Month 7: your story

Sharing some elements of your life and your story can give so much personality to your business, and elevate it from being a basic brand to an amazing brand with fans!

But definitely don't over share, and don't share anything you feel uncomfortable with. Every business is different so think about what aspects of your life do apply to your business.

Some suggestions of elements to share are:

- how you learnt to do your craft
- why your craft and your business make you happy
- behind the scenes photos
- videos of your making process
- your joy at getting great reviews
- talking a little about your family life
- sharing a little about your other hobbies and interests

The alternative to sharing some info about you is sharing photos of your products over and over again. This is lifeless and gives little for your future customers to engage with. So think how to add your personality to your brand

For example I often share that my daughter is a rainbow baby and a miracle baby. Parents who have been in a similar situation pick up on these words and it builds empathy and a sense of being 'seen'

Turn the page to make notes, and then put your 3 areas to focus on this month opposite, tick / check them off when they are done

Dream big & doodle

My focus this month

One

Two

Three

Post planner

Date	Content I'm going to post	Channel		

Post planner

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Monthly Planner

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Goals for this week

End of month evaluation.....

This month's finances

Income

Expenses

Profit

This month's audience for each platform

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What worked really well or not so well this month?

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What ideas do I want to explore in the coming months?

Month 8: ideal client

We have looked at this a little already. In the month on Selling when I asked you to consider where your best future clients would be in real life and online. In the month on Pricing I talked of there being a customer for every price point, and also in the month on Photography when considering who you are trying to appeal to. It's now time to go in to this in more depth.

Think about the customers who have bought from you and have adored your products. Those customers who have recommended you to their friends, have left you 5* reviews and would happily pay you more than you are currently charging. They are your Ideal Clients

Then think about the customers who have caused you problems. They have complained about your products, asked for discounts, left poor reviews and generally left you feeling unhappy and dispirited. They are definitely not your ideal clients!

Next think about where you met your ideal clients, what they bought and consider what will attract more similar people. How can you replicate this experience because this will really build your sales. Look at what photos, what language and what behind the scenes details will bring you more of these lovely people.

You also want to repel the difficult clients. Refuse to work with them, and if they all come to you from the same source consider removing your business from there.

Turn the page to make notes, and then put your 3 areas to focus on this month on the page opposite. Tick /check them off when they are done.

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Month 9: confidence

Offering products that you have made yourself for sale, and asking people to buy them can feel scary. But to have a successful business you need to go through this process of showing your products and asking for the sale over and over again, so you need to become confident with it.

Also setting up a business involves setting up tech. Every business varies, but generally you will need to learn to use social media and selling platforms, set up payment options and more. If you stop trying as soon as you hit an obstacle you won't succeed, so growing your confidence and learning to persevere is key to your success.

Four ways to improve confidence that I have found helpful are to:

1: Focus on the successes you have had in the past.
Whether this is passing exams, learning to drive a car, making friends. You have a track record of success to have lived your life so far

2: Focus on why you want to succeed.
Do you want to create an extra income? Leave your job? Create the funds to do more of what you love?

3: Join a support network of other small business owners
Having people to go to who can give advice and celebrate your wins is a wonderful thing.

4: Create scripts to deal with difficulties.
If you find asking for the sale hard keep a document full of phrases you can use. Do the same for dealing with difficult customers or requests for refunds. This will take the pressure out of the moment

Turn the page to make notes, and then put your 3 areas to focus on this month opposite, tick / check them off when they are done

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