

# TARA SWIGER



Tara Swiger is the author of [Market Yourself](#), published in 2012 with Cooperative Press, that guides readers through a system for creating a marketing plan for your craft business. She began her entrepreneurial journey as a yarn-maker, and quit her day job in 2009 to be a full-time maker. She has been writing and teaching about handmade business for over 5 years, via (free) weekly lessons ([sign up here!](#)), her weekly podcast, [Explore Your Enthusiasm](#), and in-person and online workshops. Her work has been featured in her local press, blogs such as LifeHack and DesignSponge, knitting magazines, and books such as New York Time's bestselling, *Crush It*.

Tara's taught marketing and business growth to traditional artists in rural North Carolina with the non-profit Handmade in America, to yarn shop owners at their trade show, to alpaca farmers at the Camelid Conference, to makers at Craftcation + School House Craft Con, along with 4 classes with CreativeLIVE. Her superpower is translating complex business principles into the language of artists and makers and turning theory into doable Action Plans. Find it all and start your own business explorations at [TaraSwiger.com](#)