyright and licensing - Pricing and profit

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