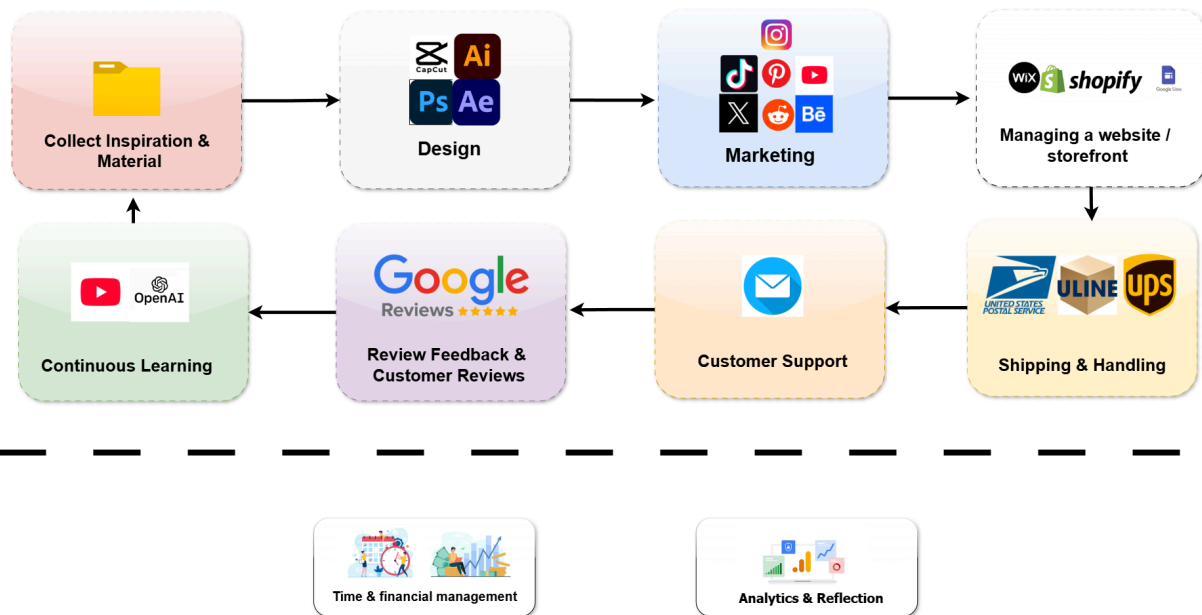


Lightworkin Workflow Documentation

Mark's Work Flow Diagram

- For my business **lightworkin**, I wanted to manage everything myself to get hands-on experience with creating a business from the ground up.
- Everything I learned is self taught, using the many resources we have today.
- I did not blow up overnight but had a plan, drive to learn, and executed to the best of my ability.



This document expands on the workflow diagram and provides definitions, insights, and lessons learned for each stage of the business process.

Inspiration & Material

- Collected at least 50 photos per design to use as raw material.
- Brainstormed and experimented with layouts to fuel creativity.
- This stage was the foundation for producing unique, eye-catching poster designs.

Design

- Combined and edited images to create cohesive poster artwork, along with printing sizes (11×14, 11×13, 24×36).
 - Used Photoshop and Illustrator features such as blending, color correction, pen tools, and collage techniques.
 - Created **video content** (CapCut, After Effects) to support product marketing.
 - Focused on branding consistency across designs and promotions.
-

Marketing

- Ensured that every design appealed to a clear target audience.
 - Leveraged multiple platforms (Instagram, TikTok, Twitter/X, YouTube, Behance, etc.).
 - Built a community around the brand instead of relying on one platform.
 - Used creative campaigns and consistent posting to drive engagement and sales.
-

Building a Website / Storefront

- Started small (Instagram and free tools) before scaling to **Shopify**.
 - Prioritized a clean, intuitive storefront to make the buying process seamless.
 - Kept pricing reasonable while growing — avoiding expensive platforms until there was proven traction.
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Shipping & Handling

- Gained experience with both **USPS and UPS**, eventually preferring UPS for reliability.
 - Learned the importance of proper packaging to reduce damages and ensure customer satisfaction.
 - Balanced shipping costs against revenue to maximize profit margins.
-

Customer Support

- Customers were always the most important part of the business.
 - Built processes for handling:
 - Unhappy customers
 - Lost packages
 - Refunds and returns
 - Focused on maintaining satisfaction to keep the business sustainable.
-



Feedback

- Collected feedback and constructive criticism from customers and viewers.
 - Analyzed what customers truly wanted and adjusted designs accordingly.
 - Embraced a **build → fail → experiment → grow** cycle to continuously improve.
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Continuous Learning

- Stayed updated with **new trends, tools, and opportunities**.
 - Balanced following industry trends with creating new ones.
 - Maintained a "continuous learning" mindset to adapt in a fast-changing digital world.
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Time & Financial Management

- Practiced **time management** to respond quickly to customers and maintain consistent marketing schedules.
- Built a structured workflow to balance school, business, and personal commitments.
- Created financial procedures for:
 - Revenue tracking
 - Marketing expenses

- Website subscriptions
 - Shipping & packaging costs
 - Learned how to reinvest profits wisely back into the business.
-

Analytics & Reflection

- Used **Shopify Analytics** and **Excel** to identify best-selling designs and peak sales months.
 - Analyzed data to guide marketing campaigns and inventory planning.
 - Took time to **reflect** on progress, identifying what worked, what failed, and how to grow further.
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