



This book review was originally published in the March 1997 *Chain Link* newsletter.

Crafting for Dollars by Gwen Blakley Kinsler

Our own Sylvia Landman introduced her new book at Chain Link '96, our Third Annual Crochet Conference in August 1996. For those of you who weren't able to attend and hear about Sylvia's book, we are reviewing it here.

Published by Prima Publishing, this softcover book is the definitive guide for those wishing to start or expand a home-based craft business. Today's trend toward corporate downsizing has left many at home wondering what to do next as far as a career is concerned. Sylvia, who has successfully owned and operated her own needlecrafting business since 1962, has laid out an organized and logical approach for the crafter who wants to turn their hobby into serious cash.

Immediately in the first chapter, "Crafting for Dollars" cuts right through any doubts the reader may have as to how serious they really are about committing their hobby to a full time business. Readers are guided through the analysis by answering such questions as: how to assure a profit, how to cope with working alone at home and how to focus and direct those creative ideas.

The following chapters then guide the reader through the myriad of roles a craft entrepreneur must play in order to keep a small business alive: "You As Office Manager, You As Designer, You As Seller, You As Financial Planner" to name just a few. At the end of each chapter interviews with successful crafters are a personal touch that is both inspiring and a good resource.

Chockful of resources, this book also includes listings of helpful newsletters, magazines, organizations, and more! Highly recommended for anyone who wants to know more about the "ins and outs" of crafting as a business, "Crafting for Dollars" is available for \$14.95 at Barnes and Noble Bookstores and also from: Prima Publishing, 3875 Atherton Road, Rocklin, CA 95765-3716. E-mail Prima at jonna@primapub.com