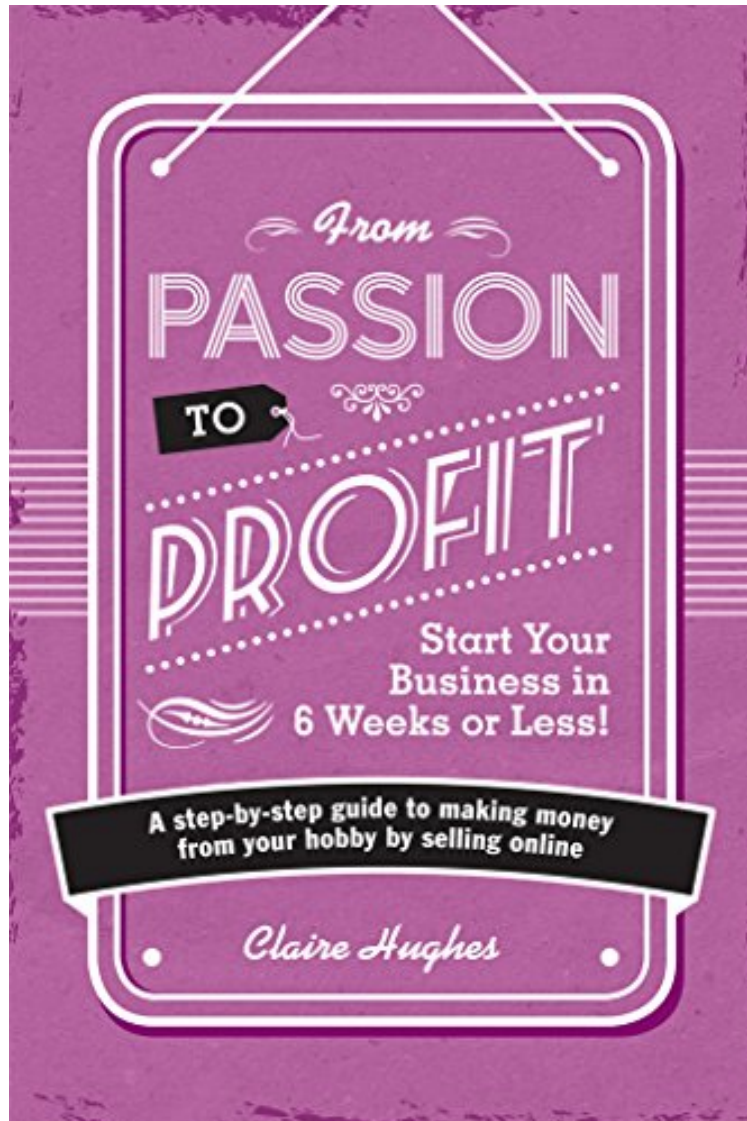


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"A brilliant, practical guide to starting a creative business" Camilla Westergaard, Folksy "Indispensable advice" Becky Doggett, Handmade Nation
About the Author
Claire Hughes is an online retail expert, marketing geek and third generation entrepreneur. After working with big brands like AOL and McAfee, she changed focus to work with creative start-ups and has since helped hundreds harness the potential of the internet to grow a successful business. She regularly writes for US blog Handmade Success, and has been featured in Craftseller and Mollie Makes magazines. She is also a regular instructor for The Design Trust, Folksy and the Creative University.