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# Sewing To Sell - The Beginner's Guide To Starting A Craft Business: Bonus - 16 Starter Projects *How To Sell Locally & Online*



## Synopsis

You love to sew. Don't you wish you could make a living from your sewing? You can, with the help of this practical guide for turning your passion for sewing into a successful home business.

Everything you need to know is here, from finding your personal sewing style to creating a product line, identifying customers, equipping your studio, pricing and selling your work, marketing yourself, designing your own patterns, and handling the business and legal side of sewing. And that's not all! You also get 16 projects (all customer-tested) to start sewing and selling right now.

## Book Information

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## Customer Reviews

A practical and valuable guide for those who wish to make a living from their sewing, this new book from sewist and pattern designer Lindsay includes all you need to know to start sewing for profit.

The book covers everything from finding your personal sewing style to creating a product line, identifying customers, equipping your studio, pricing, selling, and marketing your work, designing your own patterns, and managing the business and legal side of sewing. Also included are 16 projects—aprons, totes, messenger bags, tablet covers, baby quilts—that you can begin sewing and selling right away. (Quilts Inc., February 2015) This practical guide covers everything you need to know to start sewing for profit, from finding your personal sewing style to creating a product line, identifying customers, equipping your studio, pricing and selling your work, marketing yourself, designing your own patterns, and handling the business and legal side of sewing. Also includes 16 projects (with pullout patterns) that you can start sewing and selling right

now. (American Sewing Guild Notions Magazine, February 2015) Much of the book's content is a series of 16 tried-and-true starter projects that wannabe craft-based business owners can adapt or use — an alluring idea, since Lindsay sells her version of several of the projects in her own online store. Interviews with successful craft-based business owners provide additional perspective on what it takes to be victorious in this increasingly crowded field. (Library Journal, January 2015) This is a must-read book for any sewist who is toying with the idea of taking their home sewing to the next level. Not only does this book provide you with 16 starter projects — it covers the basics from finding your sewing style, identifying your customers, essential equipment, buying and using your fabric to sewing and selling. There are also interviews throughout the chapters from talented sewists who have taken the leap and created their own craft business. What I really enjoyed about this book was each pattern included a cutting guide for a single item and then a cutting guide for multiples — an excellent time saver for stock building. Each project also included a sample price guide — perfect for any first time seller who is unsure of what to price their precious sewn items. (Make Modern Magazine, 11/3/14) The author's expertise in running Gingercake Patterns, an online pattern business, is put to good use in a book that's half-helpful suggestions for those who want to start a home-based sewing business and half a selection of 16 sewing patterns that can be used to make projects to sell. The first section contains valuable information on everything from identifying potential customers to taking good photos for online sales and setting prices for craft shows. Lindsay doesn't offer much advice about the less glamorous and more practical aspects of setting up shop, such as incorporating a business or figuring out a profit margin, but there's enough to be worthwhile. The projects are cute, too, including a simple boxy pincushion and an appealing, reversible grocery tote, all clearly explained with step-by-step diagrams. None of the patterns are revolutionary, but - this is key - Lindsay grants permission for all 16 projects to be sewn and sold, an important consideration for those starting a sewing business, and quite possibly making the book worth the price just for those. Full-color photos, pattern pullouts. (Publishers Weekly, 10/20/14)

Virginia Lindsay is a self-taught sewist and lover of all things fabric. She is the author of the popular sewing blog, Gingercake, and the designer behind Gingercake Patterns. She has had several patterns published by Simplicity. Virginia lives in Freeport, Pennsylvania. Visit her at [www.gingercake.org](http://www.gingercake.org)

Nicely laid out, well organized. I really liked the 'stock your shelves' notes on how to make multiples

at once and pointers on how to make fabric use more economical (aka make four at once and need less overall yardage than doing one-offs). Plus youtube videos showing how to make some of it. I sewed the market tote two days after I got this, and it was peasy easy especially having seen the youtube first (that video is what led me to tracking down the book). I purchased this kindle, and in the kindle version they give a link to a place to download the patterns, so it was instant gratification and print and tape together my own pattern pieces. I think the investment was well worth the price.

This book is full of helpful information. It is written for the newbie containing great ideas and tips for marketing and selling your work. I was really pleased I purchased this book. Don't know if I'll start a craft business at this point but now have information to assist me in making the decision.

Sewing to Sell is a great book, full of ideas and easy to read directions. Her time saving and money management tips are very useful. She truly understands trying to stay within a budget while creating a well made product. I would give the book more than 5 stars if I could.

If you are thinking about starting a sew-to-sell type business, this book is a great place to start. Virginia's practical, straight-forward advice is just what I needed to hear at a point in my sewing business when I'm feeling a little lost. Though I've had an on-again-off-again sewing business for a few years, Sewing to Sell has reminded me of the basics and has given me a good idea of where I need to go in this coming year. The patterns included are attractive and serve as a blank slate for each artist to add their spin or unique creative touch. I look forward to refining parts of my business and adding some of these items to my shop in 2015.

I really liked this book! Excellent advice from an energetic, enthusiastic lady who is generous and kind enough to share her experience and patterns with women of like minds! She makes starting your own sewing business look and sound like so much fun! I especially like her patterns for pillows and lunch bags. Lots of beautiful color pictures and ideas from other ladies who have their own businesses as well. I will be using this "manual" as a guide to starting my own business!

Good book to start ideas flowing on creating your own business with crafts. It even comes with patterns and instructions for some items that would be good sellers at craft shows, flea markets, or an online business. Very well written and beautiful pictures. She also interviews some women that started their own businesses, which is helpful. Highly Recommend.

So well written, beautiful pictures, and a great bunch of patterns to get you started. Even if you don't want to go into business for yourself, this is a great book to have. I make and give away all my creations as gifts. Especially the grocery tote and the zippered pouch. I've had a lot of fun with this book!

I have read through the book and it has a lot of great ideas. Love most of them. I plan on retiring in a few years from my full-time job and want to make some of the items to sell for extra \$\$ and also to stay busy. Even if I don't sell any, I will make for gifts.

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