

# 2024

## DESIGN & GOAL PLANNER

FOR A HANDMADE BUSINESS

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# IMPORTANT DATES & HOLIDAYS

## US DATES AND HOLIDAYS TO REMEMBER FOR 2024

### JANUARY

January 1 - New Year's Day  
January 6 - Epiphany  
January 15 - Martin Luther King Jr. Day

### FEBRUARY

February 2 - Groundhog Day  
February 11 - Super Bowl Sunday  
February 13 - Shrove Tuesday / Mardi Gras  
February 14 - Ash Wednesday  
February 14 - Valentine's Day  
February 19 - President's Day

### MARCH

March 3 - Employee Appreciation Day  
March 7 - Holi  
March 8 - International Women's Day  
March 10 - Daylight Savings Time Starts  
March 11 - Ramadan Starts  
March 15 - Business Tax Day  
March 17 - St. Patrick's Day  
March 19 - First Day of Spring  
March 24 - Palm Sunday  
March 24 - Purim  
March 29 - Good Friday  
March 31 - Easter Sunday

### APRIL

April 1 - Easter Monday  
April 10 - Eid al-Fitr  
April 15 - Tax Day  
April 22 - Passover Begins  
April 30 - Passover Ends

### MAY

May 5 - Cinco de Mayo  
May 7 - National Teacher Appreciation Day  
May 12 - Mother's Day  
May 27 - Memorial Day

### JUNE

June 14 - Flag Day  
June 16 - Father's Day  
June 19 - Juneteenth  
June 20 - First Day of Summer

### JULY

July 4 - Independence Day

### SEPTEMBER

September 2 - Labor Day  
September 11 - Patriot Day  
September 22 - First Day of Fall

### OCTOBER

October 3 - Rosh Hashana  
October 12 - Yom Kippur  
October 14 - Columbus Day  
October 16 - Boss's Day  
October 31 - Halloween

### NOVEMBER

November 1 - Diwali  
November 3 - Daylight Savings Time Ends  
November 5 - Election Day  
November 11 - Veterans Day  
November 22 - Pink Friday  
November 28 - Thanksgiving Day  
November 29 - Black Friday  
November 30 - Shop Small Saturday

### DECEMBER

December 2 - Cyber Monday  
December 3 - Giving Tuesday  
December 21 - First Day of Winter  
December 24 - Christmas Eve  
December 25 - Christmas Day  
December 25 - First Day of Hanukkah  
December 26 - First Day of Kwanzaa  
December 31 - New Year's Eve



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# DESIGN PLANNER

## FOR A HANDMADE BUSINESS

“YOU ARE CREATING YOUR REALITY NOW EVERY MOMENT, WHETHER YOU KNOW IT OR NOT. MUCH THAT IS GOOD AND EVEN WONDERFUL HAS COME INTO YOUR LIFE WITHOUT YOU HAVING ANY INKLING THAT YOU WERE THE CREATOR OF IT.” - NEVILLE GODARD

Once I read this quote years ago, I was intrigued to test it so I began my positive mindset journey. I mean what could it hurt, right? You see, by nature I'm the pessimist, the one always playing devil's advocate in conversations. But with my journey of shifting to an abundant and growth mindset, I learned that this way of thinking and being was hurting me.

I've always had big goals. God made me this way. Maybe you too feel the feeling or desire inside that you're supposed to be doing something bigger in your life than what you're currently living too and can relate. But my poverty and fixed mindset kept me stagnant, living life on autopilot waiting for the next negative event to happen. And then it did. My husband, who was the sole provider of our family, lost his job. At first I was scared. So I prayed and trusted. Again, **I TRUSTED**. In a few days my fear shifted to calm. Then I was intuitively given a message that I should put all my efforts into growing my newly established wreath-making business.

This felt very risky to me – no immediate income, no health insurance for the kids, lots of things that could go wrong with this decision. But I diligently followed the nudge given and blindly started to research how to grow an online business.

Through this research I was introduced to a positive mindset and ways to shift my thoughts to abundant thinking. Little by little I started to notice changes in myself and my family. Opportunities I had not seen before became clear to me and through implementation, learned of what my life's purpose is.

Do you know what your life's purpose is? When I ask people this question, I'm surprised to see how many 60+ years old still have not figured out the answer to this question. While this planner may not give you the answer immediately, I hope with implementation, you'll start to get clear on what you really want from your life and business, and see opportunities present to you.

### **Here's what I've noticed teaching solopreneurs for a decade;**

- 1 - people who receive something for free, rarely take action to get to the next step
- 2 - people who pay but don't implement, give up and quit
- 3 - people who don't believe they can succeed, don't.



Why do so many start with excitement and big dreams, but fail? This was a question I had been pondering for years and it wasn't until speaking to my own mindset coach, Kathryn, this year, when the answer finally presented itself.

Most solopreneurs fail because they don't think they can win. They may feel they can be successful to a point but then start to dwindle in their beliefs and their efforts.

How ironic that it took me working on my mindset to realize that mindset is the missing link for so many new business owners. So in this year's planner, I knew I wanted to help change this mentality in others and shift this trend by teaching goals in a way I've never taught before.

I want to help you put these theories into practice. This is an easy-to-use planner and includes action steps you should take daily. At first it may feel uncomfortable but it will become a habit you'll begin to love. Also, there is no right or wrong way to answer questions or complete these forms. There is no judging!!! These action steps are to help you be the best you, not to make you feel bad about where you are in your journey. But you **MUST** implement and do the work in order to be crystal clear for your coming year. If you're not crystal clear, you'll be chasing all the squirrels in the yard and wonder why you're not seeing results.

I feel these steps will truly help you create a life of joy, passion, love, success, and harmony.

Let's get started!



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# 2023 REFLECTION

## HOW YOU'VE GROWN THIS YEAR

First let's celebrate our 2023 wins! Write down one to five positive things that happened for you that you'll want to remember forever. Did you travel somewhere? Did you accomplish a money or relationship goal? Did you develop a new positive habit? Take time to reflect and then celebrate these accomplishments.

1.

I FEEL: \_\_\_\_\_

I CELEBRATED HOW: \_\_\_\_\_

2.

I FEEL: \_\_\_\_\_

I CELEBRATED HOW: \_\_\_\_\_

3.

I FEEL: \_\_\_\_\_

I CELEBRATED HOW: \_\_\_\_\_

4.

I FEEL: \_\_\_\_\_

I CELEBRATED HOW: \_\_\_\_\_

5.

I FEEL: \_\_\_\_\_

I CELEBRATED HOW: \_\_\_\_\_



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# GOALS



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# AWARENESS

## WRITE A LETTER FOR WHAT YOU HOPE TO ACCOMPLISH

Start with the end in mind - A letter to your future self!

As you stand at the threshold of the new year, or before delving into your planning routine, begin with an imaginative exercise: write a letter to your future self, dated one year from now, celebrating all your accomplishments. Envision the future vividly:

- Where do you find yourself?
- What activities occupy your days?
- How has your life transformed?
- What does your business look like now?
- Who are the people you collaborate with?
- Describe a typical day in this successful year.

Let your imagination roam freely, picturing a year where no obstacle hindered your progress. Imagine having conquered all fears, taken decisive actions, and witnessed the perfect alignment of opportunities that led to the realization of all your personal and professional aspirations.

In your letter, express your emotions and write in the present tense, as if these dreams have already come to fruition. Try to use your emotions and senses. This technique has proven effective time and again, not just for me but also for my family. It's a powerful tool for setting your intentions and manifesting the future you desire.

For example:

*Dear Julie,*

*It fills me with immense joy and gratitude to share that, as of today, I have successfully shed 20 pounds and am basking in this newfound energy and vitality. My clothes fit comfortably, and I'm brimming with vigor.*

*Moreover, I'm overjoyed at how Mike and I have reignited the spark in our relationship through regular date nights and dedicated time for each other. Our bond has strengthened, and it's a source of great happiness.*

*I'm also thrilled to have found a circle of friends with whom I can explore the world. The sensation of the sun warming my skin as we sail across the seas is a testament to my achievements and a reminder of the joys of life.*

*On a professional note, I'm incredibly proud to announce that we've doubled our customer base, allowing us to also double our contributions to charitable causes. This growth is not just a business success but a way to give back more to the community.*

*The groundbreaking of our new lake house is another dream turned reality. This serene and peaceful retreat is a haven of joy and happiness for me. It's a place where I can unwind, reflect, and revel in the tranquility of nature.*

*I must express my deepest appreciation for the trust I've placed in others, which has been instrumental in achieving our goals. Their support has made this journey not only successful but also enjoyable.*

*Lastly, I'm living life to the fullest, feeling youthful and spirited as I travel with Mike, my love, and visit family. This year has been a remarkable blend of personal fulfillment, professional triumph, and joyous adventures.*

*With gratitude and pride,*

*Julie*



# AWARENESS

WRITE A LETTER FOR WHAT YOU HOPE TO ACCOMPLISH

DEAR \_\_\_\_\_

DATE \_\_\_\_\_

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LOVINGLY YOURS,

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# GOAL SETTING

## FOR A HANDMADE BUSINESS

Goals are not only about money!

After mentoring numerous individual entrepreneurs in the creative industry, I've embraced a holistic approach to goal-setting this year. Instead of relying solely on S.M.A.R.T goals, I advocate for targeting various life aspects, not just business. For those new to goal-setting, this year is an ideal starting point. Surround yourself with a community, group, or an accountability partner who maintains a positive outlook, aiding in your commitment. Imagine your life as a wheel: setting goals in diverse areas ensures a balanced, smoother journey.

### Understanding Goal Types

#### TYPES OF GOALS

- **Knowing Goals:** doing something you already know how to do
- **Thinking Goals:** Goals you “think you can accomplish”
- **Fantasy Goals:** Goals from fantasies originated through the effective use of your imagination

**Knowing Goals:** These are the objectives you set within your existing skill set. While they're great for building momentum in goal achievement, the sense of fulfillment they offer is usually limited. An example might be committing to daily Facebook posts. They're straightforward but offer modest satisfaction.

**Thinking Goals:** These goals are slightly more ambitious. You're fairly confident you can attain them, but they require a leap of faith, often challenging your preconceived notions about time and resources. These are common in personal ambition and business, where leaders set such targets for their teams. A classic example is writing a book – achievable yet demanding.

**Fantasy Goals:** These represent the zenith of goal setting, marked by a thrilling mix of excitement and discomfort. They involve deep trust in the process: setting clear intentions, diligent research, constant visualization, and unwavering focus. Here, aligning your subconscious desires with your conscious efforts is crucial. The outcomes, like a trip to Italy or purchasing a dream home, are profoundly rewarding.

In all cases, the emphasis should be on the emotional reward anticipated upon achieving these goals. This approach ensures that the journey towards each goal is as fulfilling as the achievement itself.



# GOAL SETTING

## FOR YOUR HANDMADE BUSINESS

**Pivotal Yearly Goal:** Begin by identifying one significant goal that will stand out in your memory. This goal should mentally stimulate and challenge you, whether it's personal or professional. Examples include quitting smoking, losing weight, starting a podcast, writing a book, relocating, or launching a business. Choose something that excites yet intimidates you, as this mix of emotions indicates a true mental challenge.

Your one goal to remember forever: \_\_\_\_\_  
\_\_\_\_\_

Emotion you'll have when goal is achieved: \_\_\_\_\_  
\_\_\_\_\_

**Bi-monthly Experiential Goals:** Commit to engaging in fun and thrilling activities every two months. These objectives are crucial for enjoying life to its fullest. Whether it's a weekend getaway, a lunch with a friend, or a dance class, choose activities that bring joy and vitality.

### BIMONTHLY GOALS

MONTH 1: _____	DATE: _____
MONTH 2: _____	DATE: _____
MONTH 3: _____	DATE: _____
MONTH 4: _____	DATE: _____
MONTH 5: _____	DATE: _____
MONTH 6: _____	DATE: _____

A goal should be an aspiration to accomplish something unprecedented for you. It's designed for growth – emotionally, physically, spiritually, intellectually, or financially. If the path to your goal is already known, it may not provide the intended growth opportunities. True achievement comes from pursuing something deeply desired, fueled by internal inspiration.





# GOAL SETTING

## SET 50 GOALS IN ALL AREAS OF YOUR LIFE

If there was no limit to what you could do/be/buy or become, what would you do in the next 1-10 years? If you could not fail, what would you do? Do not be realistic, don't set S.M.A.R.T goals. Instead set BIG goals and BIG visions for your life and business. **List goals you want to achieve in all areas of your life. Health | Relationships | Work & Business | Fun | Recreation | Money | Personal Growth | Spiritual**

Below, set 50 goals you want to achieve in all areas of your life.

1.	26.
2.	27.
3.	28.
4.	29.
5.	30.
6.	31.
7.	32.
8.	33.
9.	34.
10.	35.
11.	36.
12.	37.
13.	38.
14.	39.
15.	40.
16.	41.
17.	42.
18.	43.
19.	44.
20.	45.
21.	46.
22.	47.
23.	48.
24.	49.
25.	50.

After listing all 50 goals, circle your 5 Most Important Goals.

Beside the goals fill in the time frame you wish to achieve these specific goals in terms of months (3, 6, 9) or years (1, 3, 5, 10).



# WHAT IS YOUR WHY?

## IMPORTANCE OF YOUR 'WHY'

Why did you want to start your business in the first place?

Discovering your 'why' is essential for any handmade business owner. It goes beyond the surface level of making products or profits; it's about the deeper motivations and passions that sparked the start of your business. This could stem from a love for the craft, a desire to uphold a family tradition, or a commitment to bringing something unique to the world. Recognizing this 'why' is crucial as it acts as a guiding light, influencing business decisions and differentiating your brand in a crowded market. It forms the backbone of your brand story, creating a genuine connection with your audience and setting you apart.

### Emotional Connection and Resilience

Your 'why' should be deeply connected to strong emotions, as this emotional anchor is what sustains motivation, especially when faced with challenges. In the tumultuous entrepreneurship journey, your emotionally charged 'why' becomes a source of resilience. It helps in perceiving setbacks as learning opportunities rather than failures, and it fosters authenticity, building trust and loyalty among your customers. This emotional foundation ensures that your business isn't just a commercial venture, but a personal journey that resonates with you and your audience.

### Identifying and Embracing Your 'Why'

To identify and embrace this 'why', start with reflection exercises. Write down what aspects of your craft excite you, and consider the feedback from customers for additional insights. Look for recurring themes in your life and work, which can often point to your deeper motivations. Think about the future impact you wish to have through your business, as this can reveal your current driving forces. Sharing your 'why' with others not only solidifies it within yourself but also cultivates a supportive community, reinforcing the purpose and passion behind your business.

"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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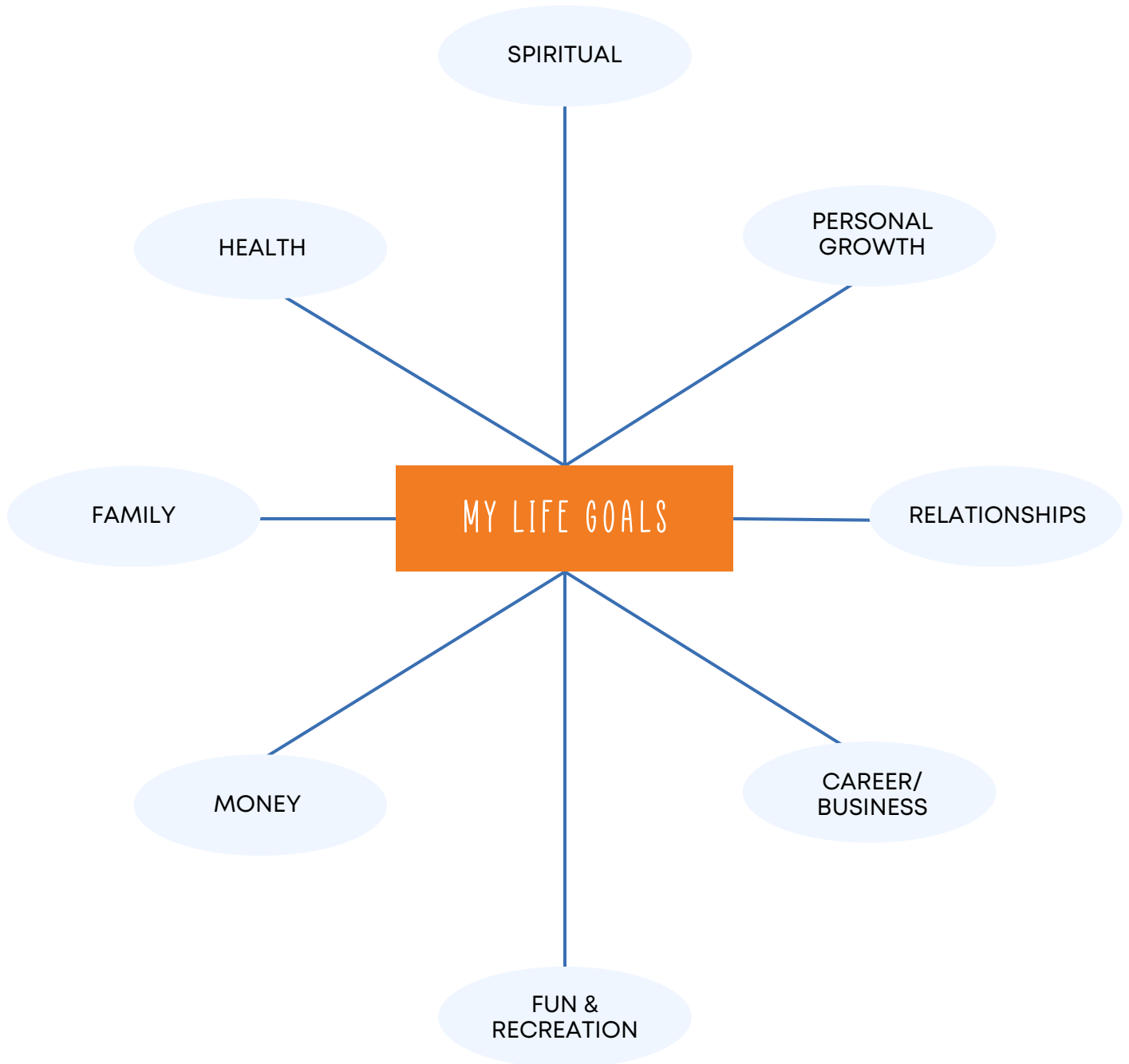
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# MIND MAP

## CREATE HARMONY & BALANCE

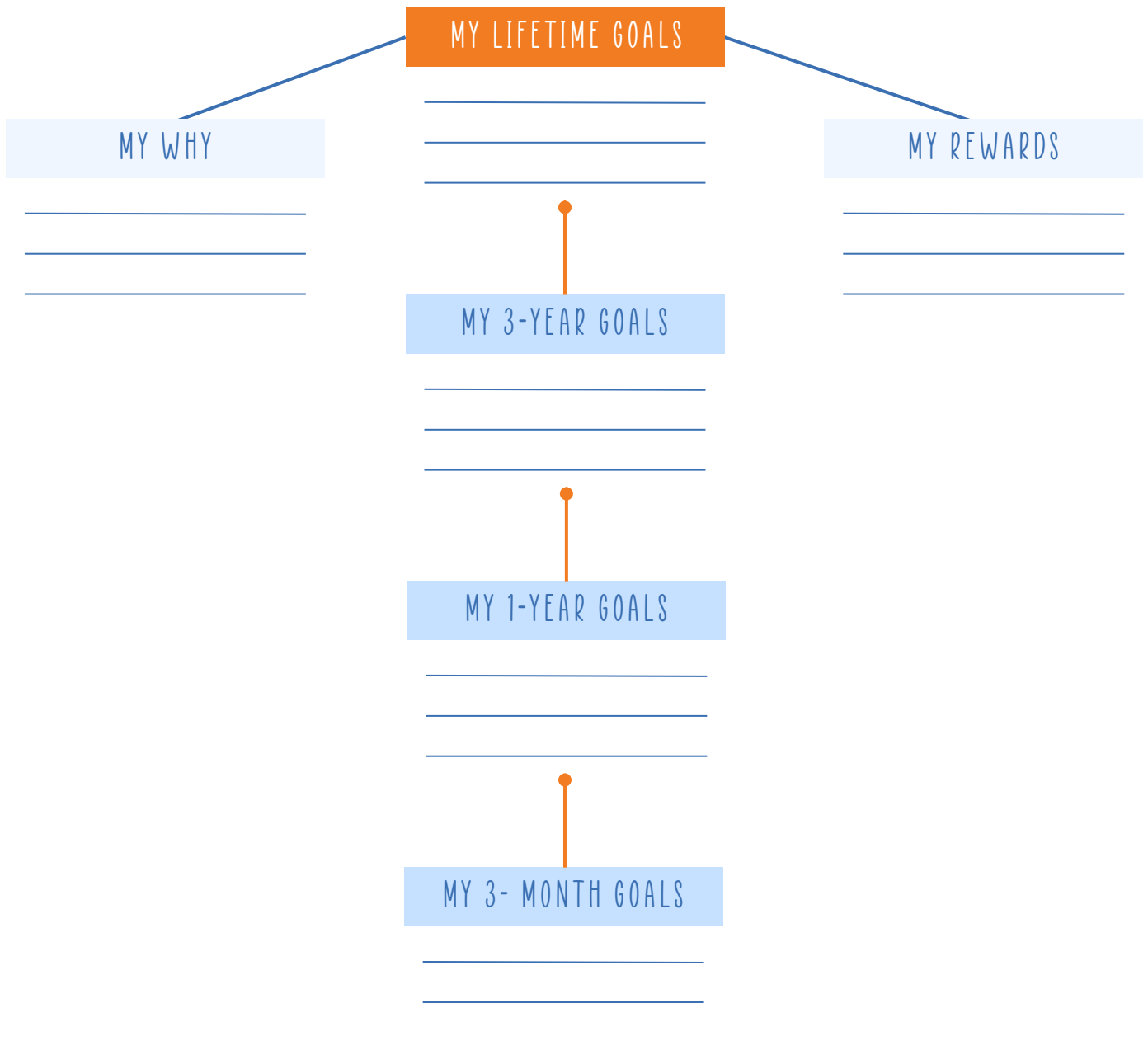
If you're a visual person, you'll love this exercise! First, create a clear overview of your goals. Then divide your goals into smaller targets. Next make the smaller targets: Specific, Measurable, Actionable, Time Sensitive. Make a mind map for a clear plan.



# MIND MAP

DESIGN YOUR SUCCESS

FOR ME, SUCCESS MEANS...



# HABIT TRACKER



# HABITS

## SETTING POSITIVE FOR POSITIVE HABITS

Let's discuss stacking habits! Setting goals for positive habits will help you in all aspects of your life. I like to make new habits quarterly. I feel it takes me 90 days to feel like it sticks. And if you're like me finding it hard to remember to incorporate your new habits into your daily routine, consider stacking them with other habits.

Example, while making my cup of coffee, I'm going to do 10 squats. After brushing my teeth, I'm going for a 20 minute walk. When I drive, I'll listen to a book on audio.

So what you're doing is using a current and automatic trigger to trigger another habit you'd like to cultivate.

If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. Create a system that supports your goals.

### Four Laws of Behavior Change, which make habits:

- Obvious
- Attractive
- Easy
- Satisfying

So for example, let's say you want to cultivate a daily exercise habit. Let's go through the process.

- **Obvious.** You could set an alarm on your phone to tell you it's 'workout time'. Many who exercise talk about exercising at the same time every day. You could put a do not disturb sign on your door so everyone knows including you, when that door closes, you're exercising. You could have a certain spot in the house only for exercising (or meditating, praying, etc.)
- **Attractive.** When I workout I need music! I can't bear to do it without listening to something. It helps with my mood during the workout and gets me out of my head. So choose your favorite music, wear your attractive workout clothes, walk in the nice neighborhood, etc. Whatever you can do to make the whole experience super inviting.
- **Easy.** So rather than say I'm going to exercise 20 minutes without fail, as some days you're just not motivated right? Perhaps to make it easier, you might say, I'm going to walk for 10 minutes with the dog and take the stairs in the office or park the furthest from the entrance of Hobby Lobby. Combined it will be 20 minutes. I think to create a great habit we need to relax the rules a little and make it easy to be successful.



# HABITS

## SETTING POSITIVE FOR POSITIVE HABITS

- **Satisfying.** Well the fact you have exercised will be satisfying in and of itself, plus as you start to stack the days one after the other, you will also feel a sense of satisfaction, but is there anything else you can add to the mix? Can you give yourself a break every couple of weeks to treat yourself. Example after 2 solid weeks of exercising, I'll treat myself to a massage, mani pedi, etc. How can you reward yourself for sticking to your habit which ultimately makes the whole experience far more satisfying?

Make a list of new habits you want to incorporate this year.

Examples would be exercise, praying, meditating, positive thinking, rewarding yourself, etc...

### MY POSITIVE HABIT IDEAS







# HABIT TRACKER

## 90-DAY HABIT TRACKER

Follow up on your daily morning and evening routine habits using a 90-day tracker. The first 21 days are the most challenging. Don't stop. After 66 days of practicing it daily, it becomes a part of you.

*Examples: meditation, exercise, gratitude, positive thinking, self-learning, food journaling, visualization, giving back*

Create new habits once a quarter.

### MONTH 1

LIST YOUR HABIT	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	REWARD					

### MONTH 2

LIST YOUR HABIT	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	REWARD						

### MONTH 3

LIST YOUR HABIT	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	REWARD							



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*Examples: meditation, exercise, gratitude, positive thinking, self-learning, food journaling, visualization, giving back*

Create new habits once a quarter.

### MONTH 4

LIST YOUR HABIT	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	REWARD					

### MONTH 5

LIST YOUR HABIT	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	REWARD							

### MONTH 6

LIST YOUR HABIT	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	REWARD								



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*Examples: meditation, exercise, gratitude, positive thinking, self-learning, food journaling, visualization, giving back*

Create new habits once a quarter.

### MONTH 7

LIST YOUR HABIT	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	REWARD		

### MONTH 8

LIST YOUR HABIT	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	REWARD		

### MONTH 9

LIST YOUR HABIT	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	REWARD		



# HABIT TRACKER

## 90-DAY HABIT TRACKER

Follow up on your daily morning and evening routine habits using a 90-day tracker. The first 21 days are the most challenging. Don't stop. After 66 days of practicing it daily, it becomes a part of you.

*Examples: meditation, exercise, gratitude, positive thinking, self-learning, food journaling, visualization, giving back*

Create new habits once a quarter.

### MONTH 10

LIST YOUR HABIT	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	REWARD		

### MONTH 11

LIST YOUR HABIT	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	REWARD		

### MONTH 12

LIST YOUR HABIT	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	REWARD		



# MONTHLY PLANNER



# 2024 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	29			

## 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					



# MONTHLY PLANNER

## FOR YOUR HANDMADE BUSINESS

Before you fill in your monthly action plan, always reflect back to your one-year goal first. Next fill in your goals for the month, visualize yourself achieving your goal, and feel grateful for it. Set a reward for yourself if you achieve your goal. Make a list of intentions or actions you will take to feel good and stay in positive emotional vibration.

List the skills and habits you want to learn this month.

Write down the top 3 action steps to take in order to achieve these goals (20% of the tasks that give you 80% of the results)

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.

### 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 PLANNER

## FOR YOUR HANDMADE BUSINESS

### **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 at [howtosellhandmade.com](http://howtosellhandmade.com).

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.

### **Reflect & Celebrate**

Fill in and celebrate your achievements for the quarter as well as lessons learned, distractions, and fears, and create action steps.

### **Wheel of Life**

Next, complete the Wheel of Life - Check how balanced you lived your life. Highlight or shadow in the wheel of life, from 1-10, for each part of your life. Then connect the numbers and see how well you are doing. Learn what parts of your life you are neglecting too much and need harmony in. Observe how your emotions and feelings changed over the days, weeks, and months. Become aware of them and change them to more positive feelings and emotions so you can attract and manifest your dream life more easily.





# JANUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 New Year's Day	2	3	4	5	6 Epiphany	7
8	9	10	11	12	13	14
15 Martin Luther King Jr., Day	16	17	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  
No St. Patrick's Day (Early Easter)  
Year Round

## PROMOTION

Mardi Gras  
Winter  
Valentine's Day  
Year Round  
Spring

## PIPELINE

No St. Patrick's Day (Early Easter)  
Spring  
Easter  
President's Day Sale

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# JANUARY 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# FEBRUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2 Groundhog Day	3	4
5	6	7	8	9	10	11 Super Bowl
12	13 Mardi Gras	14 Valentine's Day Ash Wednesday	15	16	17	18
19 President's Day	20	21	22	23	24	25
26	27	28	29 Leap Year			

**SOCIAL MEDIA TOPICS:** Black History Month, super bowl, organization, winter weddings, healthy lifestyle, valentine's day, winter decor, American Heart Month, Mardi Gras, Leap Year

### PRODUCTION

- Spring
- Easter
- St. Patrick's Day
- Year Round
- Weddings

### PROMOTION

- Mardi Gras
- Valentine's Day
- Year Round
- Easter
- Spring
- President's Day Sale

### PIPELINE

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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

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ACTION STEPS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

REWARD:

### GOAL 2

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ACTION STEPS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

REWARD:

### GOAL 3

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ACTION STEPS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

REWARD:



# FEBRUARY 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# MARCH 2024

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

## PRODUCTION

Spring  
Mother's Day  
Graduation  
Year Round  
Cinco de Mayo

## PROMOTION

Spring  
Easter  
After Winter Sale

## PIPELINE

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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# MARCH 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...

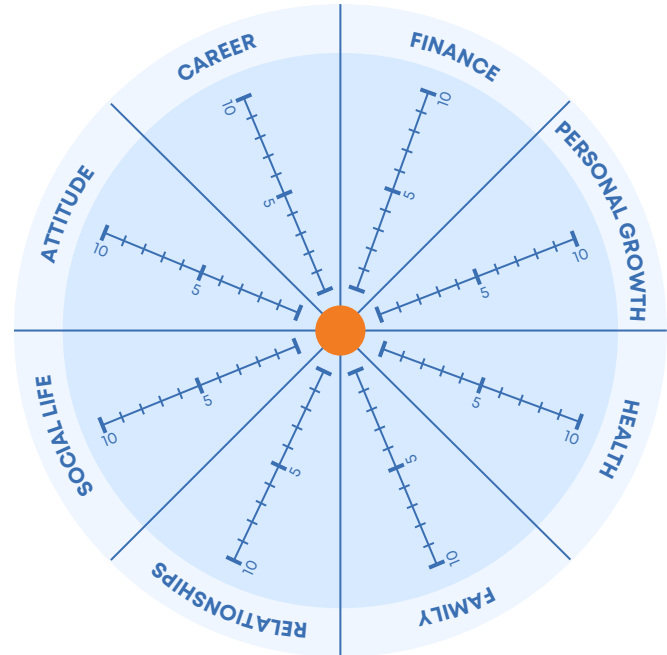


# 90-DAY REFLECTION

WAS I IN HARMONY?

## CELEBRATE TOP 10 ACHIEVEMENTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## HOW CAN I BRING MORE HARMONY?

## PEOPLE I LEARNED FROM

## WHAT ACTIONS DO I NEED?

## WHAT DID NOT HAPPEN & WHY?

## WHAT DID I LEARN?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## DISTRACTIONS/MENTAL BLOCKS/FEARS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## HOW DID I MAKE MYSELF FEEL GOOD?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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# APRIL 2024

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

## PRODUCTION

Weddings  
Summer  
4th of July  
Graduation  
Memorial Day / Patriotic  
Father's Day

## PROMOTION

Easter  
Spring  
Mother's Day  
Graduation  
Weddings  
Memorial Day / Patriotic

## PIPELINE

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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# APRIL 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# MAY 2024

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

## 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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# MAY 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# JUNE 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 Flag Day	15	16 Father's Day
17	18	19 Juneteenth	20 First Day of Summer	21	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, election						

## 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  
Fall Weddings

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# JUNE 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...

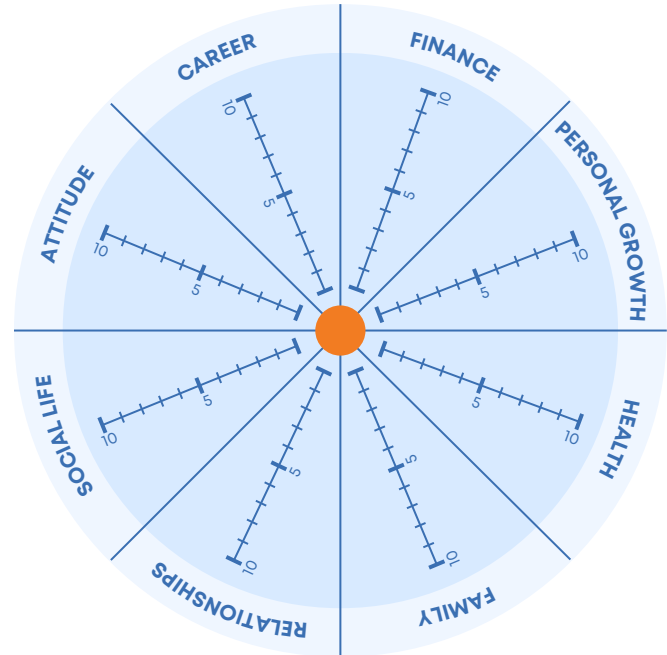


# 90-DAY REFLECTION

WAS I IN HARMONY?

## CELEBRATE TOP 10 ACHIEVEMENTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## HOW CAN I BRING MORE HARMONY?

## PEOPLE I LEARNED FROM

## WHAT ACTIONS DO I NEED?

## WHAT DID NOT HAPPEN & WHY?

## WHAT DID I LEARN?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## DISTRACTIONS/MENTAL BLOCKS/FEARS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## HOW DID I MAKE MYSELF FEEL GOOD?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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# JULY 2024

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:</b> 4th of July, Christmas in July, back to school, beat the heat, weather, staycation, election						

## PRODUCTION

Christmas  
Fall / Thanksgiving  
Halloween  
Back to School  
Patriotic  
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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# JULY 2024

## 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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## THIS MONTH'S WINS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## FEEL GOOD INTENTIONS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MONTHLY CHALLENGES

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SKILLS/HABITS TO LEARN

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## REMEMBER FOR NEXT YEAR...



# AUGUST 2024

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, election						

## PRODUCTION

Christmas  
 Fall / Thanksgiving  
 Halloween  
 Patriotic  
 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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# AUGUST 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# SEPTEMBER 2024

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

## PRODUCTION

Christmas  
Fall / Thanksgiving  
Halloween  
Hanukkah  
Patriotic  
Year Round

## PROMOTION

Fall  
Back to School  
Halloween  
Year Round  
Labor Day Sale  
Patriotic

## PIPELINE

Pink & Black Friday Offers  
Winter  
Christmas  
New Years  
Hanukkah  
Breast Cancer Awareness

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# SEPTEMBER 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...

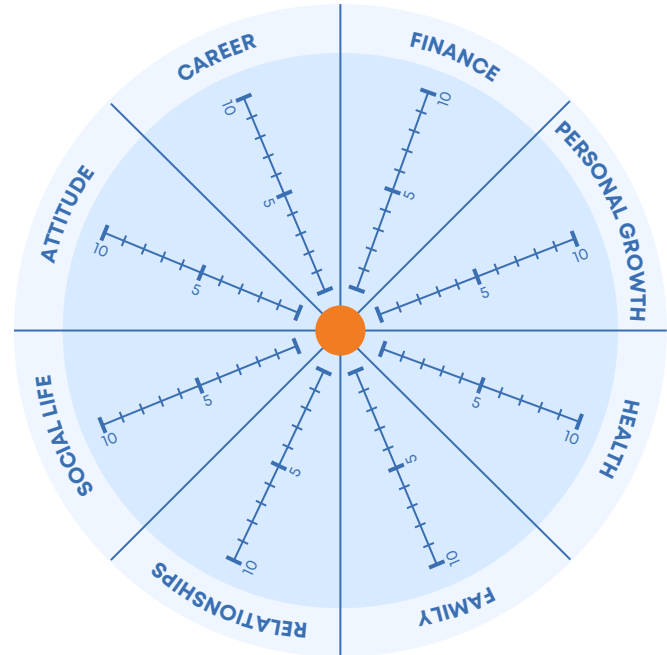


# 90-DAY REFLECTION

WAS I IN HARMONY?

## CELEBRATE TOP 10 ACHIEVEMENTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## HOW CAN I BRING MORE HARMONY?

## PEOPLE I LEARNED FROM

## WHAT ACTIONS DO I NEED?

## WHAT DID NOT HAPPEN & WHY?

## WHAT DID I LEARN?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## DISTRACTIONS/MENTAL BLOCKS/FEARS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## HOW DID I MAKE MYSELF FEEL GOOD?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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# OCTOBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3 Rosh Hashana	4	5	6
7	8	9	10	11	12 Yom Kippur	13
14 Columbus Day	15	16 Boss's Day	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween			

**SOCIAL MEDIA TOPICS:** Halloween, fall trends, Thanksgiving recipes, pumpkin decor, winter, vacations, Oktoberfest, Breast Cancer Awareness Month (pink), Down syndrome Awareness Month (blue & yellow), election

## PRODUCTION

Christmas  
Fall  
Winter  
Religious  
Hanukkah  
Patriotic

## PROMOTION

Halloween  
Fall / Thanksgiving  
Dia de los Muertos  
Christmas  
Year Round  
Patriotic

## PIPELINE

Christmas  
Hanukkah  
Pink & Black Friday Offers  
Winter  
Valentine's Day  
Friendsgiving

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# OCTOBER 2024

## 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
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## KEYWORDS THAT WORKED

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# NOVEMBER 2024

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

## PRODUCTION

Christmas  
Valentine's Day  
New Years  
Religious  
Mardi Gras  
Winter

## PROMOTION

Thanksgiving  
Christmas  
Hanukkah  
Winter  
Veteran's Day Sale  
Pink & Black Friday Offers

## PIPELINE

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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# NOVEMBER 2024

## 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

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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# DECEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1  Advent Begins
2  Cyber Monday	3  Giving Tuesday	4	5	6	7	8
9	10	11	12	13	14	15
16  Set Goals for 2025	17	18	19	20	21  First Day of Winter	22
23	24  Christmas Eve	25  Christmas Day Hanukkah Begins	26  Kwanzaa Begins	27	28	29  Julie's Birthday 🎂
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  
Kwanzaa  
New Years  
Valentine's Day

## PIPELINE

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

## DESIRED GOALS FOR THE MONTH

### GOAL 1

#### ACTION STEPS

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

REWARD:

### GOAL 2

#### ACTION STEPS

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

REWARD:

### GOAL 3

#### ACTION STEPS

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

REWARD:



# DECEMBER 2024

## 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
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## THIS MONTH'S WINS

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## FEEL GOOD INTENTIONS

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## MONTHLY CHALLENGES

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## SKILLS/HABITS TO LEARN

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## REMEMBER FOR NEXT YEAR...



# 90-DAY REFLECTION

WAS I IN HARMONY?

## CELEBRATE TOP 10 ACHIEVEMENTS

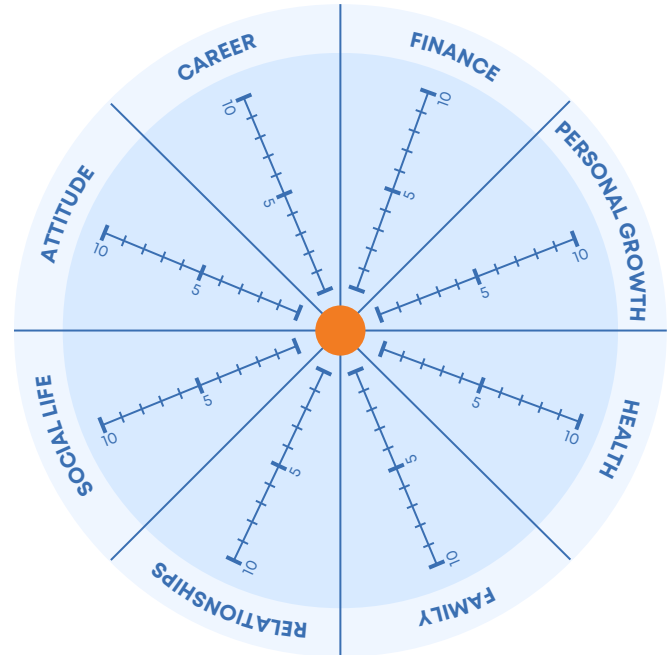
1. \_\_\_\_\_
2. \_\_\_\_\_
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5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## HOW CAN I BRING MORE HARMONY?

## PEOPLE I LEARNED FROM

## WHAT ACTIONS DO I NEED?

## WHAT DID NOT HAPPEN & WHY?



## WHAT DID I LEARN?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## DISTRACTIONS/MENTAL BLOCKS/FEARS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## HOW DID I MAKE MYSELF FEEL GOOD?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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# DAILY AGENDA



# DAILY AGENDA

## SETTING DAILY TASKS

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.

### RECOMMENDED READING

"Rhinoceros Success" by Scott Alexander (eBook)

"Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life" by Spencer Johnson, Kenneth Blanchard (Foreword)

"The Spontaneous Healing of Belief: Shattering the Paradigm of False Limits" by Greg Braden

"Secrets of the Millionaire Mind the Inner Game of Wealth" by T. Harv Eker

"You2: A High Velocity Formula for Multiplying Your Personal Effectiveness in Quantum Leaps" by Price Pritchett, Ph.D.

"Crafting Your Income: How to Market Your Handmade Products" by Damon Oates, Melissa Morrow (Foreword)

"Fighting Visibility: The Mindset and Strategies to Getting Your Business Found Online" By Christine Jerry

"Think and Grow Rich Deluxe Edition: The Complete Classic Text (Think and Grow Rich Series) by Napoleon Hill

"Superfans: The Easy Way to Stand Out, Grow Your Tribe, and Build a Successful Business" by Pat Flynn

"The Secret of the Ages" by Robert Collier

***For a Complete List that I Add to Monthly, Check Out my [Amazon Shop](#)***



# EMPOWERING QUESTIONS

## QUESTIONS TO EMPOWER YOURSELF

With each answer also ask why and how it makes you feel.

### QUESTIONS TO EMPOWER YOUR DAY

1. What am I [**HAPPY, EXCITED, PROUD, GRATEFUL, ENJOYING, COMMITTED, LOVE**] in my life right now?
2. How can I make myself feel happy/good today?
3. How can I be present in the now?
4. How can I have more inner peace today?
5. What can I give today?
6. What are my 5 most important goals today?
7. What will I do to achieve my goals?
8. What help or guidance can I ask for today?
9. What can I pray for today?
10. If this were the last day of my life, how would I live?

### QUESTIONS TO EMPOWER YOUR NIGHT

1. How did I follow my passion today?
2. How was I a giver today?
3. What did I learn today to help with my goals?
4. How was my energy today? How can I improve?
5. Did I follow my intuition today? If so, how?
6. Did I allow things to flow without trying to control the outcome?
7. What is the best thing that happened to me today?
8. Did I celebrate my progress?
9. What am I grateful for today?
10. What help or guidance can I ask for from God?



# DAILY AGENDA

TODAY'S DATE: \_\_\_\_\_

TODAY'S GOAL: \_\_\_\_\_

REWARD: \_\_\_\_\_

## WHAT I AM GRATEFUL OR EXCITED ABOUT

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

## WHAT WILL I DO TO FEEL HAPPY?

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

## TO-DO LIST

TOP PRIORITY	}	_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>
PRIORITY	}	_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>
LOW/DELEGATE	}	_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>
		_____	<input type="checkbox"/>

## POSITIVE HABIT TRACKER

<input type="checkbox"/> Gratitude	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## DAILY AFFIRMATION

5:00 AM	_____
5:30 AM	_____
6:00 AM	_____
6:30 AM	_____
7:00 AM	_____
7:30 AM	_____
8:00 AM	_____
8:30 AM	_____
9:00 AM	_____
9:30 AM	_____
10:00 AM	_____
10:30 AM	_____
11:00 AM	_____
11:30 AM	_____
12:00 PM	_____
12:30 PM	_____
1:00 PM	_____
1:30 PM	_____
2:00 PM	_____
2:30 PM	_____
3:00 PM	_____
3:30 PM	_____
4:00 PM	_____
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5:00 PM	_____
5:30 PM	_____
6:00 PM	_____
6:30 PM	_____
7:00 PM	_____
7:30 PM	_____
8:00 PM	_____
8:30 PM	_____
9:00 PM	_____

# CLOSING REMARKS

In closing, it's important to remember that every great creation starts with a single, intentional step. You, as an entrepreneur in the crafting or creative industry, have the unique ability to bring ideas to life, not just in your products, but in every aspect of your life. This planner has guided you through setting goals, establishing positive habits, and managing your daily and monthly business tasks, all while reflecting on your progress. But remember, this is just the beginning.

Your journey towards conscious creation and breaking through limiting beliefs is an ongoing process. Every goal you've set, every habit you've cultivated, is a step towards realizing your full potential. The beauty of your path lies in its continuous growth and the increase that comes with every small victory. Think of this planner not just as a tool, but as a companion on your journey to success.

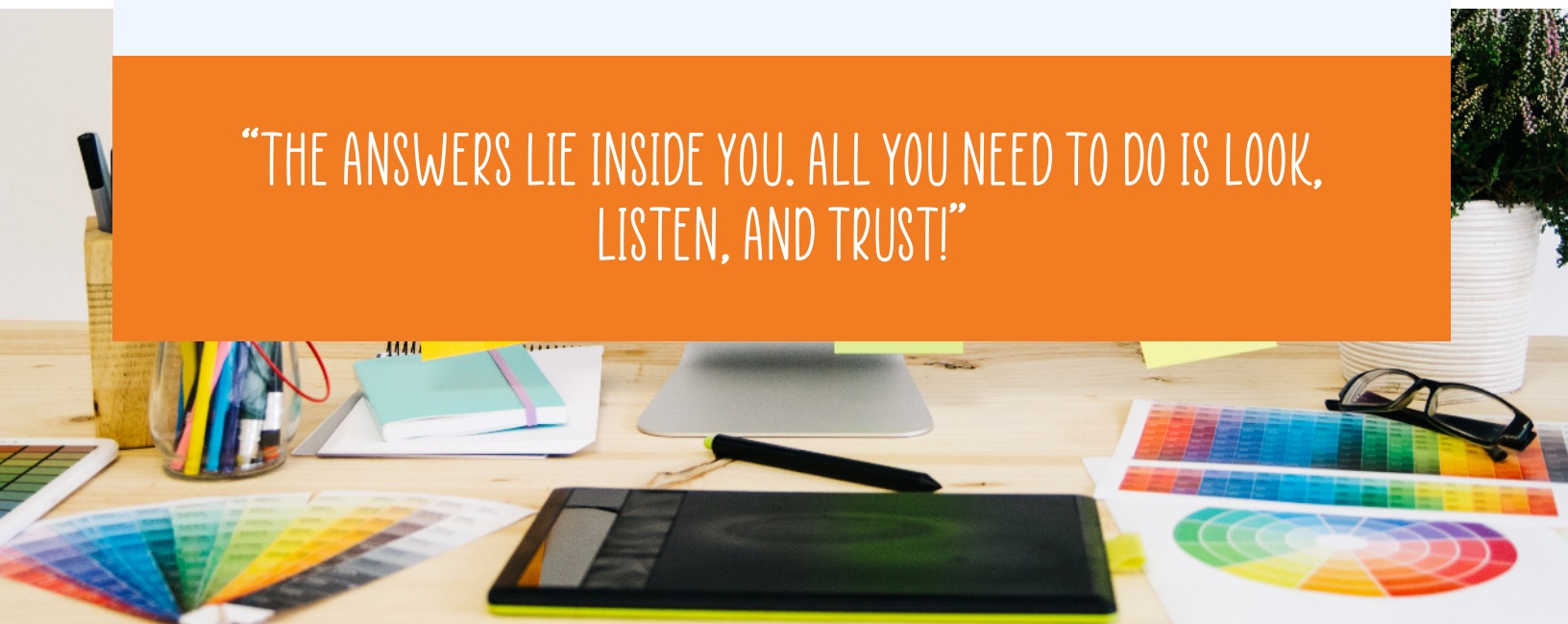
As you turn the page, know that this is not the end, but a new beginning. A beginning where you are more equipped, more inspired, and more determined to scale to new heights. The skills and insights you've gained here are seeds that, with nurture and care, will grow into the remarkable tree of your career and personal life. Always remember, the power of God lies within you.

And finally, an invitation to continue this journey with us: join our business membership group, where you'll find support, resources, and a community of like-minded individuals all striving to scale up their success. Together, we can achieve more, create more, and break through barriers that once seemed insurmountable. Let's keep the momentum going and turn your dreams into your reality.

*Julie Siomacco*

**Designer & Business Mindset Coach**

“THE ANSWERS LIE INSIDE YOU. ALL YOU NEED TO DO IS LOOK,  
LISTEN, AND TRUST!”



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# RESOURCES



# 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
- Purge Inactive Email Subscribers
- Send Customer Surveys
- Update Customer Data

### ADD YOUR OWN

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# OPPORTUNITIES

## MORE WAYS TO HELP YOUR BUSINESS

### SUCCESS CIRCLE: HOW TO SELL HANDMADE

Our mission is to empower small businesses through a supportive community and comprehensive virtual training hub. We aim to inspire and motivate, helping members overcome barriers to reach their potential. We offer access to experts and a network of peers, focusing on growth and overcoming challenges. Our goal is to educate in digital and social media marketing, fostering a culture of determination and learning. We guide members to elevate their mission, envisioning a thriving collective of small businesses scaling new heights virtually.



[LEARN MORE](#)



[LEARN MORE](#)

### WREATH MAKING OF THE MONTH CLUB

Wreath Making of the Month Club is an online community teaching you how to find your joy with Wreath Making and Faux Flowers. Each month you'll receive 10-12 new training videos from various design coaches. Videos consist of tutorials making projects, answering your questions, and critiquing or giving you feedback on your designs.

### IDEAL CUSTOMER TRAINING

If you don't know who you're marketing too, you'll waste a lot of time and money. Knowing your ideal customer base ensures you're giving your audience and buyers information that can use and helps you to better serve them. With this training learn to determine who is your ideal customer.



[LEARN MORE](#)



[LEARN MORE](#)

### 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.