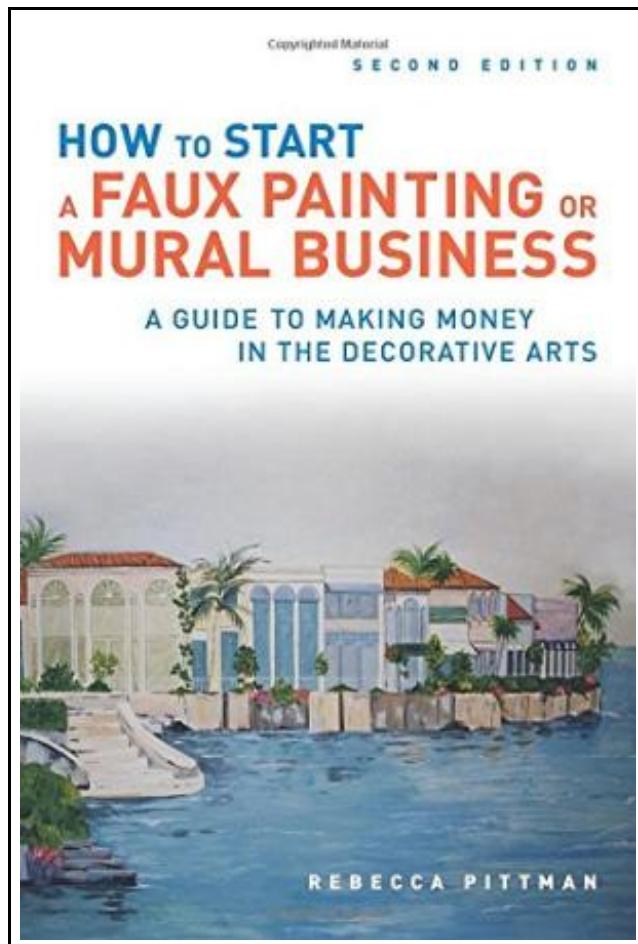


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Allworth Press, United Kingdom, 2010. Paperback. Book Condition: New. 2nd. 224 x 152 mm. Language: English . Brand New Book. This second edition is updated and expanded to cover better ways to advertise, innovative supplies (such as Venetian plasters and stained cements), unique bidding and studio setups required for new plasters and varnishes, the use of the Internet both for marketing and shopping for materials, new product lines, and the latest trends in the industry. Artists ready to turn their faux, mural, and decorative painting skills into a career will find everything they need to know to start a home-based business. Readers will find insider tips on bidding and client interaction that can turn an artist into an entrepreneur. This essential guide highlights the fundamentals of getting started, from necessary office supplies to insurance needs, from building a portfolio to finding potential clients. Also covered are such crucial topics as keeping records, dealing with supply stores, getting referrals, interviewing with clients, evaluating job sites, negotiating prices, handling contracts, and coping with the growing pains of a successful business. Handy checklists and useful forms such as sample contracts, client invoices, and record-keeping charts, will help launch the business. Anyone who has ever dreamed of making money from his or her faux or mural painting, stencil, furniture decoration, and other skills must have this comprehensive resource.

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