

## Make Money Quilting

**Sylvia Landman**

Allworth Press (February 2005)

\$19.95 (256pp)

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Profitable Patches: "The difference between a dream and a goal is a plan," writes Sylvia Landman, a craft-business writer, teacher, and consultant. A business plan isn't just for those looking to acquire a loan from the bank. Clearly outlining strategy and goals will keep an owner focused and make decision-making easier as a business grows.

In *Make Money Quilting* (Allworth Press, 256 pages, softcover, \$19.95, 158115-399-6), the author offers practical, no-nonsense advice to quilters looking to start a business or better organize an existing one. If crafters net more than \$400 a year and begin to set aside their own projects to complete work for others, it may be time to think of this needlework as a business rather than a hobby, Landman says. She takes beginners through writing a business plan, marketing the product, balancing profitable designs versus artistic, and pricing and negotiating contracts. In addition, Landman shows how to expand the venture from just making quilts to teaching, speaking, appraising, and writing magazine articles.

Quilting is a \$2.27-billion dollar industry in the United States alone. This book guides quilters to securing their own share of that money.

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