



# 2023

## DESIGN PLANNER

FOR YOUR HANDMADE BUSINESS

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[HOWTOSELLHANDMADE.COM](https://www.howtosellhandmade.com)

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# DESIGN PLANNER

## FOR YOUR HANDMADE BUSINESS

### How to Use this Design Planner

Print this off and use it as a planner, making notes, scheduling family meals, noting goals and stats. You'll need one copy of the monthly planner and you'll need to make 28-31 copies of the daily planner per month, 4-5 copies of the habit tracker, and 4-5 copies of the weekly menu depending on the month you're planning. We suggest FedEx if you don't have a home printer.

### Resources

#### Social Media Checklist

Our weekly Social Media checklist will insure you stay on top of your social media postings. If you don't have a social media channel for all of our suggestions, no worries, just use the ones that pertain to your business. We recommend having at least one.

#### Social Media Tracker

Keep track of your social media followers by writing these down at the beginning of the month. This is important! Daily posting doesn't feel like you're getting traction, but reviewing month-to-month or year-to-year you will see significant growth!

#### Canva Templates

Etsy Graphics and Engagement Post ideas to help you get started. I've also included Canva templates to help get the conversation started when posting on your social media platforms (Facebook, Instagram, etc.). Engagement is needed to help build a community around your brand and keep people coming back to your page and your posts seen. Learn more about why engagement is so important to a brand in our Success Circle group.

### Goals

Goals! They help keep us moving forward in your handmade business. In this section, learn to easily set goals you can obtain with our Handmade Business goal setting worksheets.

### Monthly Planner

With our monthly planner, you'll be able to visually see the whole month with major holidays. We've added a place for you to keep track of your top monthly tasks as well as popular social media topics for the month. Use the topics to keep the conversation going on your social media accounts.

#### It also includes our Signature PPP Planning system:

- **Production** - This is a list of holiday and season products to be making. The goal here is to always work in advance in order to have your shop full of items before buyers start buying. You'll see the production list on the bottom of the monthly calendar.
- **Promotion** - This is a list of holiday or seasonal products to be marketing. You can market your items using email, Facebook, Instagram, Pinterest, and TikTok, etc. You'll see the promotion list on the bottom of the monthly calendar.
- **Pipeline** - This is a list of holiday or seasonal products to be thinking of and possibly purchasing supplies for. These are items that will be popular in the coming months as well as sales to be planning. At the making of this planner, supplies could be limited due to supply chain issues.



# DESIGN PLANNER

## FOR YOUR HANDMADE BUSINESS

In addition, we've included a monthly checklist of items needed to be completed on a monthly basis in order to stay on top of the business side such as recording expenses and planning.

### **Keywords that Worked**

Write your most useful keywords in this section. These can be new ones discovered, or ones that convert. Keywords should be used on Etsy, Pinterest, and all social media.

### **Top 3 Products**

Keep track of what your top 3 products are for the month so that you can repeat the process next year during this same time. Top 3 does not only mean sales. Pay attention to those getting shared on social media and Pinterest. Your top 3 are what to make more of or similar.

### **Monthly Wins**

Write down your wins! This is important because as a business owner, we have days we might want to quit and when this happens, it helps to look back on your wins to keep up motivation and inspiration. Wins are what you determine.

### **Monthly Challenges**

In this section, write down the area of your business that needs the most work for that month. This could be setting up new processes such as a Pinterest account, supply challenges, how to get lower shipping costs, converting more sales from emails or Facebook lives, etc. We all have strategies we 'want' to learn but don't have time right away. I find that writing my challenges down when I have them, gives me a complete list to refer back to. During the summer months when sales are slow, I pull out my list and decide which trainings to either purchase or review to learn how to overcome my challenges. We have a trainings on marketing your handmade business in our Success Circle to assist you. ([howtosellhandmade.com](http://howtosellhandmade.com))

### **Daily Agenda**

If I try to 'fit' tasks in, I always run out of time, so in this section I'm very mindful to schedule a time for everything (*worship, family, reading, learning, creating, appointments, calls, etc.*).

I make a list of my TOP THREE PRIORITIES! We know things happen out of our control and if we have a big to do list, most of it doesn't get completed. So I find that if I make my top 3 list, no matter what, I complete these and then I feel I accomplished something which gives me more confidence!

The self-care section is a place to take a moment for yourself each to help keep your mind focused when things get busy.

The daily task checklist is another place to remind myself in order to stay connected with the followers of my brand on social media and other items needed to be a successful seller of handmade. Make note of any appointments so you don't miss any important meetings.

### **Habit Tracker**

Studies show that to create a new and improved habit, the task should be completed 30 days in a row. This is where you can track your progress.

### **Weekly Menu**

Use this weekly menu planner to prep your meals for the week and create a grocery list all in one place so you don't forget anything when grocery shopping.



# TABLE OF CONTENTS

## WHAT'S INSIDE THE DESIGN PLANNER

### RESOURCES

- What is Success?
- Annual Checklist
- Important Dates & Holidays
- Black Friday Sales
- Additional Resources
- Tips to Recession Proof your Business

### SOCIAL MEDIA TRACKER

- Social Media Tracker
- Social Media Post Schedule
- Short Videos
- Canva Templates

### GOALS

- Business Blueprint
- Goals
- S.M.A.R.T. Goals
- Monthly Goals Tracker

### MONTHLY PLANNER

- Yearly Overview
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

### DAILY AGENDA

- Daily Agenda

### HABIT TRACKER

- Habit Tracker

### MEAL PLANNER

- Weekly Menu & Shopping List

### GLOSSARY OF TERMS

- General Terms
- Social Media Terms
- Email Marketing Terms
- Etsy Terms

### CLOSING REMARKS

- Closing Remarks



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# RESOURCES



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# WHAT IS SUCCESS?

## DEFINING YOUR IDEA FOR SUCCESS

FOR ME, SUCCESS MEANS...

### LIST 3 THINGS YOU'RE GRATEFUL FOR THAT HAPPENED LAST YEAR

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### LIST 3 THINGS YOU ACCOMPLISHED LAST YEAR

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

"YOUR WHY SHOULD BE BIGGER THAN YOUR FEAR."

### WHAT IS YOUR WHY?

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### WHAT ARE YOUR FEARS?

Instead of listing the negative, rephrase your fears into a positive statement.

Ex. Not "I'm afraid of success", but "I will be able to handle the orders when the time comes".

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# ANNUAL CHECKLIST

## YEARLY TO-DO LIST

- Review & Renew Insurance Policies
- Renew Legal Entity Paperwork & Fees
- Renew Business License & Sales Tax Permit
  - State
  - County or Parish
  - City
- Review Employee or Virtual Assistant Contracts, Policies, & Handbook
- Set Annual Goals
  - Financial
  - Personal
  - Spiritual
- Review Expenses (*make note of any recurring charges to add to your budget*)
- Branding Review (*where do you need to change or update?*)
- Review any Trademarks or Legal Protections for Renewal
- File all Paperwork by End of Year
- Clean up Computer Files & Images
- Clean up Phone Images & Files
- Send Customer Surveys
- Update Customer Data

## ADD YOUR OWN

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# IMPORTANT DATES & HOLIDAYS

## DATES AND HOLIDAYS TO REMEMBER FOR 2023

### JANUARY

January 1 - New Year's Day  
January 6 - Epiphany  
January 16 - Martin Luther King Jr. Day

### FEBRUARY

February 2 - Groundhog Day  
February 12 - Super Bowl Sunday  
February 14 - Valentine's Day  
February 20 - President's Day  
February 21 - Shrove Tuesday / Mardi Gras  
February 22 - Ash Wednesday

### MARCH

March 3 - Employee Appreciation Day  
March 7 - Holi  
March 7 - Purim  
March 12 - Daylight Savings Time Starts  
March 17 - St. Patrick's Day  
March 20 - First Day of Spring  
March 23 - Ramadan Starts

### APRIL

April 2 - Palm Sunday  
April 6 - Passover Begins  
April 7 - Good Friday  
April 9 - Easter Sunday  
April 10 - Easter Monday  
April 13 - Passover Ends  
April 18 - Tax Day

### MAY

May 2 - National Teacher Appreciation Day  
May 5 - Cinco de Mayo  
May 14 - Mother's Day  
May 29 - Memorial Day

### JUNE

June 14 - Flag Day  
June 18 - Father's Day  
June 19 - Juneteenth

### JUNE

June 21 - First Day of Summer  
June 29 - Eid al-Adha

### JULY

July 4 - Independence Day  
July 14 - Bastille Day

### SEPTEMBER

September 4 - Labor Day  
September 10 - National Grandparents Day  
September 11 - Patriot Day  
September 16 - Rosh Hashana  
September 23 - First Day of Fall  
September 25 - Yom Kippur

### OCTOBER

October 9 - Columbus Day  
October 16 - Boss's Day  
October 31 - Halloween

### NOVEMBER

November 1 - All Saints' Day  
November 2 - All Souls' Day  
November 5 - Daylight Savings Time Ends  
November 11 - Veterans Day  
November 12 - Diwali  
November 23 - Thanksgiving Day  
November 24 - Black Friday  
November 25 - Small Business Saturday  
November 27 - Cyber Monday  
November 28 - Giving Tuesday

### DECEMBER

December 8 - First Day of Hanukkah  
December 15 - Last Day of Hanukkah  
December 21 - First Day of Winter  
December 24 - Christmas Eve  
December 25 - Christmas Day  
December 26 - Kwanzaa  
December 31 - New Year's Eve



# BLACK FRIDAY SALES

## TIMELINE & CHECKLIST FOR A BLACK FRIDAY SALE

If running a pre-Black Friday sale, move this schedule up by one or two weeks. Use this checklist for any sale you want to run throughout the year.

### 5 WEEKS OUT: OCTOBER 16 - 22

- Map out Black Friday offer, including:
  - What your Core Offer will be (20% off, free shipping, new digital product launch, etc.)
    - Limited-time offers or quantity-limited bonuses (anything free you can offer or anything to offer that addresses customer objections or pains)
    - Determine if you'll have any upsells or one-time-offers
    - Determine what the next steps will be after the initial purchase is made (coupon for next order, join mailing list or facebook group, etc.)

### 4 WEEKS OUT: OCTOBER 23-29

- Specifics of Black Friday offering including:
  - Sales dates
  - Offering a waitlist?
- Identify 3 ways your Black Friday offer will stand out
- Start making the product(s) to put on sale

### 3 WEEKS OUT: OCTOBER 30- NOVEMBER 5

- Continue to make product(s) or finalize product(s) for sale
- Create Sales Page Copy (if applicable), including:
  - Name of Sale
  - Tagline of Sale
  - Benefits of Sale
  - Core offer and features
  - Bonuses and values
  - Total Offer Value
  - Regular Price
  - Sale Price
  - End Date and Time of Sale



# BLACK FRIDAY SALES

## TIMELINE & CHECKLIST FOR A BLACK FRIDAY SALE

- Create Graphics of Sales Event, including:
  - Email graphics
  - Social media graphics
  - Stories & Reels cover graphics
  - Etsy Shop Banner
  - Include website or Etsy shop name

### 2 WEEKS OUT: NOVEMBER 6 - 12

- Send email and/or social media post to share with audience before sale begins to start to get them on a waitlist, including any special bonuses or offers and include dates of times of the sale. This is when the “warm-up your audience period” starts.

### 1 WEEK OUT: NOVEMBER 13 - 19

- Send out waitlist email or email letting entire list know about upcoming offer and bonuses. With dates and benefits of offer as well as purchasing during Black Friday.
- Change social media bios to a waitlist page link
- Post & Videos on social media inviting to join the waitlist
- 3 pre-launch warmup posts on social media

### WEEK OF - NOVEMBER 20-27

- Finalize Sales Page
- Finalize Confirmation Page
- Confirmation email was written and scheduled to send to list
- Schedule same initial email to send day later to those who don't open the initial email
- Test all links on sales page and have one other person check links
- 4 promotional emails for when the sale is live
- 3 promotional social media posts for when the sale is live
- Share new key messaging points in stories every day while the sale is live
- Go live on social media to answer questions and share more about your promotion, including any demos, product features or the compelling reasons why now is the time to purchase



# ADDITIONAL RESOURCES

MORE WAYS TO HELP YOUR BUSINESS

## 1000+ SEO KEYWORDS FOR WREATH MAKERS

This list of over 1000 SEO keywords for Wreath Sellers is the list that I've compiled to use when selling my own handmade wreaths online for over 10 years. This list includes all seasons, holidays, upcoming trends and more! Use this list to help you save TIME with your Etsy listings, Pinterest pins, Facebook post, or anywhere SEO is beneficial.



## ETSY SHOP: QUICK START GUIDE

This guidebook is designed to take you step-by-step through the process of finding keywords and tags shoppers are already using. It comes with a detailed instruction guide on how to make the most of Etsy and explains the proper method for creating a listing on Etsy that sells.

## EMAIL MARKETING 101 WORKSHOP

Ready to grow your customer list? With this Email Marketing 101 Workshop, you will learn how to set up an email marketing system, create an email offer, start a welcome campaign, seamlessly integrate your email marketing with Etsy, and more.



## JULIE'S SUCCESS CIRCLE

Learn steps and strategies on how to turn your crafting into a Handmade Business. Join our community of like-minded handmade business owners as I give you the tools, training, and advice needed to continue growing and scaling a handmade business. Using our signature system for success, you will be increasing your sales in no time.



# RECESSION PROOF YOUR BIZ

## WAYS TO RECESSION PROOF YOUR HANDMADE BUSINESS

- **Don't panic!** During economic downturns, I choose to turn off the news to help with my peace of mind.
- Lean into **content creation** and building your social media presence.
- **Cut expenses** that are not valuable to the growth and scale of your business.
- **Enhance the value** of what you already offer customers.
- Your experience will be a huge asset! Make sure to let it be known the **experience and knowledge** you have, why customers should buy from you vs others. Even when you don't feel like "the expert", you know a lot more than the average person.
- **No debt!** Try not to use debt, but if you must in order to keep the doors open to your business, use it wisely and with integrity with full intention that you will pay it back.
  - *Sometimes during recessions, the government will provide small business loans with small interest rates.*
  - Check out [grants.gov](https://www.grants.gov) for resources.
- When times are good, **build working capital**. When starting out, I suggest saving six to twelve months of your fixed expenses, which takes time to build.
- **Get creative in your offerings**. For example, print-on-demand, turning live streams into digital products, or offer coupon codes to repeat customers.
- **Know your audience** and their problems. When you offer solutions to problems, people pay!
- **Prayer – no joke!** This is HUGE. Not just prayer but time to be quiet, still, and listen!
- **Take care of yourself**. Take time out to decompress - walk, spend time with family and friends.
- **Set a budget** and stick to it!
- Work on **building relationships** that grow your business.
- **Go with your gut** always!
- No matter how tough it gets - **DO NOT QUIT!**



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# SOCIAL MEDIA TRACKER



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# SOCIAL MEDIA TRACKER

## END-OF-MONTH COMPARISON

INSTAGRAM				
	FOLLOWERS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	ENGAGEMENT RATE/VIEWS	ACCOUNTS REACHED END OF MONTH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				
TOTAL				

### SOCIAL MEDIA TIPS

- ★ Serve first, Sell second.
- ★ Build a community around your brand.
- ★ Be consistent.
- ★ Make the focus on the viewer, not you. *(You NOT I.)*
- ★ For 2023, the majority of your posts should be Short Video content.

FACEBOOK					FACEBOOK GROUP		
	FOLLOWERS END OF MONTH	REACH END OF MONTH	VISITS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	MEMBERS END OF MONTH	ACTIVE MEMBERS	ENGAGEMENT POSTS, COMMENTS, REACTIONS
JANUARY							
FEBRUARY							
MARCH							
APRIL							
MAY							
JUNE							
JULY							
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
TOTAL							



# SOCIAL MEDIA TRACKER

## END-OF-MONTH COMPARISON

	PINTEREST					WEB/EMAIL/TEXT		
	FOLLOWERS	VIEWS	IMPRESSIONS	ENGAGED AUDIENCE	TOTAL AUDIENCE	WEB SESSIONS	EMAIL SUBSCRIBERS	TEXT SUBSCRIBERS
JANUARY								
FEBRUARY								
MARCH								
APRIL								
MAY								
JUNE								
JULY								
AUGUST								
SEPTEMBER								
OCTOBER								
NOVEMBER								
DECEMBER								
TOTAL								

	TIKTOK			YOUTUBE		
	FOLLOWERS END OF MONTH	VIDEO VIEWS END OF MONTH	TOTAL SHARES END OF MONTH	SUBSCRIBERS END OF MONTH	TOTAL VIEWS END OF MONTH	WATCH TIME CURRENT MONTH
JANUARY						
FEBRUARY						
MARCH						
APRIL						
MAY						
JUNE						
JULY						
AUGUST						
SEPTEMBER						
OCTOBER						
NOVEMBER						
DECEMBER						
TOTAL						



# SOCIAL MEDIA POST SCHEDULE

MONTH: \_\_\_\_\_

DAY	FACEBOOK POSTS 1/DAY	INSTAGRAM POSTS 1/DAY	PINTEREST PINS 3/DAY	TIKTOK 1/DAY	WEEK	BLOG POST 1/WEEK	PINTEREST IDEA PINS 2/WEEK	EMAIL CAMPAIGN 1/WEEK	LIVE STREAM 1/WEEK	YOUTUBE VIDEO 1/WEEK
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4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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These are the recommended daily and weekly minimums for Social Media Engagement Posts, Email Campaigns, Live Streams, and Blog Posts.

However posting more frequently could improve engagement on a platform.

Use the Engagement Post Templates for each month found in the Resources section of this Handmade Design Planner for post ideas and inspiration.

## DAILY POSTS SHOULD DO ONE OF THE FOLLOWING:

**ENGAGE:** Engage is about **action**. Getting your audience to take action by sharing, commenting, messaging.

**SIZZLE:** Sizzle is about **selling**.

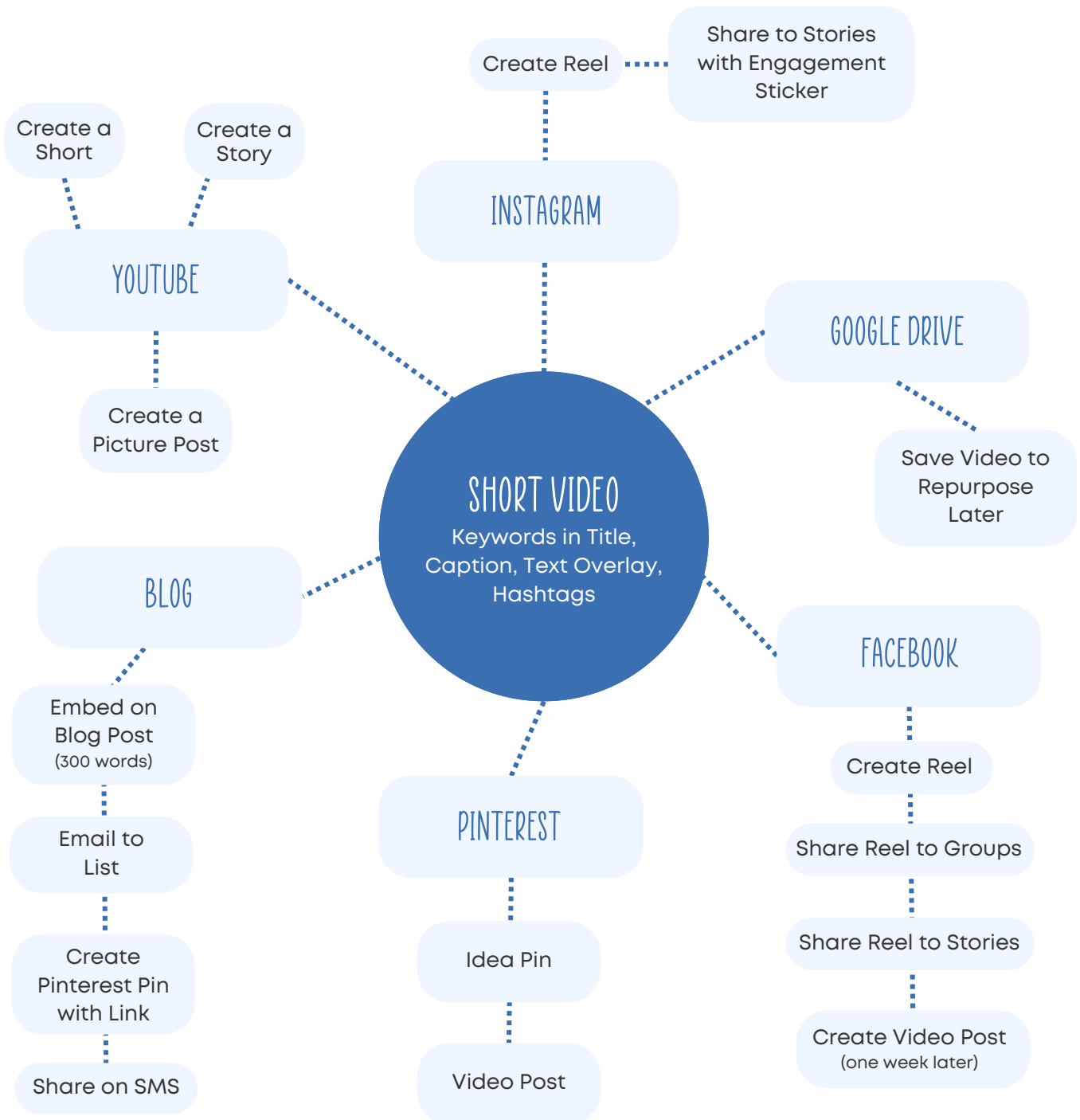
**CONNECT:** Connect is about **sharing** more about you, and the connection between your audience and your brand.

**AUTHORITY:** Authority is about showing you are an **expert**.



# SHORT VIDEOS

## WAYS TO REPURPOSE YOUR SHORT VIDEOS



# SHORT VIDEO CHECKLIST

REPURPOSE YOUR SHORT VIDEOS

SHORT VIDEO TITLE	KEYWORDS TO USE	INSTAGRAM	TIKTOK	FACEBOOK	PINTEREST	BLOG	YOUTUBE	GOOGLE DRIVE
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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# CUSTOM TEMPLATES

CANVA TEMPLATES FOR MARKETING

ETSY COVER PHOTO  
TEMPLATE



ETSY SALES  
TEMPLATE



CANVA PINTEREST PIN  
TEMPLATE



ETSY RESERVED LISTING  
TEMPLATE



JANUARY  
ENGAGEMENT  
POSTS TEMPLATE



FEBRUARY  
ENGAGEMENT  
POSTS TEMPLATE



MARCH  
ENGAGEMENT  
POSTS TEMPLATE



APRIL  
ENGAGEMENT  
POSTS TEMPLATE



MAY  
ENGAGEMENT  
POSTS TEMPLATE



JUNE  
ENGAGEMENT  
POSTS TEMPLATE



JULY  
ENGAGEMENT  
POSTS TEMPLATE



AUGUST  
ENGAGEMENT  
POSTS TEMPLATE



SEPTEMBER  
ENGAGEMENT POSTS  
TEMPLATE



OCTOBER  
ENGAGEMENT POSTS  
TEMPLATE



NOVEMBER  
ENGAGEMENT POSTS  
TEMPLATE



DECEMBER  
ENGAGEMENT POSTS  
TEMPLATE





# GOALS



THIS PAGE IS INTENTIONALLY LEFT BLANK

# BUSINESS BLUEPRINT

DESIGN YOUR SUCCESS

HERE'S WHERE I AM TODAY...

HERE'S WHERE I AM GOING IN  
ONE MONTH...

THIS IS ME IN THREE MONTHS...

THIS IS MY LIFE & BUSINESS IN SIX MONTHS...

NEXT YEAR I WILL BE HERE...

MY 5-YEAR PLAN WILL LOOK LIKE THIS...



# GOALS

## MAKE YOUR GOALS A REALITY

Ugh!! Goals!!

I know some reading this now are already overwhelmed by just the mention of the word goals. Maybe because you've set goals in the past, didn't accomplish them, and therefore think you failed. Listen, **if you don't obtain your goals, you are not a failure!** When you set goals, you're giving yourself permission to dream big in order to better yourself. Plus, when we try to obtain goals, we end up doing more for ourselves than when we don't set goals. So therefore, we are still winners!

Plus you already know how to win at goal setting! Think of it this way; as a creative, you already set goals when you create. Right? You want to make your craft, you'll validate to yourself that you have to make a craft, you'll envision what the craft will look like when completed and then you'll start to determine the steps you need to take to insure your craft gets made! **So you already set goals and achieve them!** Yay!!

So now let's set goals on a larger scale in order to impact your handmade business!

**It's important to think of all parts of our lives when setting goals so that we are well rounded.** Goals are our guiding path to growing and scaling, both personally and professionally. Imagine a wheel on a car. Now imagine that each part of our lives represents a piece of the wheel; family, faith, relationship, business, etc. If one section is lacking or flat, then the wheel isn't round and therefore doesn't roll as smoothly. Each part of our life affects all the other parts.

Therefore, in this planner, I've included a worksheet that lets you write down your goals so that you can start to envision meeting your goals in all aspects of your life; however, instead of thinking yearly, where we tend to get off course, let's focus on monthly goals.

For example, by the end of the month, I want to read one book, increase sales by 10 percent, have one family meal, attend church at least 2 times, go out on a date with my spouse, meet an old friend for lunch, and walk 3 times per week.

Take the time now to write down your monthly goals. When you write down our goals, you're more likely to achieve them.

### **BELIEVE IN YOURSELF!**

Have you heard of a self-fulfilling prophecy?

In 1968, an American sociologist named Robert Merton coined the term "self-fulfilling prophecy" and described it as "a false definition of the situation evoking a new behavior which makes the originally false conception come true".

Basically, it means that when you believe something, it can make you act a certain way so that your belief actually comes true.

For example, if you wake up and immediately think—perhaps for no particular reason at all—that today is going to be a terrible day, your attitude might make your prediction come true. You may unconsciously work to affirm your belief by ignoring the positive, amplifying the negative, and behaving in ways that are unlikely to contribute to an enjoyable day.

The same principle applies to meeting the goals we set for ourselves. First, believe we can obtain the goal, envision obtaining the goal, take steps to meet our goal, and therefore, make the goal a reality.

**So before you begin to set your goals, believe in yourself!**



# S.M.A.R.T. GOALS

## MAKE YOUR GOALS A REALITY

### SMART Goals

When I was Assistant Vice President of a financial firm in Charlotte about twenty years ago, my boss introduced me to SMART goals. Businesses have been using the SMART method to set goals for years and it makes sense we should also use it in our handmade business. Don't worry, it's not hard and it actually helps to better achieve your goals.

### What is SMART Goals?

The SMART acronym stands for:

**Specific:** You increase the chances of accomplishing goals by making sure they're well defined. Determine the who, what, where, when, and why.

**Measurable:** Develop criteria for measuring progress toward your goals. Detail the key indicators that help you decide if and when you reach your goal by quantifying them.

**Achievable:** Create goals for your business that are attainable and achievable by ensuring that you have the skills and resources to reach the goal.

**Relevant:** Align your goals with the overall objectives of your business and the realities of your abilities.

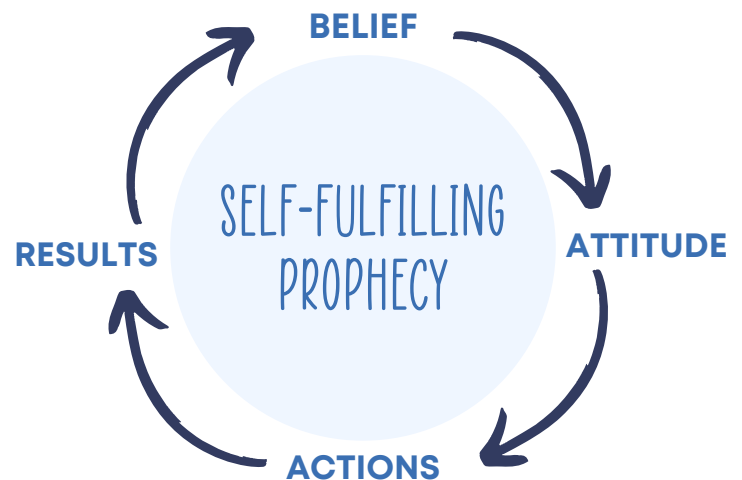
**Time-bound:** Give yourself a deadline for reaching your goal to provide a sense of urgency and the opportunity to schedule the steps you plan to take to achieve the goal.

### Benefits of using SMART goals

There are many benefits for using SMART goals in a handmade business, such as it:

- Increases the likelihood of achieving your goals. Using the SMART goals acronym when creating objectives may give you more motivation, focus, and clarity.
- Identifies the steps needed to reach your goals. Thinking through the details enables you to create an action plan, identify the support, resources, and training you need to accomplish your goals.
- Allows you to effectively grow your business. Using the SMART goals acronym helps you establish a target date for deliverables, enabling you to prioritize the goal and see real results.

This is especially beneficial as it helps you avoid getting distracted by day-to-day tasks, temporarily dismissing some of your long-term goals for business growth.



# S.M.A.R.T. GOALS

## MAKE YOUR GOALS A REALITY

### Examples of SMART Goals in a Handmade Business

#### Goal 1: Start an Etsy Shop

Here's an example of how you could use SMART goals to start an Etsy shop.

- **Specific:** I need to open an Etsy shop in order to sell my handmade items online. To do this, I need to open the shop and start listing products.
- **Measurable:** I would like to open my shop and have 10 new products listed on Etsy by the end of the month.
- **Achievable:** I feel I can achieve this by listing 2 new items per week and I can find that time by not watching TV ever night after coming home from my 9-5 job.
- **Relevant:** My online presence is a priority in order to attract customers who will pay more for handmade items than my local customers.
- **Time-Bound:** I will reach this goal by January 1.

#### Goal 2: Grow an Instagram Account

Here's an example of how you could use SMART goals to grow an Instagram account.

- **Specific:** I need to grow my Instagram account in order to help drive traffic to my Etsy shop or website.
- **Measurable:** I would like to increase my Instagram following by 100 new followers by the end of month.
- **Achievable:** I feel I can achieve this by spending 15 minutes extra per day commenting on competitors' posts, posting 1 new reel per day, 2 carousel posts per week, and 4 stories per day all with a CTA.
- **Relevant:** Instagram is a great place to establish the know, like and trust factor, and convert followers into customers.
- **Time-Bound:** I will reach this goal by February 28.

#### Goal 3: Attending a Craft Show

Here's an example of creating a SMART goal to attend a craft show.

- **Specific:** I want to attend craft shows in order to increase sales and obtain name recognition. To do this, I'll research the best craft shows within a 200 mile radius and pick the best show for me.
- **Measurable:** I will profit \$1000 with the show.
- **Achievable:** I feel I can achieve this by determining my cost then determining how many items I need to sell in order to pay for cost and then determine the sales needed to obtain the \$1000 profit. Therefore, I need to sell \_\_\_\_\_ number of items to make my profit goal. Which means I need to take \_\_\_\_\_ (20-30% more) total number of items ranging in price from \$\_\_\_\_\_ to \$\_\_\_\_\_ to ensure variety. I will need to make \_\_\_\_\_ items per week.
- **Relevant:** Craft shows are one of the top places to sell handmade products.
- **Time-Bound:** I will research and decide which craft show to attend in the Spring by January 31.

**Use the sheets attached to set your own goals for the coming year! Remember to look back on them monthly to make sure you're on task to completing them.**



# S.M.A.R.T. GOALS

MAKE YOUR GOALS A REALITY

FAMILY  FAITH  RELATIONSHIP  BUSINESS

MONTHLY GOAL:

S \_\_\_\_\_  
M \_\_\_\_\_  
A \_\_\_\_\_  
R \_\_\_\_\_  
T \_\_\_\_\_

## MOTIVATIONS

Rank your key motivations.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

## ACTION STEPS

List steps to take to complete your goal.

\_\_\_\_\_   
\_\_\_\_\_   
\_\_\_\_\_

## REWARD

Decide how you will celebrate once you achieve your goal.

\_\_\_\_\_   
\_\_\_\_\_   
\_\_\_\_\_

HOPEFUL DATE

ACTUAL DATE

\_\_\_\_\_



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# MONTHLY PLANNER



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# 2023 MONTHLY PLANNER

## JANUARY

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## FEBRUARY

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

## MARCH

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## APRIL

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## MAY

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## JUNE

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## JULY

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## AUGUST

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## SEPTEMBER

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## OCTOBER

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## NOVEMBER

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## DECEMBER

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



# JANUARY 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1 Print Product Inventory New Year's Day
2	3	4	5	6 Epiphany	7	8
9	10	11	12	13	14	15
16 Martin Luther King Jr., Day	17 2022 Q4 Taxes Due	18	19	20	21	22
23	24	25	26	27	28	29
30	31	<b>SOCIAL MEDIA TOPICS:</b> Organization, winter weddings, healthy lifestyle, super bowl, valentine's day, winter decor				

## PRODUCTION

Valentine's Day  
Spring  
Easter  
St. Patrick's Day  
Year Round

## PROMOTION

Mardi Gras  
Winter  
Valentine's Day  
Year Round  
Spring

## PIPELINE

St. Patrick's Day  
Spring  
Easter  
President's Day Sale

## MONTHLY PRIORITIES

1

2

3



# JANUARY 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

When you need to edit multiple Etsy listings at once, use Etsy's bulk edit feature. This works on titles, tags, descriptions, pricing, shipping profiles, and more. (Gifts Under \$50, Mother's Day Gift, Gift for Him, etc.)



# FEBRUARY 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2 Groundhog Day	3	4 Thank a Mail Carrier Day	5
6	7	8	9	10	11	12 Super Bowl Sunday
13	14 Valentine's Day	15	16	17	18	19
20 President's Day	21 Mardi Gras	22 Ash Wednesday	23	24	25	26
27	28					

**SOCIAL MEDIA TOPICS:** Black History Month, Super Bowl, organization, winter weddings, healthy lifestyle, Valentine's Day, winter decor, American Heart Month

## PRODUCTION

Spring  
Easter  
St. Patrick's Day  
Year Round  
Weddings

## PROMOTION

Mardi Gras  
Valentine's Day  
Year Round  
St. Patrick's Day  
Spring  
President's Day Sale

## PIPELINE

St. Patrick's Day  
Spring  
Easter  
Mother's Day

## MONTHLY PRIORITIES

1

2

3



# FEBRUARY 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Short Videos are ruling social media! Do them on a consistent and regular basis for increased reach and engagement. These include Reels, TikToks, Shorts, Idea Pins, etc.



# MARCH 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7 Holi / Purim	8	9	10	11	12 Daylight Savings Begins
13	14	15	16	17 St. Patrick's Day	18	19
20 First Day of Spring	21	22 Ramadan Begins	23	24	25	26
27	28	29	30	31		
<b>SOCIAL MEDIA TOPICS:</b> St. Patrick's Day, spring, taxes, pastels, gardening, outdoor fun, floral patterns, Spring Break, weddings, Women's History Month						

## PRODUCTION

Spring  
Easter  
Mother's Day  
Graduation  
Year Round  
Cinco de Mayo

## PROMOTION

Spring  
Easter  
St. Patrick's Day  
After Winter Sale

## PIPELINE

Graduation  
Weddings  
Mother's Day  
Summer  
Father's Day  
4th of July  
Easter

## MONTHLY PRIORITIES

- 1
- 2
- 3





# MARCH 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Words to use instead of 'made': created, developed, constructed, assembled, fashioned, produced, molded, designed, custom-built, handcrafted, hand-colored, finely crafted, lovingly crafted, solidly built.



# APRIL 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1 April Fool's Day	2 Palm Sunday
3	4	5	6 Passover Begins	7 Good Friday	8	9 Easter Sunday
10 Easter Monday	11	12	13 Passover Ends	14	15	16
17	18 2023 Q1 Taxes Due Tax Day	19	20	21 Ramadan Begins	22 Earth Day Eid-al-Fitr	23
24	25	26	27	28	29	30
<b>SOCIAL MEDIA TOPICS: April Fool's Day, Good Friday, Easter, Passover, taxes, Autism Awareness Month</b>						

## PRODUCTION

Weddings  
Summer  
4th of July  
Graduation  
Memorial Day  
Father's Day  
Year Round

## PROMOTION

Easter  
Spring  
Mother's Day  
Graduation  
Weddings  
Memorial Day

## PIPELINE

Back to School  
Graduation  
Memorial Day Sale  
Mother's Day  
Summer  
Cinco de Mayo

## MONTHLY PRIORITIES

- 1
- 2
- 3



# APRIL 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Don't compare your beginning to someone else's middle. They've had more time to develop a plan and take action on it.



# MAY 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2 National Teacher's Day	3	4	5 Cinco de Mayo	6	7
8	9	10	11	12	13	14 Mother's Day
15	16	17	18	19	20 Armed Forces Day	21
22	23	24	25	26	27	28
29 Memorial Day	30	31				
<b>SOCIAL MEDIA TOPICS:</b> Mother's Day, Memorial Day, Graduation, Summer, outdoor barbecue, vacations, Teacher Appreciation Day						

## PRODUCTION

Summer  
Patriotic  
Father's Day  
Year Round  
Weddings

## PROMOTION

Memorial Day  
Mother's Day  
Graduation  
Summer  
Cinco de Mayo  
Memorial Day Sale

## PIPELINE

Fall  
Halloween  
Back to School  
First Day of Summer  
Father's Day  
Christmas in July

## MONTHLY PRIORITIES

- 1
- 2
- 3



# MAY 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Most buyers shop sorting prices from highest to lowest in order to narrow the search.  
Make sure you're priced right for your ideal customer.



# JUNE 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 Flag Day	15 2023 Q2 Taxes Due	16	17	18 Father's Day
19 Juneteenth	20	21 First Day of Summer	22	23	24	25
26	27	28	29	30		
<b>SOCIAL MEDIA TOPICS:</b> Summer vacation, camping, beach, Father's Day, first day of summer, Pride Month, Juneteenth						

## PRODUCTION

Back to School  
Fall  
Halloween  
Year Round  
Patriotic

## PROMOTION

Father's Day  
Summer  
Patriotic  
4th of July  
After Spring Sale

## PIPELINE

Christmas  
Fall  
Halloween  
Back to School  
Thanksgiving  
Christmas in July Sale  
Fall Weddings

## MONTHLY PRIORITIES

- 1
- 2
- 3



# JUNE 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Sales can be like a roller coaster. Some months are down (summer) and some months are up (November). It's not a reflection of your skills.



# JULY 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4 Independence Day	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	<b>SOCIAL MEDIA TOPICS: 4th of July, Christmas in July, back to school, beat the heat, weather, staycation</b>					

## PRODUCTION

Christmas  
Fall  
Halloween  
Back to School  
Thanksgiving  
Year Round

## PROMOTION

Summer  
Patriotic  
Christmas in July  
Year Round  
Independence Day Sale  
Christmas in July Sale

## PIPELINE

Christmas  
Fall  
Thanksgiving  
Halloween  
Back to School  
Labor Day Sales

## MONTHLY PRIORITIES

1

2

3





# JULY 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

When doing live streams or videos, make sure to serve your ideal customer and not other makers. Serve = inspire, motivate, educate, or entertain.



# AUGUST 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
<b>SOCIAL MEDIA TOPICS:</b> Back to school, tailgating, football, first day of school, beat the heat, dog days of summer						

## PRODUCTION

Christmas  
Fall  
Thanksgiving  
Halloween  
Year Round  
Breast Cancer  
Awareness

## PROMOTION

Back to School  
Summer  
Patriotic  
Fall  
Beat the Heat Sale

## PIPELINE

Christmas  
Fall  
Thanksgiving  
Dia de los Muertos  
Labor Day Sales  
Breast Cancer Awareness

## MONTHLY PRIORITIES

1

2

3



# AUGUST 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

If selling online, use keywords everywhere: social media, reels, TikTok, Pinterest, Etsy, etc. This includes captions, titles, description, text overlay, etc. This helps you get found.



# SEPTEMBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4 <b>Labor Day</b>	5	6	7	8	9	10
11 <b>Patriot's Day</b>	12	13	14	15 <b>2023 Q3 Taxes Due</b>	16 <b>Rosh Hashana</b>	17
18	19	20	21	22	23 <b>First Day of Fall</b>	24
25 <b>Yom Kippur</b>	26	27	28	29	30	
<b>SOCIAL MEDIA TOPICS: Labor Day sales, first day of autumn, fall decor, pumpkin carving, mantle decorating, fall weddings, winter</b>						

## PRODUCTION

Christmas  
Fall  
Thanksgiving  
Halloween  
Hanukkah  
Dia de los Muertos  
Year Round

## PROMOTION

Fall  
Back to School  
Halloween  
Year Round  
Labor Day Sale

## PIPELINE

Black Friday Offer  
Winter  
Christmas  
New Years  
Hanukkah  
Gifts for Her/Him  
Breast Cancer Awareness  
Dia de los Muertos

## MONTHLY PRIORITIES

- 1
- 2
- 3



# SEPTEMBER 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Listen to your social media audience for cues regarding products to develop. This is called social listening. They'll always give you your direction when you ask.



# OCTOBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9 Columbus Day	10	11	12	13	14	15
16 Boss's Day	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 Halloween	<b>SOCIAL MEDIA TOPICS:</b> Halloween, fall trends, Thanksgiving recipes, pumpkin decor, winter, vacations, Oktoberfest, Breast Cancer Awareness Month ( <i>pink</i> ), Down Syndrome Awareness Month ( <i>blue &amp; yellow</i> )				

## PRODUCTION

Christmas  
Fall  
Winter  
Religious  
Hanukkah

## PROMOTION

Halloween  
Fall  
Thanksgiving  
Dia de los Muertos  
Year Round  
Columbus Day

## PIPELINE

Christmas  
Hanukkah  
Gifts for Her  
Gifts for Him  
Black Friday Offer  
Winter  
Valentine's Day  
Friendsgiving

## MONTHLY PRIORITIES

1

2

3



# OCTOBER 2023

## TOP 3 PRODUCTS

1

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## MONTHLY TO-DO LIST

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## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

You are the only one who can manage your time and you'll have to say no to something or someone else in order to make time for your business. Learn to prioritize and batch process everything; from product creation to content creation.



# NOVEMBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 Dia de los Muertos All Saints' Day	2 All Souls' Day	3	4	5 Daylight Savings Ends
6	7	8	9	10	11 Veteran's Day	12 Diwali
13	14	15	16	17	18	19
20	21	22	23 Thanksgiving	24 Black Friday	25 Small Business Saturday	26
27 Cyber Monday	28	29	30			
<b>SOCIAL MEDIA TOPICS:</b> Thanksgiving, Black Friday, Cyber Monday, Christmas decor, Christmas gifts, gift ideas, Dia de los Muertos, Veteran's Day Sale, Friendsgiving, Alzheimer's Awareness, Military Appreciation						

## PRODUCTION

Christmas  
Valentine's Day  
New Years  
Religious  
Mardi Gras  
Winter

## PROMOTION

Fall  
Thanksgiving  
Christmas  
Hanukkah  
Winter  
Veteran's Day Sale  
Black Friday Sales

## PIPELINE

Mardi Gras  
Spring  
Valentine's Day  
President's Day Sale  
Winter (not Christmas)  
New Years  
Kwanzaa

## MONTHLY PRIORITIES

- 1
- 2
- 3





# NOVEMBER 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
- Review Staff - Make Notes in File

## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Stop trying to convince your family to help you with your business. It's your dream you're chasing, not theirs.



# DECEMBER 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3 Advent Begins
4	5	6	7	8 Hanukkah Begins	9	10
11	12	13	14	15 Hanukkah Ends	16	17
18	19	20	21 First Day of Winter	22	23	24 Christmas Eve
25 Christmas Day	26 Kwanzaa	27	28	29	30	31 New Year's Eve
<b>SOCIAL MEDIA TOPICS:</b> Christmas, entertaining, Kwanzaa, decor, Hanukkah, resolutions, New Year's, snow engagements, first day of winter						

## PRODUCTION

Valentine's Day  
Mardi Gras  
Spring  
New Years  
Year Round

## PROMOTION

Winter (not Christmas)  
Christmas  
Hanukkah  
Religious  
Kwanzaa  
New Years  
Valentine's Day  
After Christmas Sale

## PIPELINE

Spring  
Easter  
St. Patrick's Day  
President's Day Sale  
Mardi Gras  
Winter

## MONTHLY PRIORITIES

1

2

3



# DECEMBER 2023

## TOP 3 PRODUCTS

1

2

3

## MONTHLY TO-DO LIST

- Update Cover Photos
- Update Content Calendar
- Update Website Homepage
- Plan this Month & Next Month's Products
- Review Inventory
- Review & Pay Down Debts, Invoices
- Complete Monthly Tracking Sheets
- Look at Past Month for Trends
- Review Next Month's Holidays
- Reconcile Books with Bank Statements
- Put Away Money for PROFIT & SAVINGS
- Taxes - File Returns and Pay All Taxes
- Backup Computer Data
- Move Mobile Photos to Cloud
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## KEYWORDS THAT WORKED

## MONTHLY WINS

## MONTHLY CHALLENGES

## REMEMBER FOR NEXT YEAR...

## TIP OF THE MONTH

Just do it! Your reasons or excuses on why you can't do it is called procrastination.  
There's no excuse that can't be overcome. NONE!



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# DAILY AGENDA



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# DAILY AGENDA

DATE: \_\_\_\_\_

M T W T F S S

\_\_\_\_\_ DAILY AFFIRMATION \_\_\_\_\_

## TOP 3 PRIORITIES

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## TO-DO LIST

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## APPOINTMENTS

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\_\_\_\_\_ : \_\_\_\_\_

\_\_\_\_\_ : \_\_\_\_\_

\_\_\_\_\_ : \_\_\_\_\_

## NOTES & REFLECTIONS

## SELF CARE

- Sweat it out
- Hydrate
- Eat a healthy meal
- Get some fresh air
- Say a Prayer
- Hug a furry friend
- Learn something new
- Take your vitamins



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# HABIT TRACKER



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# HABIT TRACKER

## WEEKLY HABIT TRACKER

### MY TOP 3 GOALS AND HOW I WILL ACHIEVE THEM

GOAL 1

GOAL 2

GOAL 3

1

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2

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3

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1

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2

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1

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I've got this!  Working on it.

I've got this!  Working on it.

I've got this!  Working on it.

HABIT	M	T	W	T	F	S	S	REWARD

### ACHIEVEMENTS

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

WORK IN PROGRESS



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# MEAL PLANNER



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# GLOSSARY OF TERMS



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# GLOSSARY OF TERMS

## COMMON TERMS AND ABBREVIATIONS

### GENERAL TERMS

**2-Factor Authentication:** Two-factor authentication (2FA) is an identity and access management security method that requires two forms of identification to access resources and data. 2FA gives businesses the ability to monitor and help safeguard their most vulnerable information and networks.

**A/B Testing:** A/B Testing or split testing is one of the basic social media tests to identify what marketing strategy works for your brand or service. The testing compares two variants on your social media posts to measure which one drives more conversions. For example, you can run A/B testing on Instagram content-type: photo content v/s video content to determine the best strategy to convert consumers into customers.

**Blog:** An informational website published on the internet and updated frequently by an individual or business.

**B2B:** Business to Business

**B2C:** Business to Consumer

**Click Bait:** Clickbait in social media marketing terms refers to misleading or manipulative content (article, image, or video) that entices users to click on it.

**Conversion Rate:** This is one of the important social media marketing terms. Conversion Rate in social media terminology refers to the percentage of users who follow through a social post or an ad's call to action. This can be a download, purchase, or some other desired action depending upon the marketer's conversion goal.

**CTA:** Call-to-Action. A proper call-to-action guides your audience to take action, such as buying, starting a free trial, or signing up.

**Nurturing:** Nurturing is the process of sharing valuable and relevant content consistently through a series of emails, social media posts, or direct messages.

**SEO:** Search Engine Optimization is the process of getting found online by using specific keywords.

**URL:** The address of a webpage.



# GLOSSARY OF TERMS

## COMMON TERMS AND ABBREVIATIONS

### SOCIAL MEDIA TERMS

**Algorithm:** In social media, an algorithm refers to a set of rules using a mathematical system that help search engines to rank, filter, and organize search results and advertisements.

**DM:** Direct Message

**Engagement Rate:** The rate of engagement is a measure of how people react and interact (like, share and comment) with your content on a brand's website, social media, or email. A high engagement rate shows your content is doing great at grabbing the interest and attention of your audience.

**FB:** Facebook

**Feed:** A stream of content you see when logging into a social media account.

**Handle:** A unique public username used on social media accounts is referred to as 'handle'; like on Instagram, a handle refers to the username preceded by an @ symbol.

**Hashtag:** A hashtag (#) is a word or phrase preceded by a '#' sign used to connect posts on social media to other posts on the same subject or a trending topic. Hashtags are a way to make it easier for users to search for posts related to specific topics.

**IG:** Instagram

**Impressions:** Impressions are the number of times your content has been shown on the feeds of social media users. A viewer doesn't need to engage with a post in order for it to be counted as an impression.

**PIN:** Pinterest

**Reel:** Reels are entertaining, educational, and immersive videos where you can creatively express your brand story, educate your audience, and get discovered by people who may love your business.

**Share:** Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

**Story:** A social media story is a collection of images and short videos that can be shared with other users. A story disappears after 24 hours, making them temporary. Marketers use the storytelling aspect of social media to tell stories about brands, products, services, and personal life.

**TT:** TikTok



# GLOSSARY OF TERMS

## COMMON TERMS AND ABBREVIATIONS

### EMAIL MARKETING

**Bounce Rate:** the bounce rate refers to the percentage of emails you send out that are not accepted by your recipients' email servers.

**CTR:** Click Through Rate. This is the percentage of recipients that click on a link in your email and is calculated by dividing the number of unique clicks on a link by the number of emails that were sent. The higher your CTR, the better.

**Email Campaign:** An email or series of emails driven toward a unique marketing goal.

**Double Opt-In:** A double opt-in is when you require that a subscriber goes through a two-step process to subscribe to your email – usually a standard sign up followed by a confirmation email with a link.

**Landing Page:** This is a standalone web page where you direct your web traffic through either email marketing campaigns, organic web traffic, or social media posts, and more.

**Marketing Funnel:** A marketing funnel visually depicts the buyer's journey. It often has three stages: awareness, consideration, and conversion. It's shaped like a funnel because the first and topmost stage, awareness, will have the highest number of leads, and only some of these leads ultimately move down the funnel to convert.

**Opt-in:** To subscribe to an email. It's important that your audience opt-in since this means they are interested in hearing from you and thus more likely to engage.

**Open Rate:** This is the percentage of emails you sent out that were opened by their recipients.

**Spam:** Also referred to as junk email, these are messages that are either unsolicited and unwanted or unverified by your email provider, and thus filtered out of the inbox.

### ETSY

**Conversion Rate:** The percentage of people who visit your Etsy shop and make a purchase.

**Etsy Views:** Views refer to every single click on your listings or your Etsy shop.

**Etsy Visits:** Visits reflect all of the views by a single person.



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# CLOSING REMARKS

Thank you for purchasing our 2023 Handmade Design Planner.

I hope you found this production planner useful! It's a system I've been using to scale my business to where it is today. It's not easy juggling family, life and business but I find when I'm more organized and purposeful, I get more traction in my business and I feel less scatter-brained.

I started my business like you, with ONE sale to a friend and scaled it to where it is now. My wreath business pays me a monthly salary that I use to pay my mortgage, put my kids through college, pay cash for Christmas, family vacations and to get out of debt!

As a stay-at-home mom, with no college degree, I've learned the hard way of building my handmade business. It's taken me a lot of long nights, sacrificed sleep hours, and friendships in order to teach myself about various income streams for a handmade business. I've done the homework and walked the path. I know what works and what doesn't work.

I'm sharing what I've learned, including my easy to follow success path for scaling a handmade business inside my Business Success Circle Group ([howtosellhandmade.com](http://howtosellhandmade.com)).

## If you're...

- Overwhelmed with what to do in order to be successful in 2023...
- Ready to quit or retire from a 9-5 and go full time on a handmade business...
- Need a community with more business owners in a similar place to where you are...



Join me in our exclusive Success Circle, a supportive online community of like minded handmade business owners learning our signature system for success.

LEARN MORE AT  
[HOWTOSELLHANDMADE.COM](http://HOWTOSELLHANDMADE.COM)