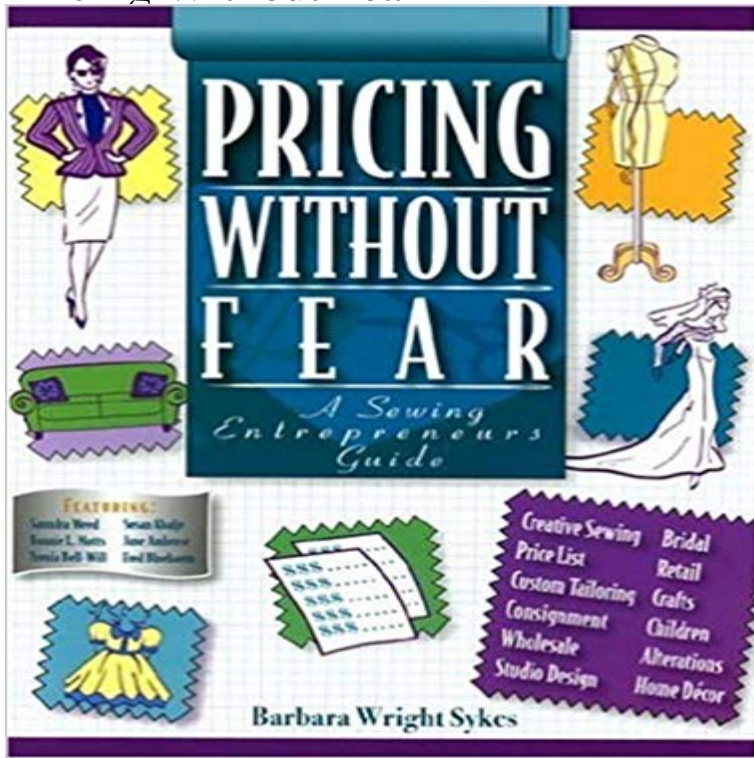


Pricing Without Fear



Pricing Without Fear: From cover to cover the book Pricing Without Fear takes you on an amazing journey showing you how to make money utilizing your sewing skills while pricing your services effectively to earn a profit. Author Barbara Wright Sykes shares a wealth of how-to tips on pricing your goods and services. This dynamic entrepreneur knows what she is talking about. She holds nothing back as she shares her knowledge and expertise. After reading this book you are sure to earn a profit. Pricing Without Fear is a well rounded resource covering everything from why consumers spend to how to buy supplies in bulk. One of the nicest features is that the book covers a broad range of sewing specialties, not limited to but including: Bridal Home Decor - Interior Design Childrens Apparel Custom Sewing Alterations Retail Wholesale and Consignment How to have a Pattern Line Wearable Art and much more! During an interview Barbara shared her motivation for writing Pricing Without Fear: Pricing without fear should be second nature, but it is not. What I have found is that of all the concerns sewing professionals have, pricing seems to be number one. My motivation for writing this book was to reassure sewing professionals that they can have a healthy business, and not be afraid to price for profit. When I penned my first book, The Business Of Sewing, I covered the basic pricing methods, and gave illustrations. I briefly addressed overcoming doubt, fear and procrastination, which I later devoted an entire book to. Once I became more aware of how many people suffered from the fear of pricing, I recorded an audio entitled, Take The Fear Out Of Pricing, complete with exercises and worksheets. However, I wanted a tool that addressed pricing in more detail. One that any sewing professional could use no matter what field of specialty, thus came Pricing Without

Fear. Sykes has several new books: The Business Of Sewing Vol. 1 The Business Of Sewing Vol.2 Do You Sew For Profit (A Guide For Wholesale, Retail and Consignment) Marketing Your Sewing Business She has also designed the following forms specifically for sewing professionals: Forms On Computer Disc Home Decor - Interior Design Forms Marketing Forms CD Marketing Graphics FormsDeluxe Marketing Forms Barbara Wright Sykes continues to offer solid advice for those who want to sew for profit!

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