

HOW TO START — SELLING — YOUR CRAFTS *in 30 days*



YOUR OFFICIAL ROADMAP
TO SUCCESSFUL SELLING



MAKERS GONNA LEARN



HOW TO START
— **SELLING** —
YOUR CRAFTS
in 30 days



1	2	3	4	5	6	7
<i>Your</i> WHY				<i>Identify</i> WHAT YOU MAKE BEST		
8	9	10	11	12	13	14
 PLAN YOUR PRICES					LET'S <i>take</i> ACTION	
15	16	17	18	19	20	21
LET'S <i>take</i> ACTION		<i>Pick your</i> BUSINESS NAME		BUILD <i>Shop</i> YOUR		
22	23	24	25	26	27	28
BUILD <i>Shop</i> YOUR			<i>Start your</i> MARKETING			
29	30					
	<i>Scale</i> & GROW					

DAY 5-7: Identify What YOU Make Best

Remember - we're not focusing on what you make better than EVERYONE else. We're focusing on what you make best. The only one you're competing with here is yourself.

List 2-3 items here:

**"It's not what you are that holds you back;
it's what you think you are not."**

- Denis Waitley

What is holding you back?

Imposter syndrome is common, especially with creative people and entrepreneurs. It refers to doubting your own abilities and feeling like a fraud.

One good way to overcome imposter syndrome is by taking note of your accomplishments and keeping them top of mind. You have been successful in many things in your life and you have much more success ahead of you!

Write down 8 things you have accomplished. Take the time and do it now! Seeing your past successes can help spur you on through those moments of doubt as you set up your craft business.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

Pause here for a moment and look over your list of accomplishments. Allow yourself to feel proud of your abilities and successes!

DAY 8-12: Plan Your Prices

How much do you want to make? Let's STOP making the topic of money awkward! You deserve to be paid for your hard work.

How to determine your prices:



$$\text{HOURS X HOURLY RATE + COST OF SUPPLIES = PRICE}$$

Multiply your desired hourly rate by the hours worked on that project and add in the cost of the materials used. This gives you your price!

item	time to make it	X	hourly rate	+	cost of supplies	=	selling price

Use this formula to determine what products may be worth it for you to make and which are NOT good for you to sell.

DAY 13-15: Let's Take Action

It's time to take action! Reach out to your circles letting them know you're about to launch a shop & offering them early access to place an order at a special price.

This is a GREAT way for you to get some market research QUICKLY!

Here's a sample social media post you could use to reach out to your friends and family:



Make a commitment right now! On _____ (insert date), I will reach out to my friends and family about my craft shop using _____ (which platform will you use to announce it?)

Remember, this needs to happen ASAP so that you have the information you need to move on to the next steps and launch your business!

DAY 16-18: Pick Your Business Name

It's time to choose the name of your business. Remember not to make it too niche and focused on one project. You want room to allow your business to grow in the future.

Brainstorm some ideas for business names here:

Once you have it narrowed down to your favorite, run it past 3 people whose opinions you trust. When you are 100% committed to the name, it's time to design a logo.

Tip: You can always hire someone to design the logo for you if graphic design isn't one of your skills.

Jot down any ideas you have for your logo here (either for your own use or to pass along to the designer). This can include preferred colors, images, and other design elements.

DAY 19-24: Build Your Shop

By now, you should have:

- Your first two products
- Your pricing
- Your business name
- A logo

It's time to build your shop! You can build it on any platform you prefer but we recommend getting started on Etsy.

To be successful on Etsy, you will need to:

- Create amazing descriptions for your products
- Take amazing photos
- Follow the guides Etsy provides to build your shop

Check out the competition! Search for 5 shops on Etsy selling similar products to yours. Make notes on each shop about what they're doing when it comes to descriptions, photos, and anything else that stands out to you.

DAY 25-29: Start Your Marketing

You're ready to start marketing your business now. Build a Facebook page and other social channels to build a relationship with your audience.

Which social media channels will you focus on?

Work on providing value to encourage your customers to follow you on social media.

Come up with 10 simple ideas for social media posts you could put on your channels. Try to include one that asks a question and one that invites them to answer a poll to encourage interaction from your audience.

DAY 30: Scale & GROW!

You made it through the 30 days and are well on your way to making money from your crafts. We are so excited for you!

CONGRATULATIONS

As you continue the journey, you will see there is so much to learn! Continue adding new products to your store and learn what becomes a best seller for you.

Don't forget as you start making money, to reach out to a local Certified Public Accountant to go over what business entity would be best for you.

What have been your business successes so far?

What changes or additions do you want to make to your business as you grow?
