

# [PDF] Craft Business Power: 15 Days To A Profitable Online Craft Business

Jason G. Miles, Cinnamon N. Miles - pdf download free book

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## Books Details:

Title: Craft Business Power: 15 Days

Author: Jason G. Miles, Cinnamon N.

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## Description:

### From the Author A Note About This Book's Achievements...

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#2 in (free) Business & Investing, January 7th.

#2 in Small Business - Home Based, January 12th.

#1 in Web-Marketing in Kindle Store, January 13th.

#1 in Web-Marketing in Books, January 13th.

#1 in E-Commerce, January 13th.

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Hi Amazon readers,

I'm Jason Miles the co-author of *Craft Business Power*, and co-founder of Liberty Jane Clothing.

I want to take a minute to explain what you'll find in *Craft Business Power*.

This book was originally called our *Startup Success Guide* which we provided to people who want to become a Liberty Jane Partner. Liberty Jane Partners is a program we run for people who want to use patterns from Liberty Jane Patterns as the basis of their home based business. We're honored to work with over 1,000 of these aspiring entrepreneurs and provide them with tools and training to help launch their business.

But the little Startup Success Guide seemed to really resonate with people, so we decided to make it a full fledged ebook. The idea for the book is simple. Liberty Jane Clothing started with Cinnamon making the product, and I did the marketing.

Together we built an exciting six-figure craft business. Over time we discovered that most of the partners we were working with came ready to make the product, but they didn't have someone helping them with the marketing. They were (frequently brilliant) crafters with no marketing partner. And if you don't do both parts - you won't see breakout success. So this book is a 15 day step-by-step guide to working on the marketing related parts of a craft business written to help in these types of situations.

The lessons are written from our experience and focus on the marketing oriented issues and includes topics like branding, pricing strategy, photography, copywriting, product launches, social media marketing and email marketing.

Each chapter includes the day's topic as well as an action item to complete and a Q&A where I interview Cinnamon about the topic. Cinnamon also wrote the introduction and in it she explains more about the relationship between her as a designer and me as a marketer. Most of our pre-readers said the Q&A with Cinnamon was the part of the book they liked the most. It's a designers perspective on the marketing related topics. I think you'll probably really enjoy that part too.

All the best on your craft business,

Jason & Cinnamon Miles  
Liberty Jane Clothing

Ps. Some kindle books are rather brief, this one is 29,000 words, which is fairly substantial. So plan on spending some time working through it.

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