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Freelancing pros Meg Mateo Iasco and Joy Deangdeeler Cho explain everything from creating a standout portfolio to navigating the legal issues of starting a business. Accessible, spunky, and packed with practical advice, Creative, Inc. is an essential for anyone ready to strike out on their own.

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The growing legions of crafters looking to turn their hobby into a profession can rely on the tried and true advice in Craft, Inc. In this completely revised edition

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of the definitive crafter's business book, entrepreneur Meg Mateo Ilasco offers expanded and authoritative guidance on everything from developing products and sourcing materials to writing a business plan and paying taxes. With all-new sections on opening an online shop, using social media strategically, and more along with updated interviews from such craft luminaries as Jonathan Adler and Jill Bliss this comprehensive primer features the most current information on starting and running a successful creative business.

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Craft, Inc. is the hipster business primer for entrepreneurial crafters to turn what they do for fun into what they do for money. Pro crafter Meg Mateo Ilasco offers a step-by-step guide to everything from developing products and naming the company to writing a business plan, applying for licenses, and paying taxes. Chapters on sales, marketing, trade shows, and publicity round out the mix. Plus, in-depth interviews with such craft luminaries as Jonathan Adler, Lotta Jansdotter, Denyse Schmidt, and Jill Bliss provide inspiration and practical advice.

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Accessible, informative, and more than a little spunky, Craft, Inc. paves the way for today's creative minds to become tomorrow's trendsetters.

If there's no stability in the corporate world, why not do what you love? Creative Girl shows women how to turn their talents into a money-making career...smartly. Whether readers are just tapping into their creativity and want to see where it takes them, or if they're already making a creative living and know it's time to grab hold of the next level of success, this book has specific

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Advice for women at varying stages. Author Katharine Sise has certainly "walked the walk" of a creative entrepreneur, as she created her own jewelry line that has won the praise of celebrities and the fashion world. Here she provides ideas for sparking one's creative talent (through meditating and journaling), and narrowing down what career lifestyle is right for each reader. She also shares insider tips on the realities of navigating a creative career and handling a business—such as how to brand yourself and how to build a platform and garner publicity. Katharine debunks

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the myth of the “starving artist” and shows how one can turn inspiration into a profitable livelihood.

So many women dream of having it all—being kickass mothers and running their own successful businesses. This book helps them take the leap with confidence. Serial entrepreneurs (and moms) Meg Mateo Ilasco and Cat Seto draw on their own successes and missteps to reveal exactly how to choose the right business, find clients, write a business plan, launch a blog and Web site, stay focused at home, and more. Insightful Q&As with enterprising mothers

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like fashion designer Cynthia Rowley and Style Me Pretty blogger Abby Larson demystify the many nuances of balancing work life with family time. It's not easy. But this practical and inspiring guide helps make it possible.

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A successful freelance reference lists, and insider resources. 25,000 first printing.

This action-oriented planner is packed with advice and worksheets that guide creative entrepreneurs in their hot pursuit of profit. From big picture goals (writing a mission statement, developing marketing campaigns, launching a new line) to immediate to-dos (getting a business license, pricing products, packing for trade shows), this essential guide brims with how-to tips from industry experts.

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