



Profiting by Design: A Jewelry Maker's Guide to Business Success

By Marlene Richey



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If you're a jewelry designer, running your own business can be one of the most challenging, exhilarating, nerve-wracking, and ultimately rewarding things you'll ever do. In this book, Marlene Richey offers a basic, easy-to-understand guide to becoming just such a "nano entrepreneur," covering everything from identifying a target market and setting up shop to pricing, marketing, and selling your individual designs--all while having fun along the way. She also provides real-life lessons from such esteemed jewelry designers as Barbara Heinrich, Michael Bondanza, Chris Correia, and Michael Good, among others. *Profiting by Design* will show you how to succeed at starting a business that you can proudly call your own.

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Editorial Review

About the Author

Marlene Richey has been involved in jewelry design and craft for more than 30 years. A former gallery owner who also ran an award-winning design firm, William Richey Designs, she has participated in hundreds of craft and jewelry trade shows, mastered marketing strategies and sales presentations, and earned a following among emerging artists for her generosity in passing along her hard-earned expertise. She's taught workshops and classes at the Fashion Institute of Technology, Maine College of Art, and the North Bennet Street School in Boston, among others. She is currently serving on the board of directors of the Society of North American Goldsmiths.

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