



# From Hobby To Business

*Carol L Parsons*

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## **From Hobby To Business** Carol L Parsons

From Hobby to Business was written for any artist, craft lover, hobbyist, and anyone wanting to start their own small business based on what they love to do. We take away the fear of the unknown. We show you how to market your business, find your target market, and how to brand yourself and your business. We discuss business plans what they are and what they are not. We show you how to plan for tax reporting before tax time rolls around and catches you unprepared. We explain the differences between features and benefits and the difference between marketing and selling. We show you how to constantly and consistently sell yourself and your business. When you are done reading this book you will have renewed your thought process. You will no longer see yourself as a hobbyist but rather a business owner. More importantly, you will be ready to take your art, crafts, and dreams to that next level and you will be ready to get started in your own business. What this book isn't; You will not find us reinventing the wheel so to speak. We will not rehash all those goal setting ideas that most books want to cover. That information is already out there. We will not use a lot of technical jargon that makes you wonder what you just read or have you reading it over ten times for it to make sense. And we will not put you to sleep with a lot of ideas, tricks, lessons, and ways of doing things that you have read over and over again in the past. As the author of this book I want you to know that I have been where you are. I have started new businesses. I owned my own barber shop for years. I have been in sales of various forms from home party plans to selling real estate and public speaking to setting up vendor fairs and craft shows for others to sell their wares. I have been on all sides of the spectrum of owning a business, working for others and helping others start their business. I guess you could say "I did not just fall off the turnip truck". Okay so now I am showing my age too. But I say all this because I want you to know that I understand where you are coming from as well as where you are headed. And because I want to help you I have even included my web-site address where you can come for more help with your questions. I will also help promote your new business as I have a site where I permit any new business as long (as it is legal) to advertise for free. I believe in you and I totally believe in entrepreneurship. I know that I can help you achieve your goals of owning a business and in doing so we will both be blessed. So now it is up to you. Are you ready to take your hobby to that next level and start a business that you can love? If you can answer yes or even maybe then you need to order this book. Thanks for taking the time to check it out. See ya in the business world.

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