**Main Elements Outline:**

**Sales-** The sales section includes several categories of items that are for sale. In these categories there will be a few specific items for sale along with an option to “customize” or “special order” items. There will also be a transaction area that will contain a “shopping cart” that lists items and prices the customer has selected as well as additional information for tax and shipping charges.

**Idea Creation-** The idea creation section will include accounts that detail the processes used by the author to generate new products, as well as the reasons to undertake them in first place. There will also be a portion dedicated to salvaging projects that have gone awry.

**DIY-**The DIY section details how a reader can create their own versions of specific products in a step-by-step manner. It also gives information on how to select tools and materials not only so they are cost-effective but also for ease of use. There will also be information on how to substitute for what they already have or for what they can easily acquire. A list of training options in the form of sewing classes at a local provider will be also be available for the beginners as well as links to additional resources or “idea generators”.