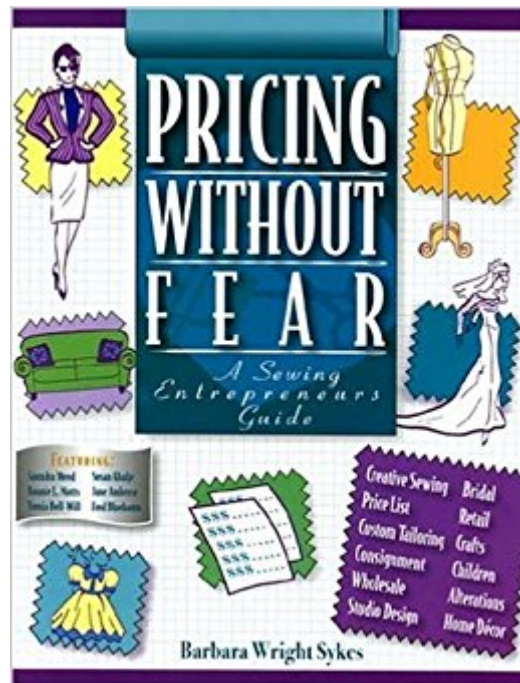


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# Pricing Without Fear



## Synopsis

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 Children's 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!

## Book Information

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## Customer Reviews

I'm french speaking and I am leaving in Montreal. Few years ago I had read "the business of sewing" by Barbara Wright Sykes, and I realized that this would have been my purpose in life, to become a professional seamstress. However, I felt that I needed more technics to do so professionally. So at the age of fifty, I am back to school and I am studying design & patternmaking, I will be done in a few more months. I have a few little sewing contracts to help me survive in the meantime. These little contracts are in home decor, made to measure pants, skirts, etc. However, I have realised that I was not able to charge the right amount for my services, especially to my relatives and my earliest friends at work. I had trouble charging the amount that I truly deserved. In reading this book, it helped me to calculate the right amount I should receive for my work, as well as how to explain to the customer how this worked in the custom making clothes business. It helped me tremendously and I am recommanding this book to everyone. France Houde, Montreal

This book was excellent! It has examples of price list and how the price was broken down per item. The formula's are easy to use and comparable to the industry. I have started to do alterations for others and it is helpful to have a breakdown of incidental charges that I was not sure of how to charge. I was very impressed that it features all kinds of alterations, including home domestications, hand beading as well as custom dress making.

This book took the guess work out of how a seamstress prices her work. Helped me realize how underpricing my business was.

It is a book for everyone who wants to know how to price their products. Saturated with examples of real successful biz. I would recommend the book.

I have a start up drapery workroom business in my home. This book gave me just what I was looking for: priciples as well as practicle guidelines.

Loved the book. I did some sewing for someone other than family and it really helped in pricing the work I did.

I was looking for help in order to properly price my sewing services. I found this book to be very informative and helpful.

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