



## rates

\$100 for the initial hour  
\$75 for additional hours

## topics

line development  
product feedback  
marketing  
social networking  
logistics  
sourcing  
wholesale terms/tutorial  
trade show preparation

## testimonials

"with her wealth of stationery knowledge and real world experience, carina gave us insightful, useful recommendations on our growing small business. she provided us with practical examples of invoices, gave spot-on advice for placing our cards at market appropriate price points, and even helped flush out the small but crucial details like streamlining packaging. her perspective was encouraging and detailed. we could not praise her enough for helping a start-up company like ourselves get off the ground."

- *karis vanoord & sarah wilkinson, table top made*

"carina is the perfect mix of professional know-how and aspirational wonder woman. a born encourager, she's committed to the growing success of small businesses far and wide. i highly recommend her expertise!"

- *erin loechner, design for mankind*

"a true veteran of the stationery industry, carina continues to impress on a daily basis. her sage advice regarding working with sales reps, approaching retailers and developing a product line is insightful, informative and invaluable for all small stationery businesses. carina is an absolute delight to work with and she provides top notch solutions for your specific business needs."

-*katie hunt, kelp designs*

small business consulting by  *crow and canary*  
helping independent designers prosper since 2006

## about

carina murray founded crow & canary in 2006 and has since grown her one woman show into a nationally recognized rep group and brand.

carina has had the pleasure of helping countless designers develop and foster their lines into profitable and fulfilling businesses. She is a true champion of the stationery industry and has made it her mission for you to love your job as much as she loves hers.



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