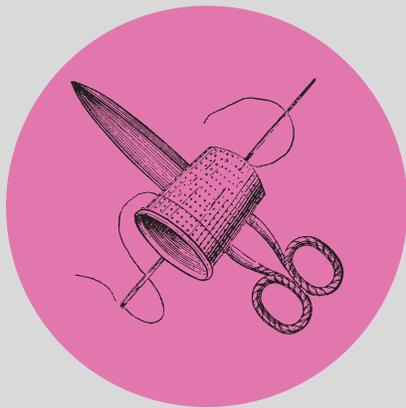




The 15 Minute *Handmade Business* Guide



Your paper expedition starts here.



Where to start?

Where to Start, you ask? Just the pure notion of starting a business can seem overwhelming, but with our help you'll be bringing in a secondary income with your handmade business in no time, but with a lot of work and effort! Just put one foot in front of the other as you knock down your goals and book your first order.



1. Mastering Goal Setting

- **Specific** - be clear and well defined
- **Measurable** - track your success
- **Attainable** - make sure you can achieve the goals you set
- **Relevant** - have focused goals that will push you into the direction you want your life and care to go
- **Time Sensitive** - time is ticking. Your goals must have a deadline

2. The Art of Selling

- **Stay Consistent** - don't stop creating
- **Search Engine Optimization (SEO)** - learn the keywords of your specific crafting niche by checking out similar crafters
- **Take Great Photos** - photos sell product
- **Solve A Problem** - Be passionate about the problem you are trying to solve by selling your handmade items
- **Product Descriptions** - this ties directly to SEO. Write a detailed description using descriptive keywords

3. Marketing Your Business

- **Establish Your Brand Identity** -
- **Email Marketing** - this
- **Show Your Process** - customers love to watch "how it's created" or how you find materials
- **Be Your Authentic Self** - less comparing and more doing. You can only be you and you are your product
- **Offer Incentives** - coupons and discounts give people a sense of urgency, but you want to be strategic in how often you offer incentives

4. Business Building Blocks

- **Revenue Streams** - What products are you making? What services do you offer?
- **Cost Structure** - how are you making money?
- **Customer Relationships** - How are you getting customers? How are you maintaining your relationship with them?
- **Key Resources** - Who are your vendors? What resources are you using to make your product? How are you packaging your final product?
- **Key Activities** - how are you getting your products into the hands of your customers? How long does it take you to assemble your product?

Goal Setting

Opportunities don't happen. You create them.

Why did you start your handmade business?

- A. I need to supplement my family's income.
- A. I'm looking for a more family friendly schedule.
- A. I'm a creative individual that wants to earn extra income spreading creativity and making things with my hands.
- A. I want to inspire others through my creative designs.
- A. I want to own my own business.

There's no wrong answer.

Whichever answer fits you best, your first step as a Handmade Business Owner is to establish a concise, direct plan to action set of goals. These will help guide your pathway to success and keep you steadfast in the direction you are striving towards. Don't be afraid to give up the good to go for the great.

How to Launch Your Business?

Opportunities don't happen. You create them. Setting attainable goals is the best way to move your business forward. The best way to get clarity and specificity on your goals is to write it out in detail:

Your Primary Goal:

Post your goal somewhere you can see it daily and then develop your action plan. You need goals that stretch you and push you and your brain to infinite places. These goals will allow you to grow and develop while creating the positive, reaffirming mindset of success. Continue to reread your goals at least three times a day out loud and with passion. Take some time after you've said them to yourself to imagine what it feels like to have these goals accomplished.

Books To Read:

How to Win Friends & Influence People by Dale Carnegie

Think and Grow Rich by Napoleon Hill

The Power of Broke by Daymond John

Building Your Database

I will reach out to _____ people regarding my business to reach my goal, through DIRECT CONTACT (emails and texts) and SOCIAL MEDIA OUTLETS.

This includes, but it not limited to

- Family
- Friends
- Work Associates
- Bakeries
- Flower shops
- Boutiques
- Pharmacies
- Caterers
- What other sales outlets can you think of?

Tip: Set aside a specific number of hours per day for out reach via email or phone calls. There is POWER in the FOLLOW UP!!!

Develop your action plan.

People think about themselves, **not you**. Think about it— all the time you are wasting worrying about what other people think could all be **better spent** on thinking about and doing the things that will **achieve your goals**.

Business Goals Planner

My Business Goal is:

My Business Goal is:

Mini Goals

