



BRANDING CHECKLIST

This checklist looks pretty short and sweet, but each of these steps requires some deep thought about what your business really IS and how you want to present it to the world. You don't necessarily need everything—business cards, labels, tags, and packaging with your business name. Maybe start by picking one of these to include with purchases. Remember, the more you get your business name out there, the more people will know your name and the larger your audience will grow!

- ☐ Evaluate your shop name: Is it serving you? Is there a .com address available for it? Should you change it?
- ☐ You already have a tagline for your Etsy shop. Will it also work for your business cards? If necessary, come up with a more concise tagline to include on business cards and labels.
- ☐ Get a logo if you don't already have one.
- ☐ Get business cards, labels/tags, and packaging with your business information



SOCIAL MEDIA CHECKLIST

We know growing a social media business account is daunting! Especially if you've never done it before. Keep in mind that it will take some time and effort on your part, but if you stay consistent, you'll see rewards. Below are some action items intended to help break down the process of social media marketing into manageable tasks. Remind yourself regularly that you have something important to share, and there are a lot of people out there who can't wait to hear what you have to say.

- ☐ Choose two social media platforms
- ☐ Figure out what message/information you want to share on your 80% content. Since you have a product and pictures of that product, the 20% is going to be easy.

Here are some ideas for that 80% (just to get your creativity flowing)

- Personal (about your life and work) content
- Political/cultural content
- Content related to a specific hobby (that's related to your products)
- Religious content
- Parenting Advice
- Pet Advice
- Medical or Mental Health Advice
- Organization or Decor
- Fashion
- Informational and interesting content related to your niche or tribe

There are so many options out there. Ask yourself, "What message do I want to shout from the rooftops?" And then get out there on social media and SHOUT

- ☐ Research and keep a running list of **hashtags** appropriate to your products and message



- ☐ Make time during your week to gather content and post consistently (every day or every few days)
- ☐ OR get an account with Later.com and set aside a few hours once a week to schedule out all your social content
- ☐ As annoying as it may be, set your phone or computer to give you notifications whenever someone comments on your social posts, and set aside time daily to respond to comments
- ☐ BUT make sure to set up your accounts to only allow your followers to comment (to escape the trolls)
- ☐ Spend 20 minutes or so every few days following people who share your interests or inviting people to follow you in order to grow your social accounts



EMAIL MARKETING CHECKLIST

This checklist will give you some action items for getting started with email marketing. Even if email lists seem daunting now, we promise, this will be worth it!

- ☐ Sign up for an account with an email marketing provider (we recommend Mailchimp)
- ☐ Buy a URL (www.yourshopname.com) from a domain registrar and purchase a private email address with your domain after the @

This is not strictly necessary, but it's a good practice if you can afford it. A domain is usually around \$10 a year and private email costs around \$30-\$60 per year. If you want to start out emailing customers from your gmail account, that's fine, but as your mailing list grows, you'll want to go get yourself a private email with your domain name after the @

- ☐ Create a landing page where people can opt-in to your mailing list
- ☐ Copy the URL of this landing page and paste it into bitly.com to get a shorter version (since Etsy doesn't allow links in your listings)
- ☐ Place this link into your listing descriptions, on your social media pages, in your "message to buyers" and anywhere else you can think to put it alongside a request for customers to join or subscribe to your mailing list
- ☐ Create your first "campaign" in your email marketing provider and SEND IT!