



CREATE YOUR

ETSY BUSINESS PLAN

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Hey!

I'm Miri and I'm so happy you're here.

How long have you been waiting to build up the confidence to go all in on building your Etsy business? Six months? A year?

I totally get it. I've been there. It took me so long to get started too. I was so scared I'd fail. And at first, I did. With my first Etsy shop selling my artwork, it took me 2 months to get my first sale. But I stuck with it and over time I learned what I was doing wrong. I gobbled up every bit of advice I could find and developed strategies that shot my business to success. Such a success that I could give up my teaching job (Yay!) and concentrate on designing and illustrating full time. Bliss!

So now, I want to share my hard-learned secrets with you so you can feel the same.

That's why I designed this Etsy Business plan workbook - to help you create an Etsy Business that allows you to live the life you love. I'm going to walk you step-by-step through my exact process for planning a profitable business. It is jam-packed and filled to the brim with tested and proven steps to get your Etsy business rolling.

Close your eyes and feel the buzz of imagining what your future might look like owning a super successful, Etsy business; having a tribe of loyal customers queuing up to get your latest product, and quitting that soul-destroying 9 - 5 job that keeps you away from your family.

Well now you can turn your dreamy idea to a super awesome reality.

Building an Etsy business from the beginning can seem so daunting but don't worry, I've got your back. I'm here on the sidelines crazily jumping up and down and shouting encouragement because I believe in you. I know you can do this. You've got what it takes.

The simple fact that you're reading this tells me you're one smart entrepreneur - you know that building an Etsy empire starts with that first small step. And here you are, ready to take it. I can't contain my excitement for you.

So, let's do this. Print out this workbook, get your favourite, comfy leggings on, grab a mug of something hot and then get ready to rocket launch your awesome Etsy business into the world.

I'm so excited to see what you create.

Miri x

EXECUTIVE SUMMARY

Don't be put off by the formal sounding title. The executive summary is just an overview of your Etsy business. In fact, as it is a summary, it might be simpler if you fill out the rest of the plan first and then write this part at the end.

1. MISSION STATEMENT

The easiest way to craft a mission statement for you business is to answer the following questions: who is it that your business serves, why and how do you help these people, and what is their end result?

2. BUSINESS AIMS & GOALS

What do you want your business to look like 1 year / 3 years / 5 years from now?

3: PRODUCTS & SERVICES

What products and services does your business offer and how are these different from the competition?

GOALS & GROWTH PLANNING

1: GOALS

First think about the big picture of what you really want for your Etsy business. Think of goals that will keep you motivated and inspired. Try to make goals SMART - make sure they're specific, measurable, attainable, relevant and timely.

Visualize what your business might look like when you achieve these goals. How will you feel? What challenges did you face to get here? How will achieving these goals benefit you and your business?

2: GROWTH

How will you grow your brand? What strategies will you use to increase your following and build up a tribe of loyal customers? *e.g. webinars, blog posts, email campaigns etc.*

YOUR BRAND DESCRIPTION

A brand guide lays out the personality of your business and makes sure you are being consistent when you engage with your customers across different social media platforms.

1. BRAND GUIDE

What words would you use to describe the personality of your business brand?

How would you like your customers to feel when they interact or engage with your business?

2. BRAND VOICE

A brand voice sums up the personality of your brand and ensures that the voice you use across your business is consistent. To define your brand voice you might like to consider the following areas:

Who does your brand sound like?

What is the general vibe of your brand?

What kind of words do you use in your business conversations?

Why is the purpose of running this business? *To engage, educate, sell, entertain, inform etc*

YOUR TARGET CUSTOMERS

This section will help you to work out who your ideal customer is. By the end of this step you should be really clear who it is that you're serving and what you can do to help them.

1. IDENTIFY YOUR IDEAL CUSTOMER

Who is your ideal customer? *Gender, age, family, hobbies, job etc.*

Where do they hang out online?

What are their goals and aspirations?

Who or what inspires them?

What problems or pain points do they have?

How can you help them?

2. CARRY OUT A SURVEY

Now that you have identified your ideal customer you can go talk to them (online or in-person) so as to get further insight into their fears, concerns, wants and needs. Ideas for questions you could ask include:

What does a typical day/week look like for you (related to your product or service)?

What are your biggest frustrations (related to your product or service)?

What needs to happen to solve the problem of [specific pain points]?

What have you tried already that hasn't worked?

What has stopped you from taking action?

What would you consider a perfect solution around [issue/problem]?

If you could wave a magic wand and get the results you are after, what would those results look like?

Plan out the questions you will ask in your survey:

The goals of your survey are to help to understand your potential customers and gain insights related to your product. The answers to the survey should help you to work out if the products and services you offer are what your potential customer needs and wants right now.

YOUR SERVICE OR PRODUCT

Your services and products are the building blocks of your business and offer the solution to your customer's problems and pain points. Take some time here to think about what you're offering and why you offer it. Keep your ideal customer in mind throughout this process.

1. WHAT YOU WILL SELL

What products or services would serve your target market?

2. HOW YOUR PRODUCT/SERVICE BENEFITS YOUR CUSTOMERS

How will your product or service impact the lives of your customers? What benefits will they experience?

3. HOW YOUR PRODUCT/SERVICE STANDS OUT

Refer to the research you did in your analysis of competitors and consider the products and services your competitors are offering. How can you make your offering different so that it is even more valuable than what is already available?

COMPETITOR RESEARCH

Have a look at your largest competitors. Try not to get swept up in a wave of comparison, however. Remember, the task here is to help you to make informed decisions about how best to serve your customers. Rather than feeling discouraged, see your competitors as inspiration for how your business could grow and where you could be in a few months. Having a mindset that focuses on collaboration and building relationships will serve you much better than feeling that you have to compete with other people.

1: IDENTIFY YOUR COMPETITORS; THEIR STRENGTHS & WEAKNESSES

Make a list of all of your competitors in your niche and their strengths and weaknesses

COMPETITOR	URL	STRENGTHS	WEAKNESSES

COMPETITOR RESEARCH

2: DETERMINE YOUR COMPETITORS' GOALS & STRATEGIES

What strategies do they use to engage with customers?

What are they trying to achieve?

What sets them apart from other similar businesses?

Where are they showing up on social media?

How and what do they promote?

3: ESTABLISH PRICE RANGES

Research the prices your competitors charge for their products or services. This will help you establish what your target customer is willing to pay.

3: YOUR UNIQUE SELLING PROPOSITION

How are you different from your competitors? How do you stand out?

MARKETING STRATEGY

1. PROMOTING YOUR PRODUCT/SERVICE

Think about how you will promote your products or services. Social media is amazingly helpful at growing your audience and increasing your traffic. For example, you can use Facebook ads, pin strategically on Pinterest, schedule tweets, post on Instagram, or perhaps you'd like to build an email list to grow a loyal tribe of followers. Get specific about how you intend to market your business.

How will you promote your product/service?

2. MARKETING & PROMOTION SCHEDULE

How much time will you be able to dedicate to marketing and promoting your product/service. Be realistic and plan to build this into your daily schedule.

FINANCIAL PROJECTIONS

Financial projections for the year are essential to determine how much income you have and how much you need. You can use these projections to judge whether a year has been financially successful. The financial planning documents you should have for the year are: profit and loss projection, cash flow projection, projected balance sheet, and breakeven analysis (don't worry, you can grab all of these here).

1. FUNDING

What funding will you need to make your business a success this year? Do you have available cash to support the start of your business without outside funding or will you need to raise funding?

2: PROFIT

What is your expected profit this year? Calculate how much you expect in sales this year and the total costs you expect to have to hit your sales goal. Then, calculate your profit by subtracting your expected costs from your expected revenue. (Grab my financial planner here to help with this).

THANK YOU FOR USING THIS ETSY BUSINESS PLAN WORKBOOK

I can't wait to see your business blooming. Please reach out and share your progress with me. I'm so excited to see what you create and I'd love to hear from you. You can email me at miri@miricampbell.com

PLEASE SHARE THIS WORKBOOK WITH YOUR FRIENDS

Click here to tweet about this Etsy Business Plan so that you can share all of this awesome with your friends.

I downloaded The Etsy Business Plan from Miri Campbell and now I'm ready to make a passive income selling printables with my profitable Etsy shop.

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