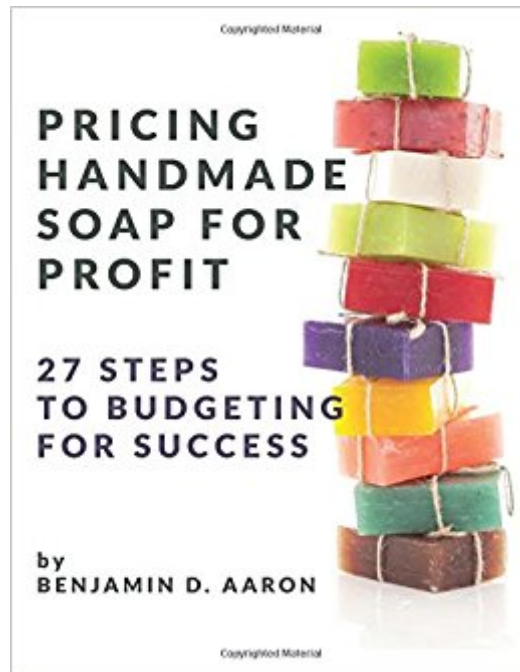




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Pricing Handmade Soap For Profit: 27 Steps To Budgeting For Success



Synopsis

There is no magic formula when it comes to pricing your handcrafted soap and skincare products. And if you're using one, your approach might be too narrow. Pricing products can be overwhelming and confusing. Understanding what a profit margin really is, is the key to correctly pricing. In this book I showcase the need to set proper goals for your company, understand what it takes to configure your product's cost, account for all expenses as a company (both fixed and variable) and create pricing scenarios that will dictate potential profit margins. Because let's face it, you're in this to make money. Making soap and skincare products is the easy part. Finding your company's true net profit margin is incredibly difficult. In 27 steps, this book shows you how to not only properly price your products but how to create a sound budget that guarantees profit!

Book Information

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Customer Reviews

Benjamin Aaron started his entrepreneurial path in the handcrafted soapmaking industry at the age of 24 and grew his family company into the established retail marketplace through successfully selling soap and body care products to nationally recognized chain retail outlets across the country. His first business, Prairie Soap Company, LLC, handcrafted, sold and taught soapmaking classes from a brick and mortar store in a vibrant retail shopping center located in Lee's Summit, Missouri. His educational endeavors through classes and workshops led him to connecting with the growing number of soap and body care handcrafters who are looking to take their kitchen hobby to the next level.

MUST READ!!!!Everyone who considers themselves a business owner needs this book. I have revitalized my pricing structure and it has paid off big time. Well written and worth the investment.

I picked up the mail and saw the book had arrived. I was going to casually flip through it before sorting the mail, but I spent the next hour reading page after page before I had to put it down and get on with my day. Very well written and logically presented, this book makes sense! It is a practical approach to take the blinders off and become more organized, more focused and geared toward being a successful business person manufacturing soap rather than a soapmaker doing business. I will be referring to this book for a long time to come. Definitely a must have for any soapmaker trying to make a profit!

I purchased his book when it first hit . Very informative book, I wanted it in print because I knew I would use it for reference.. I have already put the information into practical use! Definitely a great purchase Thank you! ã Â Â^Â

This book is the first book out there that takes you through the pricing process step by step. It is clear and concise and helps the reader to know exactly what is needed in order to calculate costs and to calculate the right price in order to make a profit. So many of us who are makers don't track our expenses and then we wonder why we have no money! This book is complete and full of the exact information that is needed to sell your soap and generate a real income from it. Thank you for this book!

I purchased this book directly from their blog! I was shocked at the information as it's truly an eye opener! Many times I see even experienced soapers post the usual formula. All along, thinking it was accurate, that's what I followed. Just, WOW! I would encourage all those selling or planning to sell to read this....many times referring back.

This book has been the most helpful book in helping me how to brand, market and price my homemade products. Benjamin shows how to budget and take your business beyond the hobby phase and into a successful entrepreneurship. A must have for all soapers in the business, but also for any craftsperson wanting to making their passion into a viable business.

This book was so helpful in understanding how to market and price items. Love the straight forward

text- very easy to read and held my attention. Excellent resource.

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