

How to Create and Sell Printable Planners on Etsy
MODULE 4

REFINE

*A workbook to help you develop your
brand, write an awesome About page, and
communicate with customers.
Make your Etsy shop shine!*

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MODULE 4: REFINE

In this Module you will learn

- How to brand your Etsy shop
- How to write an awesome About page
- How to get your Policies up to date
- How to communicate with your customers

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Welcome! This is the workbook to accompany the *How to Create and Sell Printable Planners on Etsy* course.

How to use the workbook

Download and save the workbook before filling in your answers.

This is an editable workbook. Click inside the boxes or above the solid lines to type in your answers.

Here's how it works. In this course, I'll share with you everything I know about building an Etsy business. But knowledge alone isn't enough - you need to take action. That's why I created this editable workbook for you to download or print and fill in the blanks, so you know exactly what steps to take to create your awesome Etsy business.

I designed the workbook to follow the lessons in the course. If you find yourself getting stuck, go back to the course and see if the lesson can help you.

If you still need help, then you are welcome to reach out to me with questions. You can contact me at miri@miricampbell.com and I'll be more than happy to help.

In the meantime, download your workbook and get to work growing your Etsy business. I can't wait to see what you create!

BRAND YOUR ETSY SHOP

Firstly, to truly understand your Etsy business brand, you need to focus on your vision and your mission for your business.

Your **vision** is made up of the aspirations and long-term goals you have for your business while your **mission** reflects what you do, why you do it and the value you bring to your customers.

YOUR VISION AND MISSION

1. VISION

What long-term goals do you have for your business? What would you like it to look like in the future?

2. MISSION

Whom are you serving?

What value are you giving your customers? **What** problems are you solving?

Why do you do what you do? **Why** did you start an Etsy shop in the first place?

How do you incorporate your values into your business?

3. YOUR MISSION STATEMENT

Now use these ideas to write 3 sentences that give a mission statement for your business:

DEFINE YOUR BRAND PERSONALITY

Place crosses where you think your brand sits on each of the horizontal bars. Don't spend too long thinking about it - just go with your gut feeling.

FRIENDLY			PROFESSIONAL
SPONTANEOUS			CAREFUL THINKING
MODERN			TRADITIONAL
CUTTING EDGE			ESTABLISHED
FUN			SERIOUS
ACCESSIBLE TO ALL			EXCLUSIVE



Your brand is contemporary, fast-moving and innovative.

Colour palette: Warm and vibrant colours

Style: Friendly and approachable



Your brand is traditional, slow-moving and more corporate.

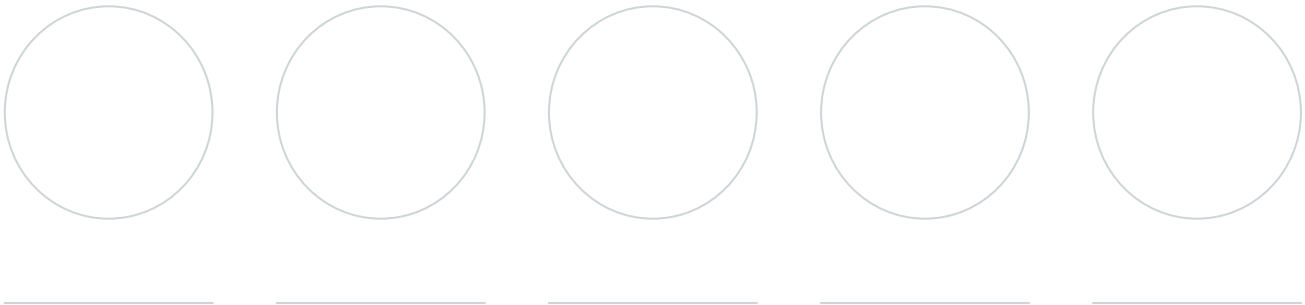
Colour palette: Traditional safe colours - blues and greens

Style: Professional and authoritative

Note: There's no perfect 'one size fits all' approach to this tool. Not all brands conform to one side of the personality spectrum and contrasting traits can complement each other.

YOUR BRAND GUIDE

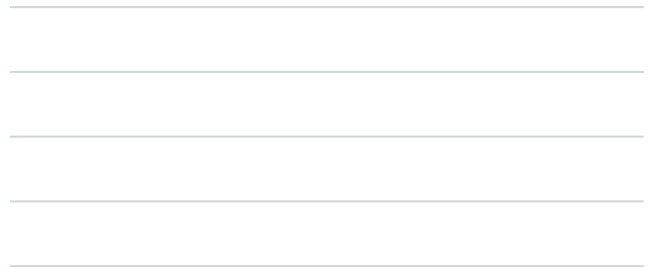
COLORS



Five empty circles are arranged horizontally. Below each circle is a horizontal line, serving as a space to define colors for the brand.

TYPOGRAPHY

KEYWORDS



Five horizontal lines are provided for entering keywords related to the brand.

LOGOS AND SKETCHES

YOUR BRAND STYLE GUIDE

The **Brand Style Guide Canva template** will help you to develop your own Etsy business brand.

Using all of your ideas from your workbook, you can collect together all of the elements to create your own Brand Style Guide.

A Brand Style Guide is a rulebook for your brand that gives specifications on the look and feel of your brand. As well as presenting the fonts, colour palettes, logos and imagery of your brand, your brand guide will also tell your story, share your values and explain your vision and mission.

Click on the image below to access your Brand Style Guide Canva template.



As you work through the template, identify areas from your workbook that you will include in your style guide.

Your Brand Style Guide can include the following:

- Mission statement
- Vision statement
- Target audience
- Brand personality
- Core values
- Your brand story
- Logo
- Colour palette
- Imagery
- Typography
- Brand voice

HOW TO WRITE AN AWESOME ABOUT PAGE

What can you do for your customer?

Why do you run your business?

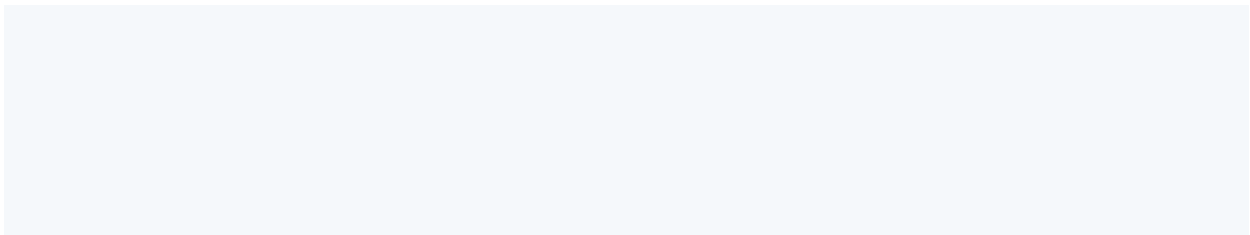
Who are you? What do you care about?

What makes you unique? How is your business different?

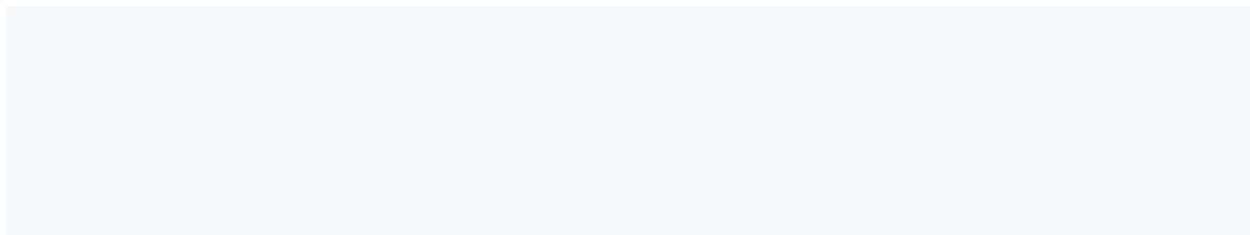
Tell the story of how you started your business.



What photos of you and your workspace could you include?



What call-to-action will you include?



PUBLISH YOUR POLICIES

Publishing your policies is an essential step as your policies provide a great way to let your customers know what they can expect from you. Plus, having a fully completed policies section improves your placement in Etsy search.

Customers can look at your policies and understand what will happen when they buy from you.

Go to your shop home page and click on Edit shop, then scroll down to the Shop Policies section and click Edit. You can now complete each section of your Etsy policies.

<p>PAYMENT POLICY Indicate which payment methods you accept along with your payment terms, deadline requirements, tax policy and cancellation policy.</p>	
<p>SHIPPING POLICY With digital products you won't be shipping any physical products so I usually set this to the default.</p>	
<p>REFUND POLICY Indicate whether you issue refunds and under what circumstances.</p>	
<p>PRIVACY POLICY Business owners are obligated to keep customers' information protected. Etsy offer lots of help and a sample privacy policy for you</p>	
<p>EUROPEAN UNION You need to fill in the Seller Information field with your name, the physical address from which you run your business, an email address that customers can use to contact you, and, where applicable, your tax ID number.</p>	

COMMUNICATING WITH CUSTOMERS

Your customers are the heart of your business so let them know that whenever you connect with them. You can make your customers feel appreciated through the shop *Announcement* and *Message to Buyers* sections of your shop.

Here are some examples of the type of things you could write for each:

1. ANNOUNCEMENT

Here's an example of an Etsy shop announcement you might like to use and adapt for your shop.

Welcome to [shop name] – a [description of your shop] where you can find beautifully designed and unique [your digital product line].

I believe [your mission statement]

[Short bio/background story about you and your business and how you can help your customer]

Please have a browse and message me with any questions. I'd love to hear from you.

Follow me on [your social media channel links] for a behind-the-scenes view of my shop and to receive news of giveaways and promotions.

Join my mailing list to get product updates and exclusive discounts straight to your inbox. [email sign-up URL]

P. S. Get 20% off when you order 3 or more! Use the code DISCOUNT20 at checkout.

2. MESSAGE TO BUYERS

Here's a Message to Buyers example you can use and adapt for your shop.

Welcome to [your shop name]!

Thank you so much for choosing this product. My customers are the greatest and are the heart of my business, so I really appreciate your support.

I want you to be over the moon with your new product so please contact me for help if you have any feedback. Also, if you have a few minutes, it would be wonderful if you could leave me a review. I value your comments greatly.

To thank you for your review, the next time you visit [your shop] I'd like to offer you a 10% discount. Simply use the coupon code THANKYOU10 at checkout.

Once again, thanks for choosing me and if you've got any feedback, I'm just a message away.

Hope to see you in the shop again soon!

Many thanks

Miri

CONGRATULATIONS

You have successfully completed **Module 4: Refine**

In this Module you learnt:

- How to brand your Etsy shop
- How to write an awesome About page
- How to get your Policies up to date
- How to communicate with your customers

You did it!

Now continue learning with **Module 5: Launch.**

In this module, you'll learn how to publish your first listing by creating product photos that hook in customers; writing product descriptions that convert into sales; and using SEO to drive traffic to your shop.

See you there!

Miri x