

Abby Glassenberg

Journalist / Teacher / Entrepreneur

BIOGRAPHY

Abby Glassenberg is the co-founder and president of [Craft Industry Alliance](#), an organization for craft and creative entrepreneurs with 1,700 members. Abby is an award-winning sewing pattern designer, craft book author, journalist, and teacher.

She has an undergraduate degree in history from Johns Hopkins and a master's degree in education from Harvard. She was awarded the [James Madison Memorial Fellowship](#).

Abby has had a decade-long career designing original, highly creative sewing patterns for dolls and soft toys. Her first book, [The Artful Bird](#), was an ALA Booklist Top 10 Craft Book of The Year when it was released. Her second book, [Stuffed Animals: From Concept to Construction](#), was named a Best Book of the Year by Amazon. Her patterns have been licensed to Simplicity and she designed a [Felt Menagerie: Create Off-the-Wall Animal Art](#), a kit for Quarto, in 2017. She had one of the first [Etsy shops](#), opened in July 2005, and is still a successful Etsy seller today."

Before becoming a textile artist, Abby taught middle school social studies in the Mississippi Delta through [Teach For America](#), and 6th grade in the Newton, Massachusetts Public Schools. Today, Abby teaches both craft and small business classes to the maker community. Her CreativeLive class, [Email Marketing For Crafters](#), has 3.9K enrolled students.

Abby is a journalist covering issues of interest to the craft business community. She's the editor of [The Crafter's Market: The DIY Resource for Creating a Successful and Profitable Craft Business](#) and has written for a variety of magazines including UPPERCASE, and Modern Patchwork, and she was a columnist for Sew News.

Her blog, [WhileSheNaps.com](#), documented her creative journey from 2005-2015. She co-founded Craft Industry Alliance to provide news, education, and networking opportunities to business owners in the crafts industry. Abby hosts and produces the [Craft Industry Alliance podcast](#) which has over 1.2 million downloads. She also writes the organization's weekly newsletter which goes out to 13,000+ subscribers.

Abby lives in Wellesley, Massachusetts with her husband and three children.



SAMPLE QUESTIONS

- To have a career as a creative entrepreneur you need to build in multiple income streams. How do you do that and what could those look like?
- You've said that persistence has been vital to your success. Can you say more?
- Why is email such a fundamental, and often overlooked, component of building a business online?
- You've been an Etsy seller since Etsy was in beta. How has the marketplace changed over time?
- How has creating passive income, through ebooks and digital sewing patterns, helped you move from having a craft hobby to having a real business?
- Describe the power of podcasting.
- Craft Industry Alliance is a membership site. How does that model work and why is it effective for community building and from a revenue standpoint?
- Crafts is a \$44 billion industry. What trends are you seeing in this sector in the coming months?
- What advice would you give to someone interested in turning their passion into a business?
- How can makers use a blog effectively to build an audience, and secure further opportunities like a book deal or licensing arrangement?

SUGGESTED TOPICS

Email marketing

Craft industry trends

The DIY and maker sector

Membership sites and creating recurring income

Digital products and generating passive income

Blogging and content marketing

Etsy

Podcasting

