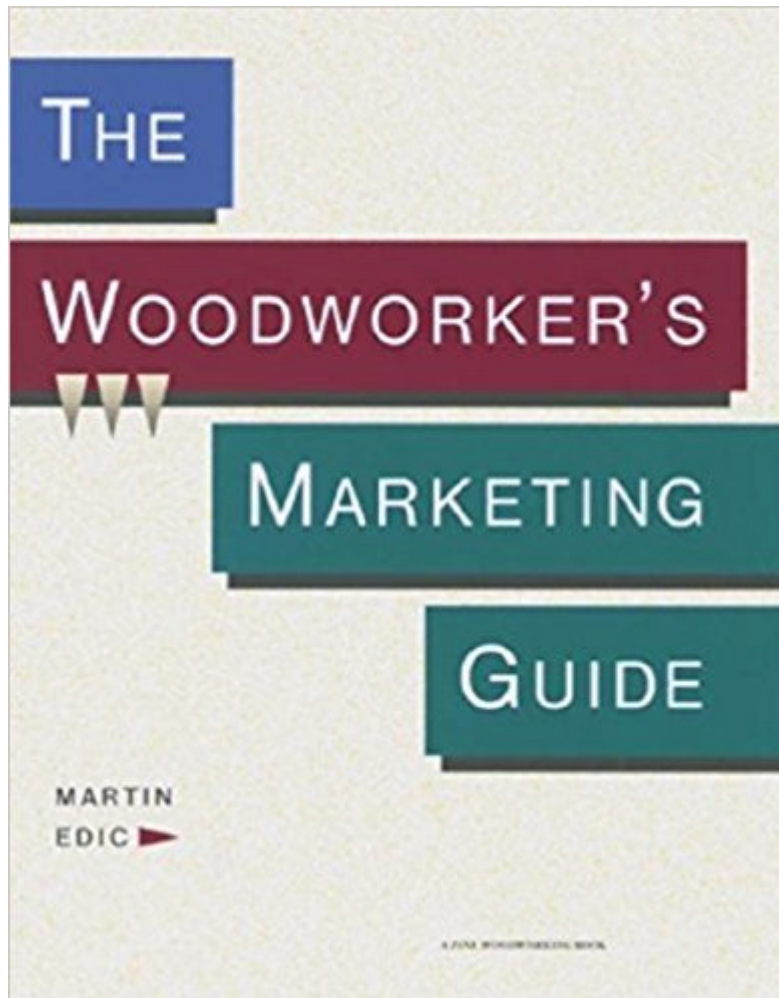




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Woodworkers Marketing Guide (Fine Woodworking)



Synopsis

This title provides a thorough introduction to basic marketing for the woodworker. It is aimed at those who have always wanted to run their own business but have not known where to start. The author suggests making a woodworking business more profitable by developing a long-term marketing plan. He covers goal-setting, strategic planning and organizing marketing efforts, and discusses specific marketing activities. The latter include advertising, direct mail, trade shows, craft shows, galleries and telemarketing.

Book Information

Series: Fine Woodworking

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Customer Reviews

Anyone who makes money from woodworking knows how hard it is to make a profit. The key to generating a steady flow of work and income is a carefully planned marketing program. This clearly focused, up-beat guide is an introduction to basic marketing for small-shop woodworkers. Martin Edic explains how to think like a marketer, set realistic goals, develop strategic plans, create impact with advertising, use direct-mail techniques, and get the most from trade and craft shows. He gives valuable tips for creating effective promotional materials and shows how to develop customer lists. In addition, he provides sample marketing plans that can be adapted to any woodworking business. With Edic's can-do approach, you can sell your work with less effort and more profit. You'll also learn to develop long-range plans to achieve both financial and professional success.

Edic is a writer and small business owner.

I don't have the book right in front of me but if you look at the publishing date I believe it is very early 1990's or late 1980's and so most all of the information is written for using the technologies of the day. So if you buy this book keep in mind that the information while pointed at old technology is still valuable. Marketing hasn't changed in forever, the mediums have so there is a lot of good material here!

Want to sell your woodworking products? Want to sell your expertise? Current economic times make it difficult. Most woodworkers have a "hands on " instinct, but don't know the first thing about getting the product , or service to market. I really appreciated the authors examples, and insights. He even knows real woodworkers!!!! I have read how to books, and the woodworking area has many. I hope to sustain myself in this area. I like to read. And I have a couple of seasoned professionals to advise me. But they can't be around when I forget something cause I have been "told" but now that I am ready to "do it" I have forgotten what I have been told. Oh yeah, I can read the book. Of course it is a guide and not my plan, but I would recommend it!

This book provides a lot of good information on how to market a woodworking business. The steps are clear and doable for most people. The advice is based on the author's experience with advising woodworking business and seems sound. At times the author seem to be a bit rigid in his stance, stating you must do this professionally or it will harm your business. While this may be true, some of the items could be shortcut. Instead of finding a professional photographer, find someone skilled at taking pictures of your work or do it yourself. With all the computer programs around, you can do printing of your own business cards, letterhead, etc. and still appear professional. Overall, I found this a good book to read for starting my woodworking business.

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