



WHY DO I WANT TO SELL MY PRODUCT?

My dream job looks like:

My ideal day looks like:

Why did I start crafting?

What do I like best about crafting?

Why did I decide to take it from just crafting to being a creative business?

How much money would I like to make from my creative business?

How much time each day would I ideally like to spend making my craft?

How much time each day would I be willing to spend working on the business-side of my creative business?

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WORKSHEET

WHAT AM I SELLING?

What is my product? Summarize my product types in keyword phrases.

- _____
- _____
- _____
- _____
- _____
- _____

What do I want to try to make & sell in the future (“dream” products)?

- _____
- _____
- _____
- _____

What experiences, values, or emotions am I selling via my product & brand?

Check any that apply.

- | | | | |
|---------------------------------------|--|--|--------------------------------|
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Glamorous | <input type="checkbox"/> Budget-friendly | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Eco-friendly | <input type="checkbox"/> Practical | <input type="checkbox"/> Stylish | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Versatile | <input type="checkbox"/> Happiness | <input type="checkbox"/> Useful | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Luxurious | <input type="checkbox"/> Family-friendly | <input type="checkbox"/> Healthy | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Safety | <input type="checkbox"/> Uniqueness | <input type="checkbox"/> Humorous | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Time-saving | <input type="checkbox"/> Durable | <input type="checkbox"/> Efficiency | <input type="checkbox"/> _____ |

Based on my above answers, what language & phrases should I use to sell my products?

Quick! You're at a gathering and someone asks you what you do for a living. Here's your "elevator speech":

Tell me exactly how using your product will make me feel!



WHERE CAN PEOPLE FIND MY PRODUCT?

Where is the online “home” for my business?

What other online sales venues do I want to explore?

Now? _____

Later? _____

What offline sales venues do I want to explore?

Now? _____

Later? _____

Where do I want to market my product online? Rank the following in order of preference. Work on your top 3 now, and save the rest for later.

- | | | | |
|---------------|---------------|------------------------------|-----------------|
| ___ Facebook | ___ YouTube | ___ Wanelo | ___ other _____ |
| ___ Periscope | ___ Tumblr | ___ Instagram | ___ other _____ |
| ___ Flickr | ___ Pinterest | ___ Email Newsletter | ___ other _____ |
| ___ Twitter | ___ Blog | ___ Ads on other blogs/sites | |

What offline marketing tools and possibilities do I want to explore?

How can my creative biz get exposure in my local community?

Based on my own strengths and talents, what particular marketing venues would be a good fit for me?

What stretch goals do I have regarding where and how I market my business and sell my goods?



WHO WILL BUY MY PRODUCT?

My ideal customer:

Gender: _____

Age: _____

Educational Background: _____

Income Level: _____

Location: _____

Family Situation: _____

Values: _____

Hobbies: _____

More: _____

Where does my target customer like to hang out - both “in real life” and online?

Based on this, what are the best venues to sell & market my business?

- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---



WHEN DO PEOPLE BUY & USE MY PRODUCT?

When do people **BUY** my product?

Do my product sales have an overall “busy season” and “off-season”?

When and why do people **USE** my product?



WHY SHOULD SOMEONE USE MY PRODUCT?



List the reasons why someone may buy my product:

What are the benefits of using my products? Brainstorm as many as possible.

What are the features of my products?

What perks or extras do I offer my customer?

Brainstorm some effective keywords and “calls to action” to use in my product descriptions:



HOW DO I DISTINGUISH MY PRODUCT FROM THE COMPETITION?

Who are my main competitors? Specifically, on Etsy?

What makes my product unique? What keywords, concepts, benefits, and features of my product should I focus on promoting?

What makes my story and me unique?

What customer service experiences or other intangibles can I offer in order to set myself apart?

Brainstorm the top 5 ways I can make my product, brand, and shop stand out:

1.

2.

3.

4.

5.

COMPETITION ANALYSIS

List the top 5 competing Etsy shops I admire, and what I like about them:

1.	
2.	
3.	
4.	
5.	

How can I improve on what they're doing in my own business?

Based on my analysis, are there any opportunities or weaknesses that I can capitalize on?



HOW DO I SUCCESSFULLY REACH MY TARGET CUSTOMER?

A brief description of my target customer:

My key sales outlets:

My key marketing outlets:

My best sales pitch for my product — appealing to relevant emotions & values, focusing on its benefits, and using effective keywords:

How will I measure my success?

My specific success measurements:

bonus: your action plan

You can conclude your creative business plan by adding a brief action plan. This action plan builds off your 8-part biz plan by summarizing the steps you will actually **do** to build your business. A lot of your creative business plan consists of ideas and theories, so an action plan can ground you by serving as a simple one-page reminder of what you actually need to **do**.

Products I am selling:

Places I'm selling my products:

Where I'm spending my online marketing efforts:

Target audience I'm focusing on:

I'm measuring my success by evaluating my . . . every . . .

I will re-evaluate and refresh my creative business plan every . . .
