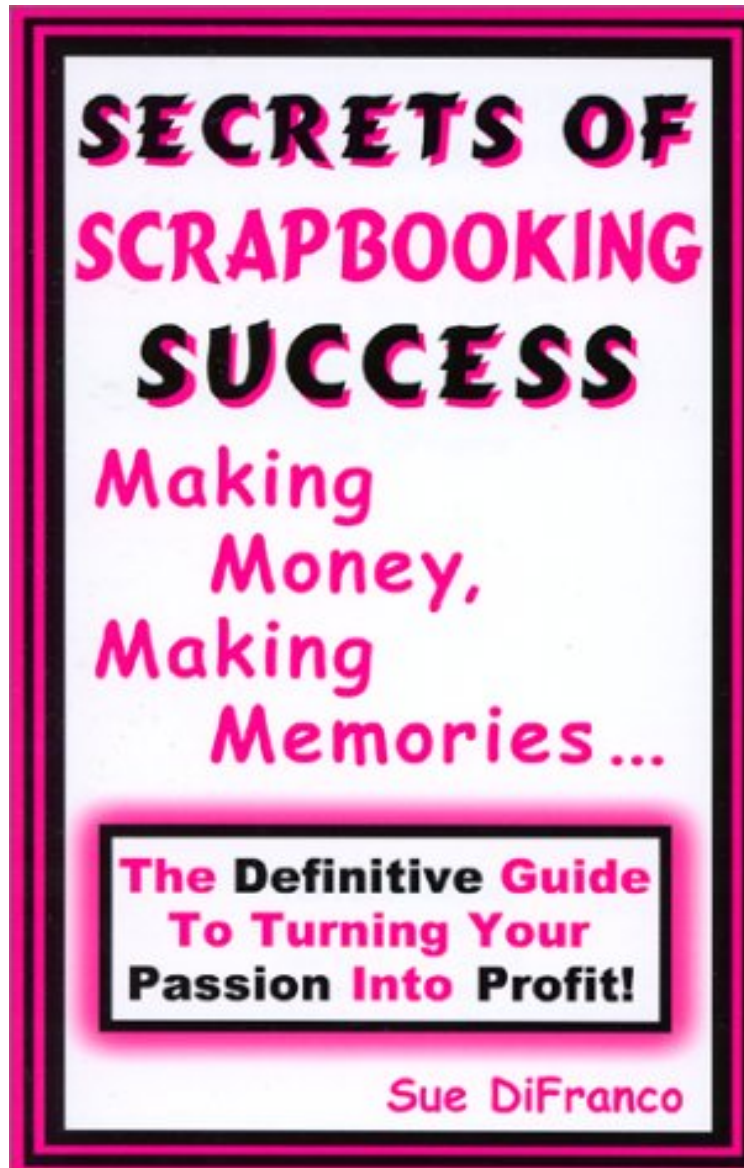


Secrets of Scrapbooking Success : Making Money, Making Memories

Sue DiFranco

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Sue DiFranco : Secrets of Scrapbooking Success : Making Money, Making Memories before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of Scrapbooking Success : Making Money, Making Memories:

22 of 22 people found the following review helpful. An Excellent Resource for Scrapbooking Entrepreneurs
By Maggie McAlister
I had been thinking about getting into business using my scrapbooking skills, but I had no idea where to start. This book was an excellent resource! It compiles all the information you need to get started in several areas of scrapbooking businesses - opening a retail store, mail order, creating other people's pages, and more. The personal stories from women entrepreneurs who are succeeding in the scrapbooking world were really inspirational! I highly recommend this book to anyone looking to start a business using their scrapbooking skills.
17 of 18 people found the following review helpful. Very Inspirational
By Amy S.
This book is very inspirational. The fact that most of these businesswomen started out as homemakers with no previous business background is incredible. It really makes me believe that if they can do it, so can I!

Secrets of Scrapbooking Success: Making Money, Making Memories, the first book of its kind, provides extensive information on six scrapbook-based careers everything the would-be entrepreneur needs to know to successfully launch his or her own business. Included are detailed profiles of seven women entrepreneurs who have turned their passion for scrapbooking into successful businesses. These profiles, culled from hours of interviews, give valuable insight into just what it takes to get a business off the ground and keep it successfully growing. The book is also packed with important information on every aspect of beginning a scrapbook-based business. Topics include opening a retail store, starting a mail order catalog, becoming a consultant, creating others memory books for them, writing about scrapbooking, and designing your own product. Each chapter provides essential information, including "Tips for Success," "Is This Business For You?," "Consider This," and "Cha Ching! The Cash Potential." Still more entrepreneurs are profiled in "SUCCEStories," vignettes scattered throughout the book. The Appendix is packed with dozens of essential resources needed to launch your business and keep it running successfully.

The first book geared to starting your own scrapbook-based business, [Secrets] is filled with practical information and inspirational tips... -- Memory Makers magazine, November/December 2000
From the Author
I had been scrapbooking for years, although with very limited, acidic supplies. Several years ago I discovered the "new wave" of scrapbooking, and, like so many others, became completely addicted. After observing the inspirational women in this business, most of whom were homemakers who turned their own passion into profit, I decided to put their stories into print. After hours of interviews with women and men successful in the industry, Secrets of Scrapbooking Success: Making Money, Making Memories - The Definitive Guide to Turning Your Passion Into Profit was born. The book profiles seven women entrepreneurs and details the stages of their business development from conceptualization to present-day success. I also included chapters on six scrapbook-related businesses with in-depth information on each one. Perhaps the best part about Secrets... is its inspirational element. It's gratifying that this book, and the information within, is able to inspire readers to follow their own passion in life. In fact, one of the women I interviewed went on to write a book similar to Secrets. It's great to be able to inspire others! The companion guide to this book, entitled Memory Marketing: How to Successfully Promote and Publicize Your Scrapbooking Business, was written so that scrapbooking business owners can take charge of their business or service through a wide array of marketing techniques. It just came off the presses and will be available soon right here on . You can also check out the publishing company's official website, as it is updated frequently with tips, articles, and ideas, as well as a monthly sweepstakes. I wish you all good luck in your scrappin' careers!
From the Inside Flap
If you've fallen in love with the art of scrapbooking, it's time to turn that passion into extra income! Scrapbooking entrepreneurs are taking advantage of this incredibly popular hobby, and with this book, you too will be able to get started earning money quickly and easily! You'll learn: *Every aspect of scrapbook-based businesses - from mail order mania to ruling the retail world! *Case studies of each business type - meet others who have turned their scrapbooking skills into success stories. Discover the steps they took, how they overcame obstacles, and the advice they have for you. *What each business requires, and how to pick the one that's best for you. *Dozens of resources to help you in your ventures. *How to use your skills to make extra money at your 9 to 5. *Plus much more! Everything you need to get started earning memory money is inside! What are you waiting for?