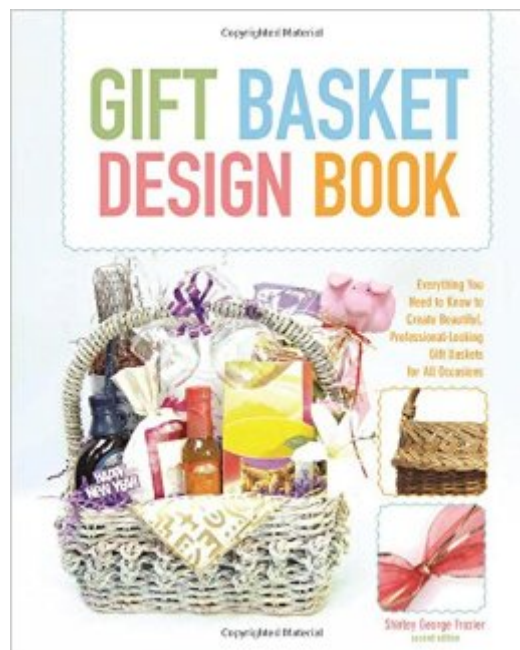


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# Gift Basket Design Book: Everything You Need To Know To Create Beautiful, Professional-Looking Gift Baskets For All Occasions



## 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: \*distinctive holiday ideas\* alternate containers for gift baskets \*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 2007) 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

ISBN-13: 978-0762744367

Product Dimensions: 7.5 x 0.8 x 9.2 inches

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

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #558,171 in Books (See Top 100 in Books) #51 in [Books > Crafts, Hobbies & Home > Crafts & Hobbies > Baskets](#) #165 in [Books > Arts & Photography > Graphic Design > Commercial > Book Design](#) #636 in [Books > Crafts, Hobbies & Home > Crafts & Hobbies > Decorating](#)

## Customer Reviews

I have read many how-to books especially business-related ones; however, seldom have I found a more clearly written book than "The Gift Basket Design Book". Ms. Shirley George Frazier's instructions are thorough, easy to understand and follow. Her explanations don't leave you guessing as to why she chose one method over another which will help one avoid costly mistakes. Her "tips"

are an added feature that distinguishes her book from so many others. Finally, Ms. Frazier's resource lists and recommendations are on target for getting good prices for supplies, tools and basket ingredients. This book makes me believe that Ms. Frazier wants me to succeed in my new gift basket business and shared all her secrets to ensure I do so. That said, I do have a criticism. While Ms. Frazier's instructions for arranging baskets are superb, I find that several of her finished products look a bit unprofessional. I believe the problem is two-fold. First, in some cases she has not selected ingredients with packaging that compliment each other, color-wise. Therefore, certain arrangements look bland versus cheerful. Second, in general, the pick embellishments (and some ribbons) do not look to be of good quality; do not share a common bond with each other or the gifts; and/or are skimpily placed. Usually, less is more but I believe the interior of her baskets would look more professional with an abundance of metallic shred, curled ribbon, ting ting and/or star sprays. These comments are not intended to minimize the benefits of this book. The step-by-step photographed instructions are worth its price, alone. And if you have an eye for color and balance you can overcome the ingredient and embellishment issues. Plus, generously she has provided photos of baskets prepared by others that when studied will give insight into how to better embellish your baskets.

I was anxiously waiting for this book to arrive. Within in minutes of opening the book, I was so so disappointed. The cover states "everything you need to know to create beautiful professional looking Baskets" I felt I had been dooped. Very few details on how to put a basket together. No diagrams to present a great "show" within the basket. Felt the information to be more craft type ideas. Few color pictures that I would expect in a book titled create a professional look. I expected a more experienced professional basketmaker giving advice. Very, Very disappointed!

After reading the book I have learn how to present a better finished product. I can stop reading it, this is one of my gift basket reference book now. It goes everywhere I go.

Great step-by-step instructions, especially helpful for the novice gift basket maker. Helpful tips and advice whether you are just staring your gift basket business, or whether you just want to make better gift baskets for friends and family. Lots of photo illustrations to guide you through the process as well as photos of the finished product. Comprehensive list of resources too.

This is a great book. It gives lots of ideas and great visual. A must read for anyone who wants to

start a business or just be creative.

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.

I really enjoyed this book. I am interested in starting a Gift Basket business and this really started my creativity flowing.

it meet my expectations, I love this book its really useful and great it teach you how to do the job very well

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