

TURN YOUR
Hobbies
INTO A
Jobby!

MODULE 6

*Amanda
Arneill*

MODULE 6: THE VIDS

ACTIVE VOICE MEANS NO...

BUILD _____

MAKE THE CUSTOMER THE _____

HAVE A CALL TO ACTION!

NOTES:

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MODULE 6: THE VIDS

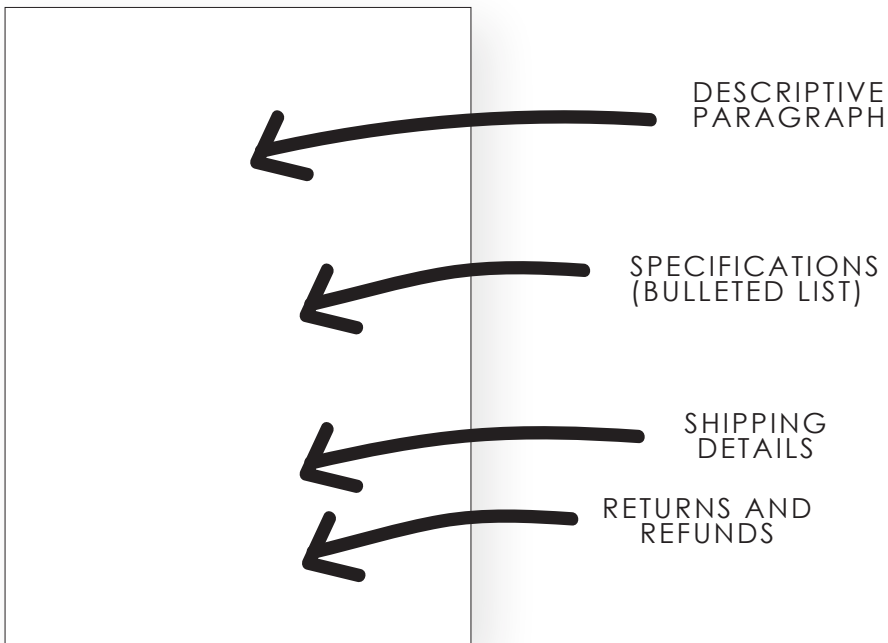
THREE STEPS TO SIMPLE AND STRAIGHT..

- 1.
- 2.
- 3.

ASK YOURSELF...

- WHAT ARE YOU SELLING?
- WHAT PROBLEM DOES IT SOLVE?
- HOW DOES IT GIVE A WIN?

YOUR PAGE...



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PRODUCT DESCRIPTION

ITEM _____

SET THE SCENE

A STORY ABOUT WHY / HOW YOU CREATED THIS PIECE THAT TOUCHES ON EMOTION AND MAKES IT SPECIAL

PRODUCT STAGING

WHO IS THIS PERFECT FOR? HOW CAN IT BE USED?
(HELP THEM ENVISION IT IN THEIR LIVES OR THE LIFE OF A LOVED ONE)

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PRODUCT DESCRIPTION

ITEM _____

OPTIONS AND PERSONALIZATION

THEY CAN MAKE THIS EVEN MORE SPECIAL BY... COLOR, SIZE, WORDS, LETTERS ETC. AND HOW SHOULD THEY TELL YOU THIS INFO?

MEASUREMENTS AND MATERIALS

SPECIFIC DETAILS OF WHAT IS USED

LINKED PRODUCTS

WHAT ELSE MIGHT THEY BE INTERESTED IN?

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SHIPPING & DELIVERY

ESTIMATED CREATION TIME

THINK ABOUT ALL DIFFERENT SORTS OF PRODUCTS THAT YOU OFFER. ARE THERE DIFFERENT CREATION WINDOWS FOR EACH TYPE?

PACKAGING AND SHIPPING

LIST ALL STEPS OF THE PACKING STAGE SO THE CUSTOMER CAN VISUALIZE THEIR PACKAGE

ESTIMATED SHIPPING TIME

HOW LONG WILL SHIPPING TAKE TO DIFFERENT AREAS OF THE WORLD? LIST A FEW!

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RETURN POLICY

RETURN POLICY WINDOW

HOW LONG WILL YOU ACCEPT RETURNS? HOW SHOULD THEY NOTIFY YOU OF RETURNS?

RETURN POLICY REASONS

WHAT REASONS & ITEMS ARE ACCEPTABLE FOR RETURN? WHAT CANNOT BE RETURNED?

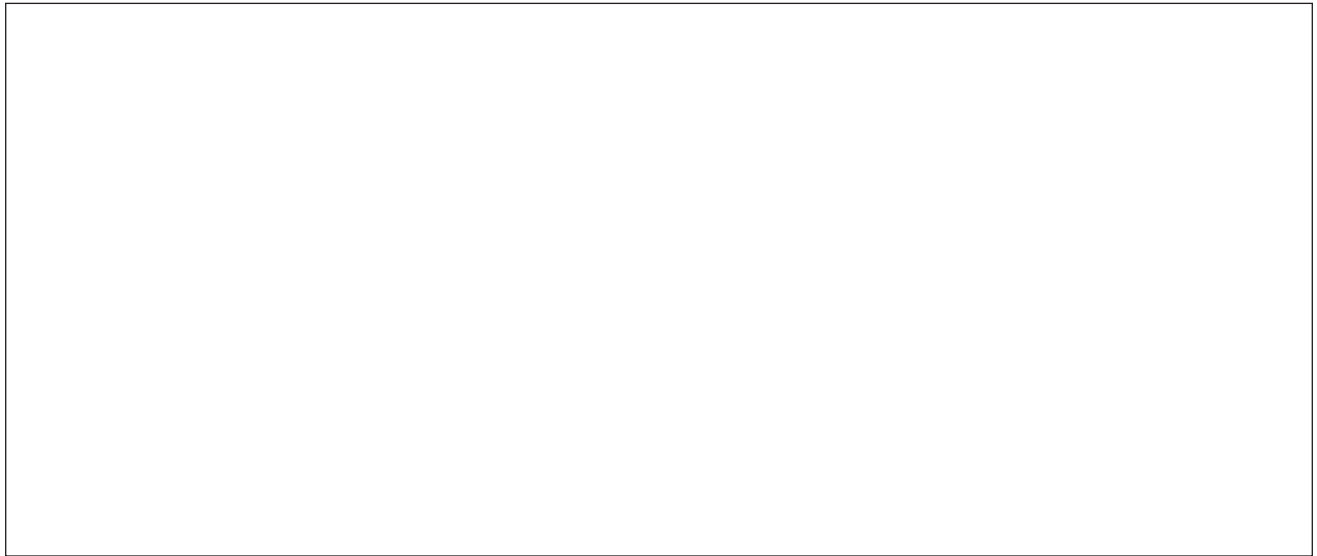
RETURN POLICY ACTIONS

WHAT WILL BE EXPECTED OF THEM FOR A RETURNS? WHO COVERS RETURN SHIPPING?
WHAT WILL THE FOLLOWUP FOR RETURNS BE?

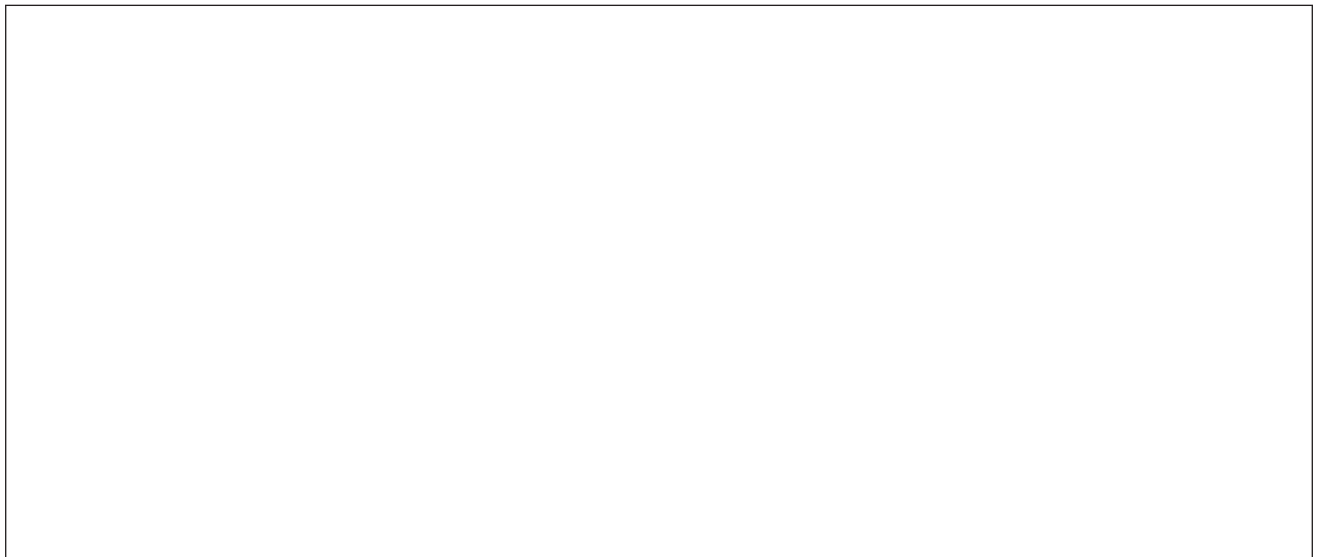


MODULE 6: THE VIDS

WHY PRICE HIGHER?



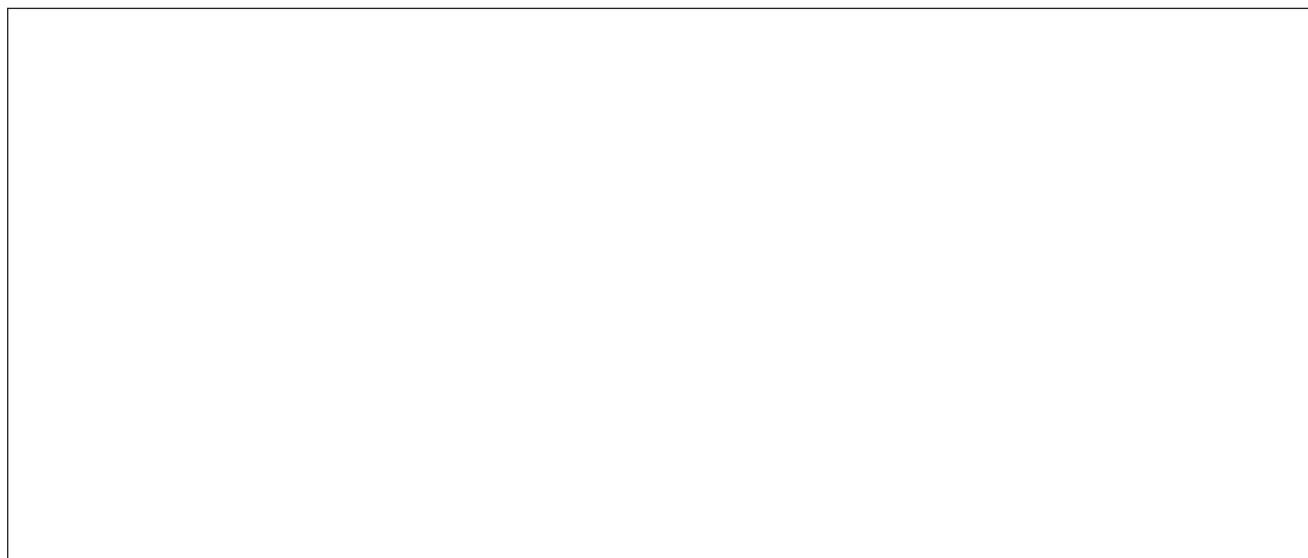
WHAT DETERMINES YOUR RATE? WHAT WOULD YOU BE DOING WITH THAT TIME OTHERWISE?



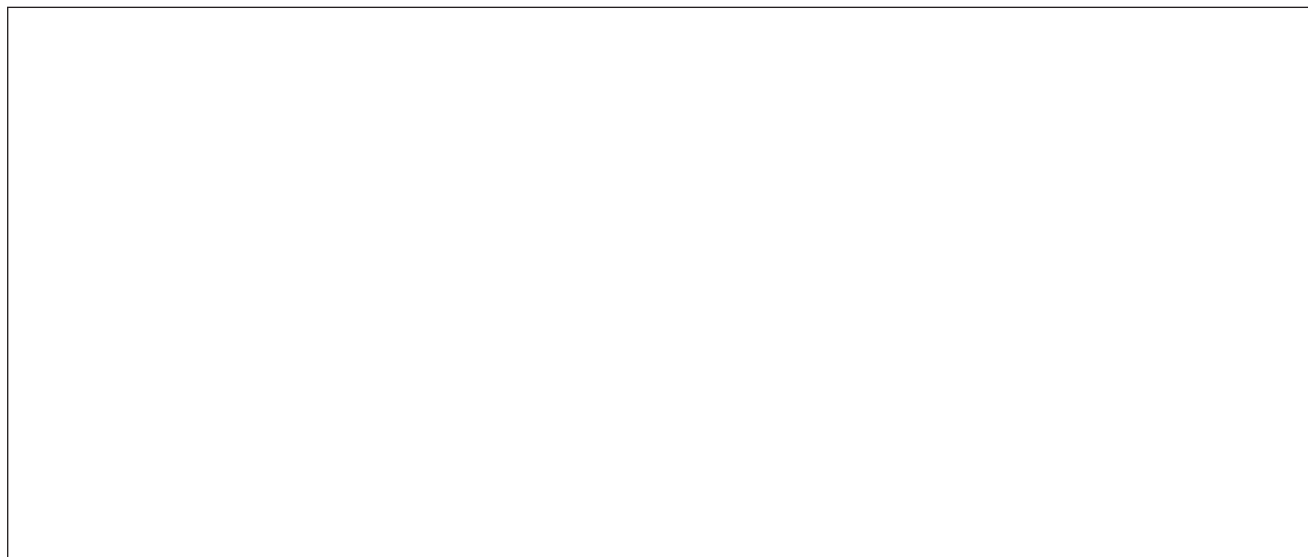
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MODULE 6: THE VIDS

DIGITAL DOWNLOADS



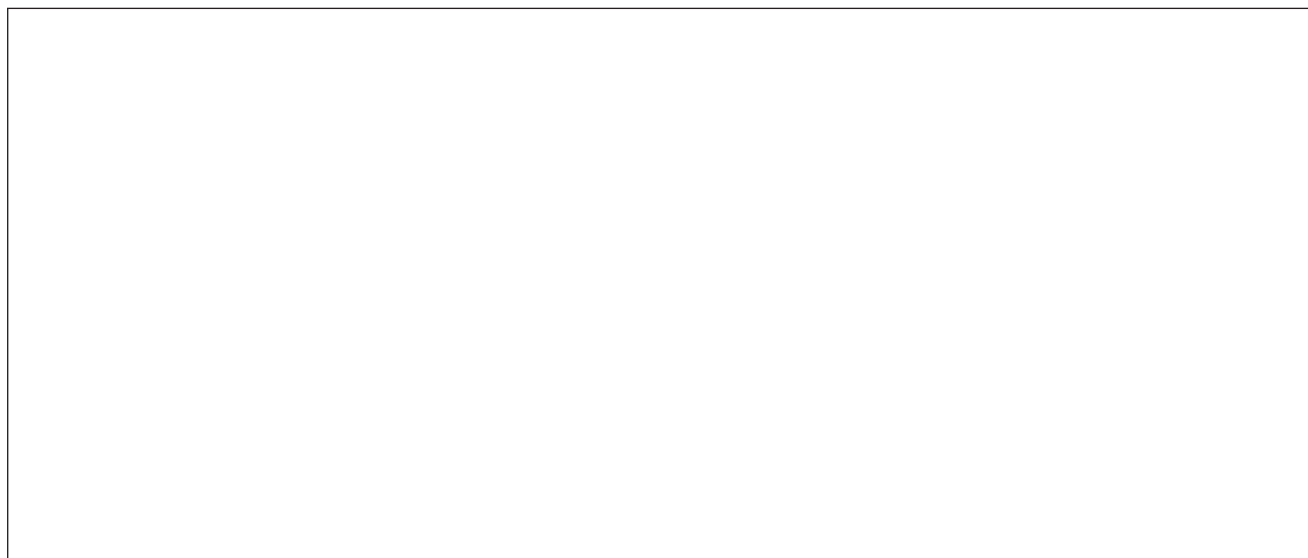
PRINTS (SELF-PRINTING)



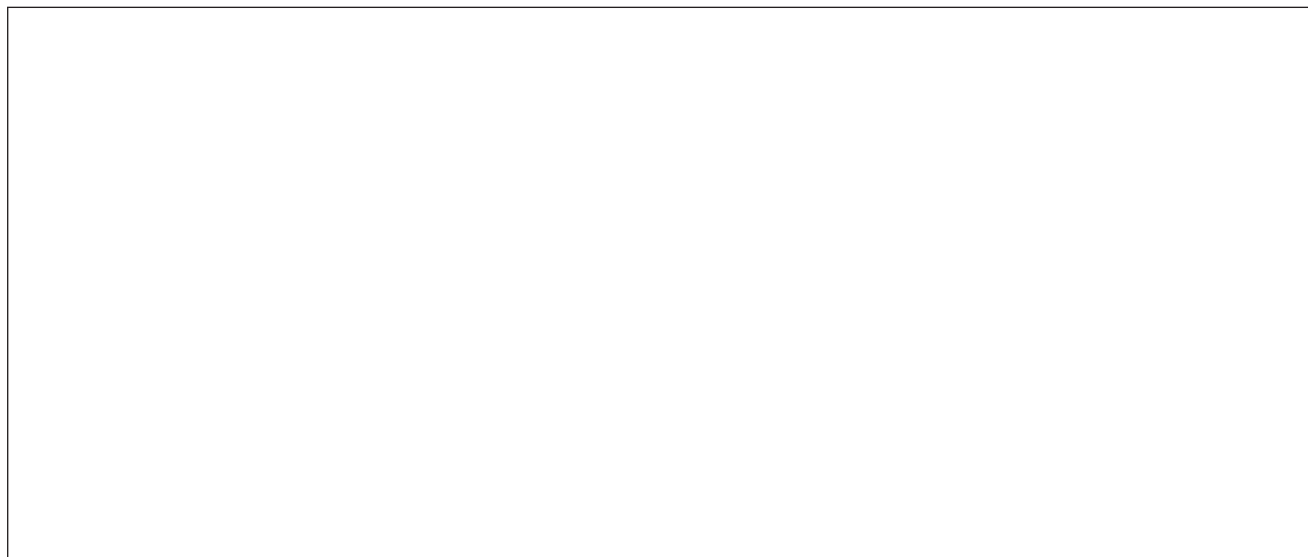
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MODULE 6: THE VIDS

PRINTS (OUTSIDE PRINTER)



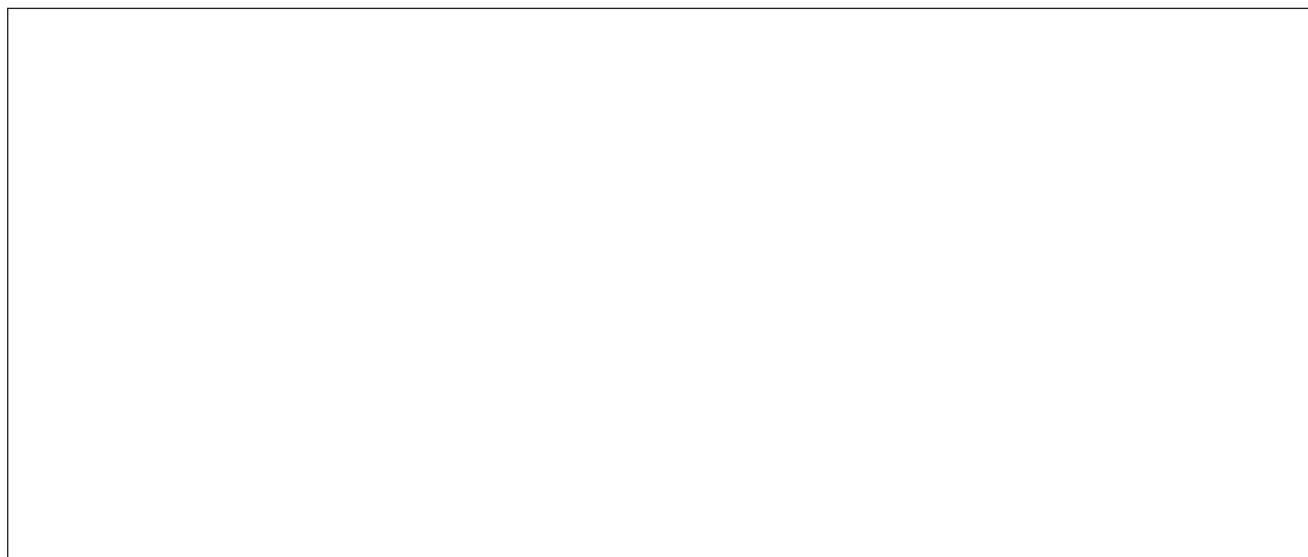
PREORDER



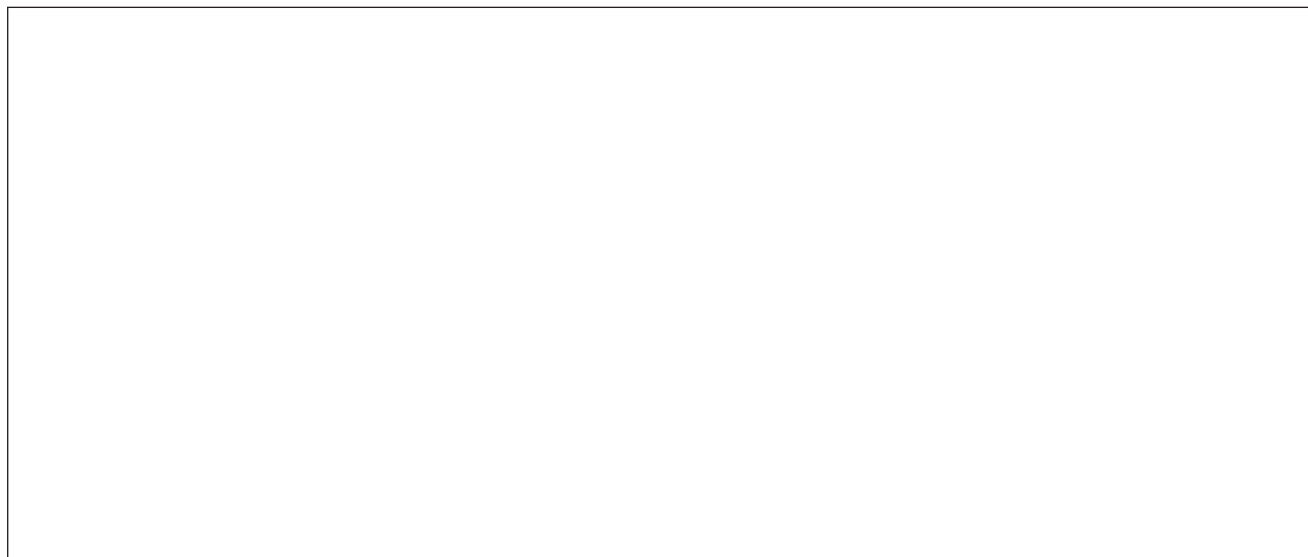
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MODULE 6: THE VIDS

CUSTOM WORK



RESALE



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MODULE 6: THE VIDS

FOR SHIPPING, THINK ABOUT...

BONUS ITEM IDEAS

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OVERALL PRICING

DOWNLOADS }

REQUIRE THE LEAST INPUT FROM YOU FOR ORDER FULFILLMENT, INPUT COST, CUSTOMER SERVICE AND ONGOING MAINTENANCE

NEED TO BE CUSTOMER READY WHEN THEY ARE ADDED TO YOUR SHOP (FULLY DIGITIZED, FORMATTED FOR PRINTING, FULL PHOTO SET, COMPLETE LISTING).

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

PRINTABLE (SELF) }

THE INPUT COSTS ARE APPLIED PER ORDER SINCE NO STOCK HAS TO BE CARRIED. CUSTOMER SERVICE AND MAINTENANCE ARE LOW BUT THERE IS TIME FOR ORDER FULFILLMENT.

DOES NOT NEED TO BE CUSTOMER READY UNTIL THE FIRST ORDER IS PLACED. DOES NEED FULL PHOTO SET AND COMPLETE LISTING.

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

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OVERALL PRICING

PRINTABLE (OUTSOURCE)



THERE MAY NEED TO BE LARGER ORDERS PLACED WITH OUTSOURCING (MINIMUM ORDER). MAY SIT ON STOCK.

NEEDS TO BE CUSTOMER READY WITH FULL PHOTOS AND DESCRIPTION. EXTRA COST OF ONE ORDER FOR PHOTOS. SHIPPING MAY TAKE LONGER DEPENDING ON MINIMUM ORDER QUANTITY.

MORE INVOLVED ON YOUR PART BECAUSE YOU'RE WORKING WITH ANOTHER COMPANY.

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

PREORDER



ALLOWS FOR MORE ACCURATE STOCKING (YOU DON'T SIT ON EXTRA UNSOLD STOCK). ADDS EXTRA TIME FOR SHIPPING FROM PRINT COMPANY. MORE INVOLVED ON YOUR PART BECAUSE YOU'RE WORKING WITH ANOTHER COMPANY.

NEEDS TO BE PRINT READY WITH FULL PHOTOS AND DESCRIPTION.

DOESN'T ALLOW FOR TRAILING SALES. ONE-TIME ONLY.

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

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OVERALL PRICING

CUSTOM WORK



THIS HAS THE LARGEST TIME INPUT AND YOUR TIME IS DIRECTLY TIED TO YOUR INCOME. CONSIDER ALL TIME FROM CUSTOMER COMMUNICATION, CONCEPT, SKETCHING, AND FINAL PRODUCT CREATION.

CAN BE A SERIES OF LISTING PACKAGES ON YOUR SITE TO ALLOW SET PRICE INCREMENTS BASED ON THE JOB.

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

RESALE



IN WORK THAT IS FOR RESALE IT IS YOUR WORK THAT WILL BE MAKING THEM MONEY. CHARGE AT LEAST 3 TIMES WHAT YOU WOULD CHARGE FOR A CUSTOM PIECE.

MY HOURLY RATE

TIME NEEDED

X

MY TIME COST

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PRICING CALCULATION

ITEM _____

INPUT COSTS

	SUPPLY	COST
SPECIFIC SUPPLIES USED:	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	PACKAGING COST:	_____
	SHIPPING COST:	_____
	<hr/>	
	TOTAL COST:	_____

ITEM TYPE

DOWNLOAD
CUSTOM PIECE
PREORDER
OTHER:

PRINTABLE (SELF)
PRINTABLE (OUTSOURCE)
RESALE

MY TIME COST

(FROM OVERALL PRICING SHEET)

FINAL PRICE

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PRICING CALCULATION

ITEM _____

INPUT COSTS

	SUPPLY	COST
SPECIFIC SUPPLIES USED:	_____	_____
	_____	_____
	_____	_____
	_____	_____
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	PACKAGING COST:	_____
	SHIPPING COST:	_____
	<hr/>	
	TOTAL COST:	_____

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CUSTOM PIECE
PREORDER
OTHER:

PRINTABLE (SELF)
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RESALE

MY TIME COST

(FROM OVERALL PRICING SHEET)

FINAL PRICE

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PRICING CALCULATION

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INPUT COSTS

	SUPPLY	COST
SPECIFIC SUPPLIES USED:	_____	_____
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	_____	_____
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	<hr/>	
	TOTAL COST:	_____

ITEM TYPE

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CUSTOM PIECE
PREORDER
OTHER:

PRINTABLE (SELF)
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RESALE

MY TIME COST

(FROM OVERALL PRICING SHEET)

FINAL PRICE

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MODULE 6: THE VIDS

MY SOCIAL MEDIA PLATFORM FOCUS IS/ARE...

LINK YOURSELF
TO YOUR ART
TO THEM

MY POST IDEAS...

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MODULE 6: THE VIDS

CALL TO ACTION

FOCUS ON ENGAGING WITH THEM

PERSONAL

PROMOTIONAL

WAYS TO SHARE

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COLLAB PLAN

THREE PEOPLE THAT I MIGHT APPROACH FOR A COLLABORATION:

COLLABORATION IDEAS

CONTACT

CONTACT DATE

COLLAB LOOKS LIKE...

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MODULE 6: THE VIDS

WHY HAVE AN EMAIL LIST?

CARROT IDEAS...

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MODULE 6: THE VIDS

MAILCHIMP AND DRIP NOTES:

SETTING UP A BUSINESS EMAIL IN GMAIL

[HTTPS://GSUITE.GOOGLE.COM/PRODUCTS/GMAIL/](https://gsuite.google.com/products/gmail/)

I COULD CREATE CANNED RESPONSES FOR...

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