

Scrapbooking: From Hobby to Business

You know that you love scrapbooking as a hobby, but have you ever considered scrapbooking full time, as a business? Statistics show that the most successful businesses are those in which the owner of the company thoroughly loves and enjoys what they do. If you've been looking for a way to create additional income and are a scrapbooking enthusiast, you may want to consider merging the two ideas and begin scrapbooking for both fun and profit. Some of the benefits involved in running your own scrapbooking business are that the only qualifications that you need are to be an expert in scrapbooking. If you are skilled in scrapbooking, then you have already gained the majority of the experience that you need. If you have never run your own business, you may want to take a business course. This will help you understand the legal, financial, and marketing aspects of your business. You can contact your local Small Business Administration for more information, but you will also find much of what you need available online for free. There are a number of different scrapbooking businesses or services that you can choose. First, if you are an experienced scrapbooker, you may want to consider teaching others how to scrapbook. This is an excellent business and could be held in your home, or you may prefer to provide instruction in the student's home. You can charge a set fee for the classes, determine how many classes you will give, and also determine a material list that the student will need to purchase. Since many people love scrapbooks but simply don't have the knowledge, time, or the desire to learn how to create these memory holders themselves, you may find that it is more profitable for you to create scrapbooks for clients. In this type of business, you will need to invest in software, a website, business cards, and materials. Since the scrapbooks will be created according to the client's preferences, you will most likely need to choose the materials with the client. You may require the client to pay for the materials before the scrapbook is complete as well. There are a lot of different marketing and advertising avenues out there, but studies show that the best form of advertising is word of mouth. Create beautiful scrapbooks for clients, and you'll find that business will increase simply by satisfied clients telling others who created their scrapbooks. Make sure to always have sample scrapbooks on hand for display and advertising purposes. Some people prefer to run a direct sales scrapbooking business. In this type of business, you would sell scrapbooking materials, kits, and supplies to other scrapbookers. There are vendors that provide these materials and many find that these are very profitable businesses to run. No matter which type of scrapbooking business you choose, one thing is certain. Scrapbooking is here to stay and it is becoming increasingly more popular daily. New shows, magazines, and books are continually being produced that attest to scrapbooking's popularity. Those who choose to turn their hobby into a business are rewarded with earning a profit from a craft that they are passionate about.

About the Author

I have been enjoying the world's greatest hobby, scrapbooking, for many years. To view more articles, resources and tips about scrapbooking visit my website <http://www.funscrapbookshop.com>.

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