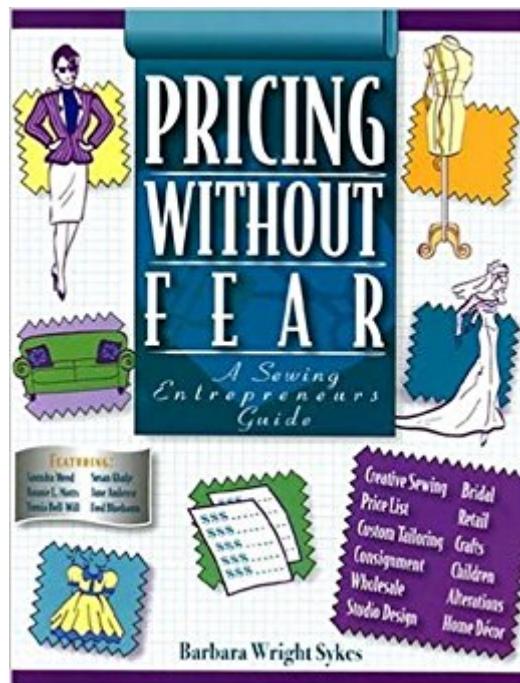


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# Pricing Without Fear



## 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**

Barbara is no stranger to success. She hosted a popular radio talk show and is the author of Overcoming Doubt, Fear and Procrastination, Pricing Without Fear and numerous books, audio's, forms and software. Barbara has been a frequent guest on television and radio, making 125 radio appearances in one year including: KTLA, BET, WGN, ABC, CBS, Crook and Chase and Home and Family. Barbara has been recognized and praised by leading newspapers and magazines such as the Los Angeles Times, Chicago Tribune, Income Opportunity, and Health Magazine. She received the prestigious "International Woman of the Year" award for her contribution in the fields of business and psychology, ranking Barbara Wright Sykes in the company of such notables as former President Reagan's daughter Maureen Regan, noted attorney Gloria Alred, journalist Linda Ellerbee, actress Mariette Hartley, news anchor Kelly Lang, and Renee Taylor of The Nanny TV show. As a business consultant for professionals desiring to start, achieve and maintain success, Barbara founded the firm Barbara Wright & Associates in 1979, she has consulted with: California State University, Midwestern State University, Union Bank, Dept. Of Agriculture and Vogue Magazine, among others. While commissioned by the fashion industries noted designers, tailors and sewing professionals to assist them with pricing, market analysis and business expansion, Barbara penned her first business text book, entitled The "Business" Of Sewing. In demand as a business consultant, KTLA's popular morning show "Making It" featured Barbara Wright Sykes as one of Southern California's leading business consultant, speaker and author. Barbara has been a featured writer for many magazines and newspapers such as Inland Business Journal, Computer Update, Threads and Vogue Magazine.

Good at helping start a business

great information

A very good basic starting place for anyone opening a sewing business. Essential, practical and

very informative. Would highly recommend.

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

excellent reading. very helpful

AA

There was enough good material for me to decide to keep the book but I was also disappointed. The book was chock full of grammatical and other types of errors. For instance, the photographs of "featured guests" were labeled with one name on the outside cover of the book and another name on the inside pages. There was a lot of repetition. I liked the success stories of sewing business people. I liked the advice and short business biographies of the "featured guests." I liked the comparison of different methods of pricing. What I had hoped to get from the book was more detailed advice for what to charge for particular services in different parts of the country. I mostly wanted a reference for the average time it takes other people to perform certain sewing jobs. There were some excerpts from price lists but they were mostly out of date, or not dated, or the region of the country was not specified, or the list was not complete, so I felt that I couldn't adjust for current economic conditions. The book did not meet my expectations in this regard.

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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