

Small Shop
ACADEMY

Small Shop Success

Welcome!

I'm so glad to see you taking the first step towards a life of a thriving shopkeeper! They always say the first step is the hardest and you've already done that so congratulations! You should be proud.

I remember when I started my small shop journey. Oh what I would do differently! I wish I knew then what I know now - and that's the premise of this course! To share what I know now with you to save you some of the headache, heartache and failed attempts so you can grow quicker, have a better understanding and make educated decisions about your shop.

In this course you're going to learn SO much! I've built this course over a whole year and carefully curated all of the content, worksheets, videos and information shared to ensure you have exactly what you need to thrive!

Again, congratulations on making this big move! Does it feel a little scary? All good things start that way! But let's not waste anymore time, let's get started!

-Melissa Joy

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Getting Started

To begin, check your email and use the log in information provided to log into your digital course. Make sure you save this link and log in information as you will have access to this course indefinitely. This way you'll be able to log back in to whenever you need to refresh!

This class is set up in modules. Within those modules are lessons - think of them as chapters. Each of these chapters have video lectures and some include worksheets. You'll find these worksheets in the back of this workbook. They'll have the same title as the slide.

Since this course is digital you can go as fast or as slow as you would like. However It is recommended to do the course in the order they are offered since they build on eachother. You'll be directed in the video instructions if you should complete the tasks as immediate homework or if you should wait until the end of the module. All links and digital files will be downloadable within the course modules. Lastly, use this workbook and slide show skeleton to take notes!

Visualize Your Dreams

Yourself:

Your Family:

Health & Fitness:

Spirituality & Mental State:

Your Relationship:

Fun & Recreation:

Environment:

Career:

Finances:

The Business Plan

Mission Statement:

Objectives:

Keys To Success:

How We Measure Success:

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1, 2, 3 Goals

1 One Month Goal:

2 Six Month Goals:

3 One Year Goals:

How Will We Achieve These?

Ideal Customer

Explain (in detail) your ideal customer:

What is the problem your customer is having?

How can you solve the problem?

What makes you better for your customer than someone else?

Why would your customer consider purchasing elsewhere?

How can you serve your customer?

Finding Your Niche

What do you sell?

What can your products be used for?

Who can benefit from your products?

How can you make your items stand out from others?

What is the problem you're solving?

What characteristics do you see repeat in your niche?

Is this niche profitable?

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The Marketing Plan

My Best Hashtags:

When Should I Post:

Monday:

Tuesday

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

The Marketing Plan

MONTH:

This month's releases, announcements, info to be shared etc:

Monthly Newsletter date and theme:

Pinterest, blog/ vlog strategy:

Social Media Plans:

Date to schedule this month's posts:

Dates to set alarms for shop updates:

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Privacy Policy

SAMPLE

This privacy notice discloses the privacy practices for _____ Etsy shop and applies solely to information collected by this website for this specific shop.

INFORMATION COLLECTION, USE, AND SHARING

We (the shop owner and Etsy) are the sole owners of the information collected on this site. We only have access to collect information that you voluntarily give us on your order form and through messaging. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order.

ORDERS

We request information from you on our order form. To buy from us, you must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you. Your payment information is processed by Etsy and is subject to their privacy policy, we never see your billing information except for name and address. Only your contact information is used to fulfill your order.

YOUR ACCESS TO AND CONTROL OVER INFORMATION

The only contact you will receive from us will be pertaining to your order. Once your order is fulfilled you will no longer be contacted unless you are opted in to our newsletter. You may opt out of any future contacts from us at any time by unsubscribing to our newsletters at the bottom of the newsletter or by emailing us to remove you from the listing.

SECURITY

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

While Etsy uses encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, order fulfillment or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment. Your order information is stored indefinitely on our site unless requested to be removed.

RETURNS & EXCHANGES

We do not accept returns or exchanges. We will fix any broken, damaged or incorrect order that is our fault and the post office.

INTERNATIONAL SHIPPING

International buyers are required to pay their own countries taxes and import fees. If a buyer refuses to pick up a parcel and it is returned to me their refund will reflect their price paid minus shipping and fees.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via email at _____

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