



The Potter's Professional Handbook

Steven Branfman

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The perfect resource for individuals wishing to take the next step in their involvement with clay. Written by Steven Branfman, **The Potter's Professional Handbook** covers topics ranging from determining what a professional is to equipment selection, setting up shop, marketing your work, and much more. This book provides descriptions of the items necessary for a beginning professional potter and includes visual examples of items including sales slips, purchase orders, invoices, credit slips, and even floor plans of well-known potters studios.

Are you considering a change in how you practice your pottery craft? Perhaps a move from hobbyist to professional potter? If so, you'll appreciate this expert advice from Steven Branfman, a consummate professional who has distinguished himself as an artist, teacher, and businessman.

Steven offers friendly and useful guidance for everything from determining what a professional is to setting up shop and selling your work. His practical tips will help you make the move to professional potter with confidence. You'll also find comprehensive listings of resources for supplies and materials, workshops and schools, computer resources, magazines and journals and much more!

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