



Woodworkers Marketing Guide (Fine Woodworking)

Martin Edic

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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.

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