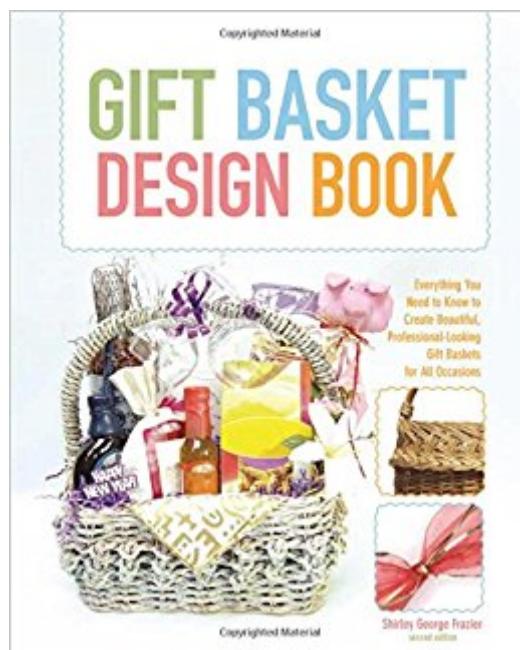


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# **Gift Basket Design Book: Everything You Need To Know To Create Beautiful, Professional-Looking Gift Baskets For All Occasions**



## **Synopsis**

When she published her first book about starting a home-based gift basket business, Shirley George Frazier blazed the trail for other home-based business owners coast to coast. She also tapped a growing demand for gift baskets, the all-occasion solution for personalized and memorable presents. Her business was such a phenomenon that Frazier turned her experiences into a book to instruct readers how to make these baskets themselves, combining the creative with the practical and even providing designs for those who wanted to start their own business! This all-new revised edition features:<sup>\*</sup>distinctive holiday ideas<sup>\*</sup>alternate containers for gift baskets<sup>\*</sup>new gift baskets geared for: the techie, the college student, the pet lover, and more! Shirley George Frazier is also the author of **MARKETING STRATEGIES FOR THE HOME-BASED BUSINESS** (November âœ07) and **HOW TO START A HOME-BASED GIFT BASKET BUSINESS**, 4th edition. She is a business owner and marketing expert who appears at small-business workshops across the country, and is often featured on TV network shows as an expert on home-based businesses.

## **Book Information**

Series: Gift Basket Design Book: Everything You Need to Know to Create

Paperback: 208 pages

Publisher: Globe Pequot Press; 2nd edition (January 1, 2008)

Language: English

ISBN-10: 0762744367

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Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 20 customer reviews

Best Sellers Rank: #274,644 in Books (See Top 100 in Books) #12 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Baskets #75 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #227 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Decorating

## **Customer Reviews**

Create Dazzling, Professional Quality Gift BasketsÂ Whether you want to start a small business or make gift baskets for fun, The Gift Basket Design Book reveals everything you need to know to transform your ideas into beautiful creations.Â Shirley George Frazier, a successful gift basket entrepreneur, shares basket-building and design techniques that yield expert results. Her

easy-to-follow step-by-step instructions and photos show you exactly how to craft delightful gift baskets for all occasions, from holidays to life's milestones to those everyday pick-me-ups. Inside you'll find: Advice about supplies, gifts, and prepackaged food items The best ways to assemble and enhance your creations The most effective wrapping techniques Unique container ideas, including boxes, bags, teacups, and more Color photos of more than thirty completed baskets A special chapter showcasing four professional designers and their most successful gift basket designs And much more! Create beautiful gift baskets for: Birthdays Holidays Thank-You Get Well Good Luck Congratulations New Baby Spa Treatment Weddings Housewarming Bereavement and much more! Â Â

Shirley George Frazier is president and founder of Sweet Survival, a retail consulting firm specializing in gift basket design, marketing, and business development. She frequently speaks at national trade shows and conferences and appears on television as an industry spokesperson. She is also the author of *How to Start a Home-Based Gift Basket Business* (Globe Pequot Press).

I love this book I ordered on .com!! When I received it in the mail, I opened it right away. I found the pages to be full of useful information on making lovely gift baskets. Also; the directions were easy to follow and clear. The book was full of excellent tips on making gift baskets of all kinds and very colorful pages! Lastly, it arrived in excellent condition.

Great basket ideas!

Arrived just as described.

I enjoyed reading this book for personal information on making gifts more presentable, not necessarily as a business. The directions are easy to understand. Fun book.

Good info

Good tips and designs for many occasions. Some of the baskets look so wonderful that I would like to have one.

It met my expectations, I love this book! It's really useful and great! It teach you how to do the job very

well

This is an excellent book with many informative ideas for an aspiring gift basket artist. Really good visuals

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