

HOW TO: USE GOOGLE DRIVE

Scheduling

Scheduling

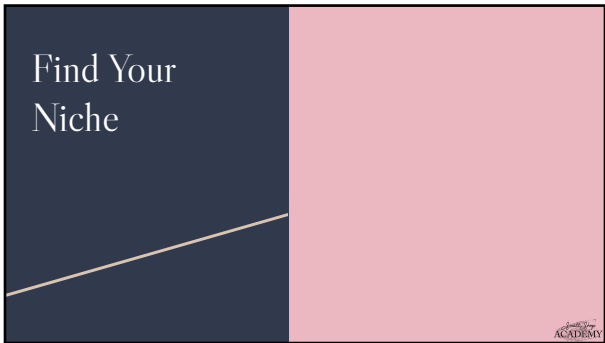
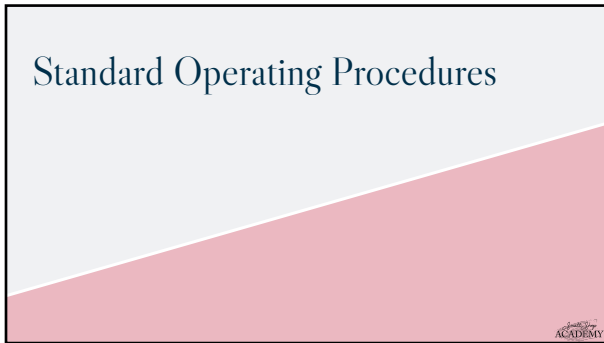
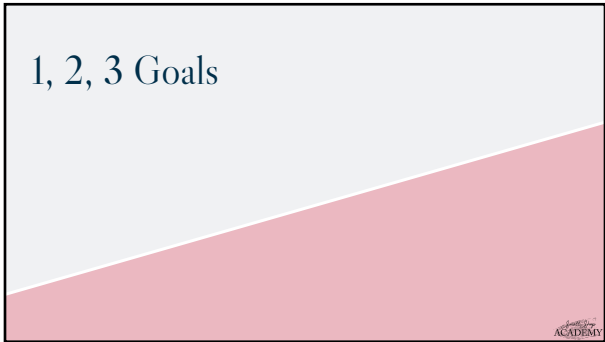
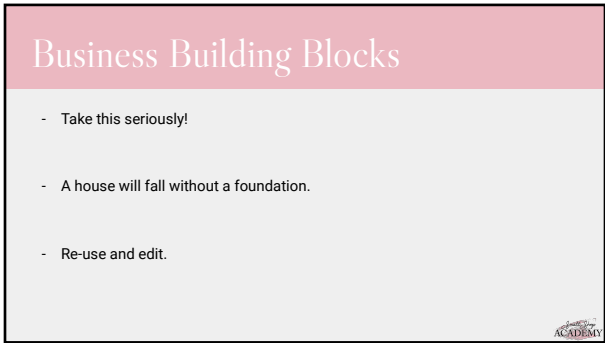
- Work smarter not harder.
- 50/10 method.
- Put yourself first!

Scheduling

- No More Time?
- How To Hire Help.
- "Visualize Your Dreams" worksheet.

HOW TO: SCHEDULING WITH GOOGLE CALENDAR

The Business Foundation



Find Your Niche

- DO NOT SKIP
- Who is your ideal customer?
- Niche is built around your ideal customer.

Ideal Customer

Finding Your Niche

Financials

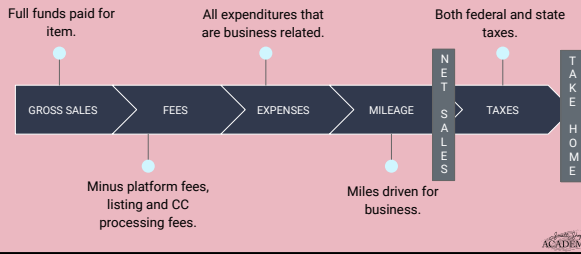
Financials

- Get an FEIN (sole proprietor, LLC, S-Corp).
- Business Bank Accounts (accounts & PayPals etc).
- P&L Sheets.

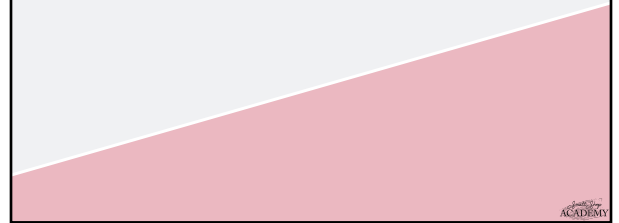
Financials

- Bookkeeping & CPAs.
- Go digital!
- Real businesses pay taxes.

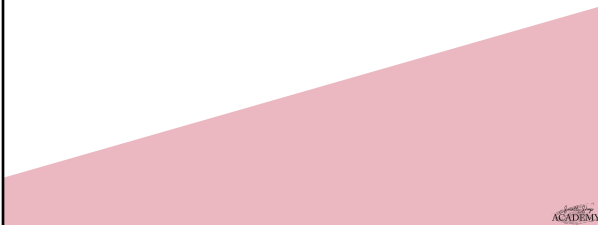
Your Income Explained



In Between The Sheets



Shop Time



Overall Shop Health



Overall Shop Health (Etsy)

- Shop Banner
 - Personal Profile & Photo
 - Logo
 - Tagline
 - Hide Sales (settings > options)
 - Sections
 - Announcement
 - Respond Reviews
 - About Section (and photos/ video)
 - Weblinks
 - Members
- ACADEMY

Overall Shop Health

- Policies
 - Privacy Policy
 - Processing Timelines
 - Shipping Timelines
 - Returns (forced & wrong address)
 - Damaged Product
 - Import Fees & Customs (gift)
 - Sizing and Care
 - Gift Wrapping
- ACADEMY

Overall Shop Health

- Free Shipping
 - Opt In
 - Offer In Description
 - Run Sale if Possible
- Sales
 - Run Sale At All Times
 - Best Time To Run Sale
 - Searchable

Overall Shop Health

- Order Dissatisfaction Rate
 - ODR

ETSY: 1%

AMAZON: 3%

EBAY: 5%(ish)

HOW TO: OPTIMIZE SALES, PROCESSING AND SHIPPING FOR SEARCH

HOW TO: CREATE SALES, EDIT PROCESSING AND SHIPPING

Presentation

Presentation

- Only offer professional products.
- Promo materials.
- Packaging.

Product Photos Explained



Presentation

- Take your own photos.
 - Lightbox
 - White Background
- Mockups.
 - Etsy or Creative Market
 - Edit Photoshop or Canva
- Edit Phone Photos
 - Photoshop
 - Lightroom Presets
- Hire a Photographer.

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Presentation

- Utilize all 10 Photo Spots
- Listing Information Photos
- Freebie Opt in For Mailing List

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HOW TO: TAKE A GOOD LISTING PHOTO

HOW TO: BUY, DOWNLOAD, UPLOAD AND USE A LIGHTROOM PRESET

HOW TO: BUY, DOWNLOAD, UPLOAD AND USE A MOCK UP

SEO

SEO

- SEO - Search Engine Optimization
- Use of keywords in readable places.
- Google Bot "spiders".

SEO

- SEO Listing Triangle
- Titles, Tags, Descriptions
- Marmalead & E-Rank

SEO

- Long & Short Tailed Keywords
- Titles and "/, |, -"
- First Line

SEO

- Google Trends
- Search Bar Auto-populations
- No Copy & Pasting

HOW TO: USE MARMALÉAD

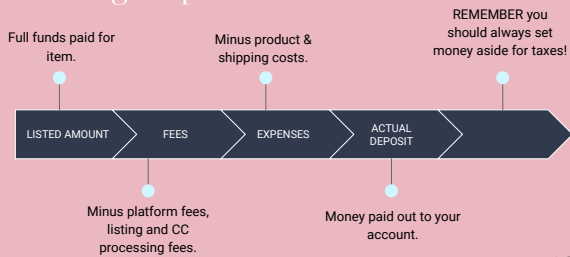
HOW TO: USE E-RANK

Pricing

Pricing

- What Would YOU Pay?
- What Can Your Ideal Customer Afford?
- Set Pricing with Sales In Mind

Pricing Explained



HOW TO: DETERMINE YOUR PRICING

Building The Perfect Listing

Building The Perfect Listing

- AMAZING photos.
- Titles and Tags.
- Fill in all available content.
- Description sections

Get The Word Out

How To Get More Sales

How To Get More Sales

- Already utilizing SEO
- Create New Platforms to Drive Traffic
- Advertising/ Marketing

Advertising

Advertising

- Platform ads
 - Etsy Onsite & Offsite
 - Amazon
 - Ebay Priority Placement

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Advertising

- Search Engine/ Platform ads
 - Google
 - Yahoo
 - Bing
 - Facebook
 - Instagram
 - Pinterest
 - TikTok
 - Snapchat

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Advertising

- Rep Advertising
 - Influencers
 - Other Companies
 - Coupon Codes
 - Always Have Contracts
 - Expectations
 - How To Get Good Reps

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Advertising

- Old School Advertising
 - Newspaper
 - Hanging Flyers
 - Car Vinyl
 - Tucking Business Cards
 - Radio/ Stream Ad
 - Podcast Ad
 - Blog Ad
 - Refer a Friend

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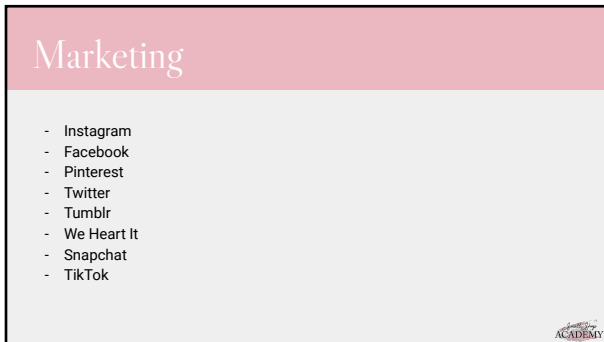
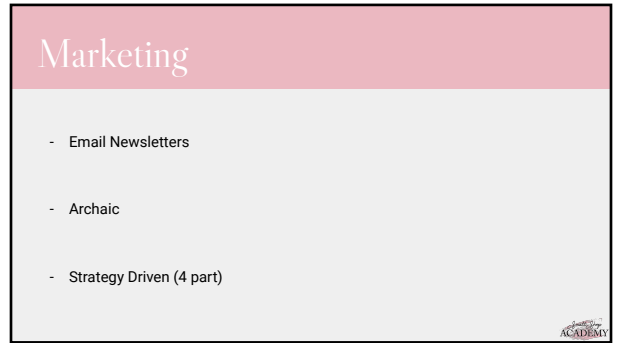
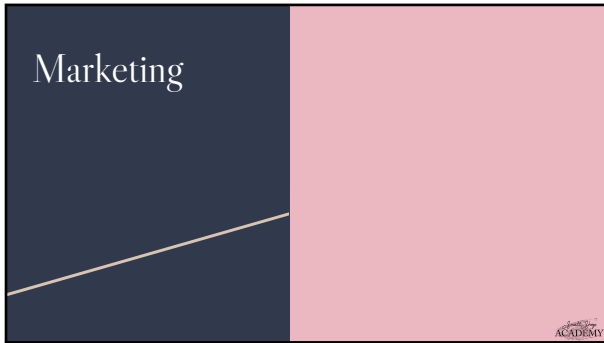
Driving Traffic

Driving Traffic

- Create a Youtube Channel
 - Post Unboxing
 - Post Products in Use
- Create a Blog
 - Post How To Use
 - Post Products

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HOW TO: SET UP LATER/
PLANOLY

HOW TO: SET UP
TAILWIND

HOW TO: SET UP ETSY
ON SALE

The Marketing Plan

Grow Baby, Grow!

New Platforms

New Platforms

- Amazon
- Amazon Handmade
- Ebay
- CrateJoy
- Jane
- Creative Market
- Not On The High Street
- Wish

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New Platforms

Design Platforms

- Amazon Merch
- Redbubble
- StoreEnvy
- Teepublic

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More Products

More Products

- Learn to Make a New Product
- Create Digitals
- Dropship Within Your Niche

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Passive Products Explained



Create Your Product



List Your Product



SELL
SELL
SELL
SELL
SELL

Sell In Your Sleep

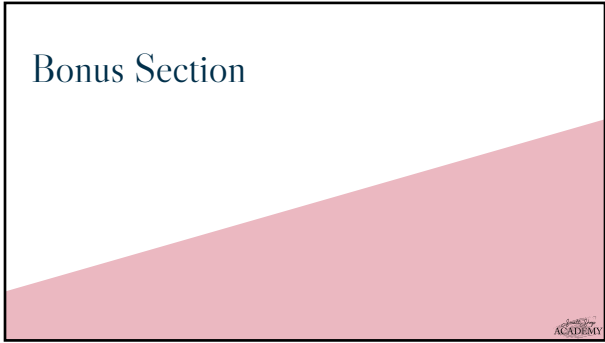
*If your item is edible try Corjl

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More Products

- Dropshipping Companies
 - Printful
 - Printify
 - Print Aura

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HOW TO: CREATE YOUR
BRANDING

HOW TO: MAKE
GRAPHICS ON CANVA

HOW TO: OPTIMIZE MY
EMAIL BOX

HOW TO: ADD GOOGLE
ANALYTICS TO MY SHOP
& WHY

HOW TO: READ AND
UNDERSTAND MY SHOP
STATS

Where Do I
Go From
Here?

Where Do I Go From Here?

- Complete all tasks
- Track shop trends
- Handling your shop in A slow season
- How to NOT be a seasonal shop
- When to release season based products
- Slow and steady wins the race

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Where Do I Go From Here?

- DISCOUNTED PRICING!!
- One on One Coaching
- Christmas Shop Prep

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