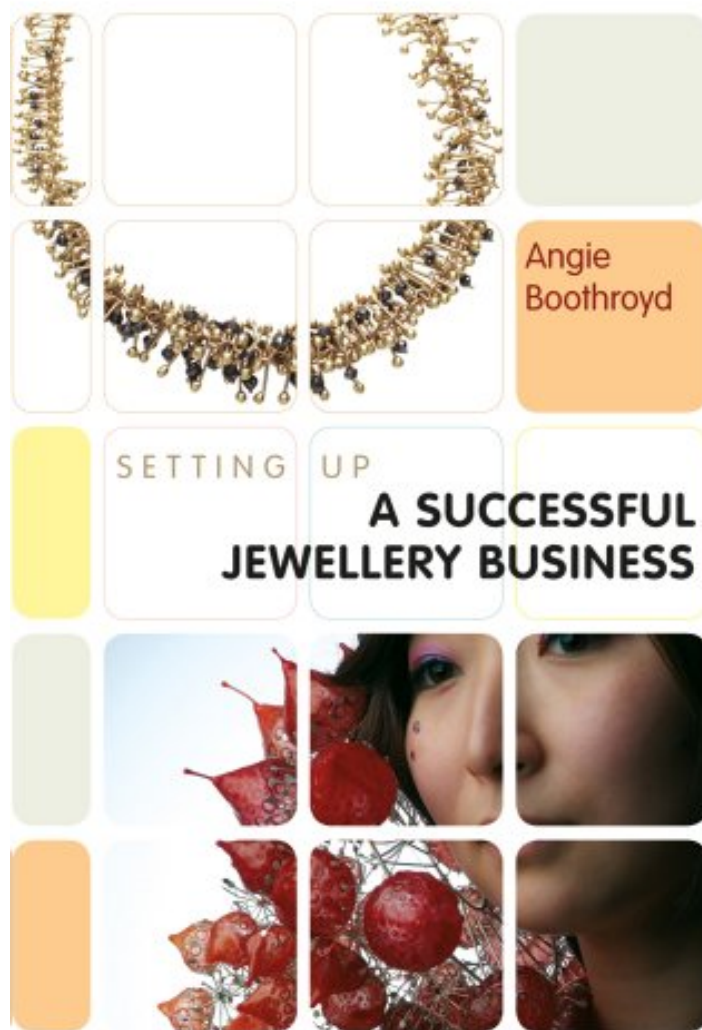


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This book equips the jeweller with the essential business knowledge and tools to set up their own jewellery business. Appropriate for jewellers of all levels from the college graduate looking to set up a workshop in London, to the full-

time executive looking to embark on a more rewarding career, it encourages individuals to define their business objectives and assists them in breaking these down into achievable goals. Chapters take the reader through everything they need to know to get their business up and running from setting up administrative processes, tax and bookkeeping, to finding your niche, market research, visual identity, pricing your work, establishing and managing your website, selling, exhibiting and maintaining your business. The perfect guide for the jewellery entrepreneur.

One of the best books of its kind that I've seen in a long while ... A practical and informative book that I wouldn't hesitate to recommend. * Craftsman Craft Design * This is a nicely worked guide that should give you the confidence to start your own business without making many of the easily-made and elementary errors that bedevil the inexperienced. At GBP12.99 it's excellent value, will probably pay for itself in the first few minutes, and could be your first business expense. * Art Book * This small book delivers an encapsulated 'how to' manual on almost everything you need to get your business going. Further, it provides a handy touch stone for all but the most experience jewellery business owner ... by spending a little time at the beginning absorbing the book and adhering to some of the administration guidelines you will in the long run save hours that you can then dedicate to your jewellery. * Findings: The Magazine of the Association for Contemporary Jewellery *About the AuthorOriginally from California, Angie Boothroyd worked as a graphic designer when she moved to London in 1994. She then retrained in jewellery at London Guildhall University and then at the Royal College of Art where she completed her MA in 2001. Angie set up a workshop at Cockpit Arts with the help of a Cockpit Arts Seedbed Award and a Setting Up Grant from the Crafts Council. Since then she has exhibited her work throughout the UK and abroad, including such prestigious events as Origin: The London Craft Fair, Goldsmiths' Fair, and COLLECT. She has taught jewellery making at a variety of institutions.