

TIZZIT.CO



IN THE MAKING

THERE'S MORE THAN ONE WAY TO SELL YOUR HANDMADE
PRODUCTS SUCCESSFULLY. LET'S FIND YOURS.

WORKBOOK - DAY 1

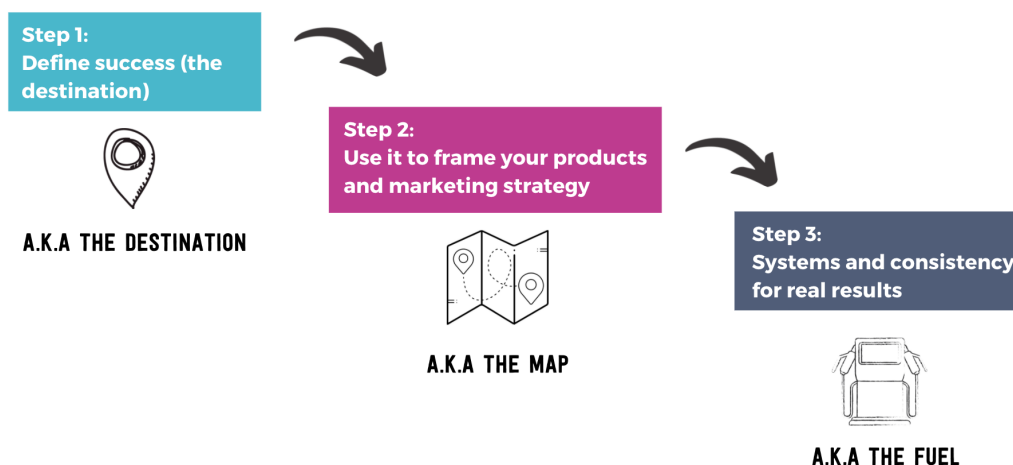
WELCOME TO DAY ONE!

Please make sure that you have watched today's live training session (or its replay) before diving into the workbook's activities, they will make a lot more sense this way.

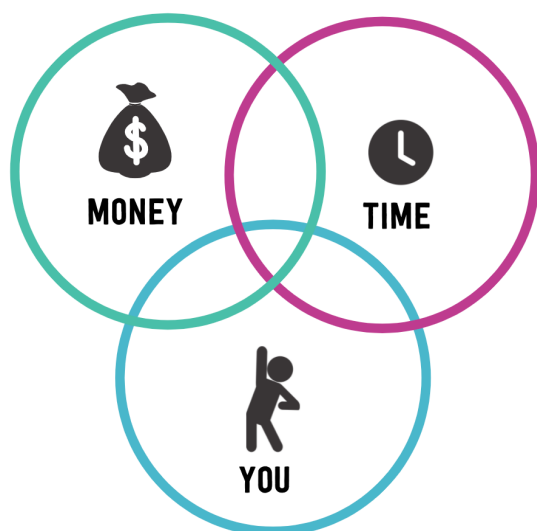
Today we are going to dive into Step 1 of the 'reverse-engineering your shop's success' method, and focus on getting really clear on what success looks like to you.

On Day 2, we will cover Step 2, and finally Day 3 will be about Step 3.

REVERSE-ENGINEERING YOUR SHOP'S SUCCESS



To do this, we are going to answer 3 main questions via 3 sets of activities:



1

What's your take-home money goal?

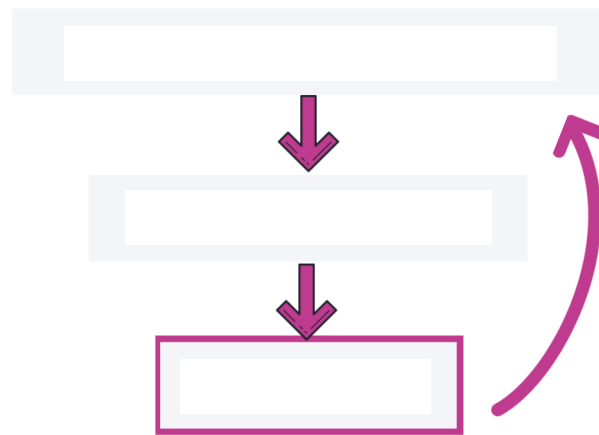
2

How much time are you working with?

3

What are your personal strengths and preferences?

1 - LET'S TALK MONEY



*What's the problem with setting a revenue or sales goal for your shop?
What's a better approach or "money-goal" to focus on?*

Do you already know what your take-home money goal is? You may already have a clear idea of what that number needs to be and what for (replacing current income, covering the mortgage, saving \$X each month for retirement, etc.) ... or you may have a vague idea but you're still mostly thinking "let's see what I can get!".

If that's you, I strongly encourage you to take the time to dive deep into your personal finances to define very clearly 3 take-home money goals:

- **MINIMUM \$AMOUNT**
- **HAPPY \$AMOUNT**
- **THRILLED \$AMOUNT**

Your minimum take-home amount is the amount you'd like to pay yourself each month from your business.

It's a good starting point. Maybe that's when you know you can quit your day job, or drop from full-time to part-time or whatever goal you might have.

Your happy take-home amount is your real goal.

This is what you'd love to get to and you would feel really accomplished and satisfied with that amount.

Your thrilled take-home amount is your stretch goal. It's not unrealistic as a goal, but you'd be happy before it (with your happy goal). Your thrilled goal not only helps you cover whatever personal/life expenses you have but you're also either saving more or able to afford more than you even really need. You're living bigger, whatever that might mean to you :-)

If you're already VERY clear on what those are, write them down below.

MINIMUM \$

HAPPY \$

THRILLED \$

IMPORTANT:

Please don't rush through this or write down above some "guesstimates" of what those numbers should be. Take the time to dive into your finances and to really run your numbers.

Can it be terrifying to look at your bank statements? Yes!

Is it the absolute best way to gain clarity on what you're spending each month, what you need to be spending and what you'd LIKE to be able to afford?

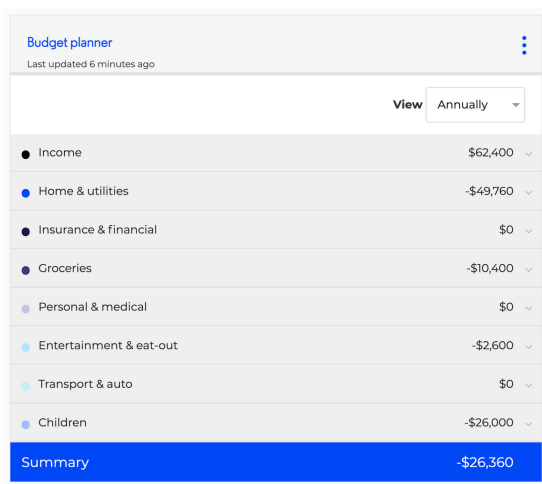
Also yes!

So - if you've never done it before (or only a while ago!), time to take a deep dive into your personal finances.

This is very important not only if you're just getting started with your shop but EVEN MORE if you already have a shop opened but have never done this exercise before.



TAKE-HOME INCOME PLANNER



Budget planner
Last updated 6 minutes ago

View: Annually

Income	\$62,400
Home & utilities	-\$49,760
Insurance & financial	\$0
Groceries	-\$10,400
Personal & medical	\$0
Entertainment & eat-out	-\$2,600
Transport & auto	\$0
Children	-\$26,000
Summary	-\$26,360

I recommend you [use this Budget Planner tool](#) to work out your numbers.
It is an Australian tool...

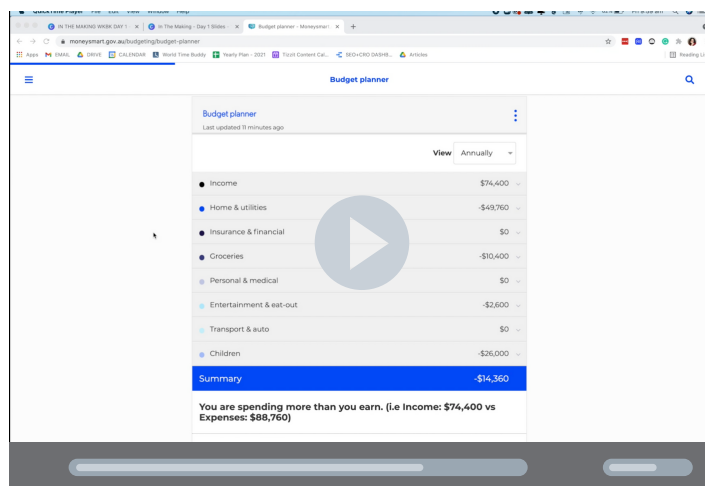
... but is fantastic and will work absolutely brilliantly even if you are NOT located in Australia!

It's entirely free, lets you change the currency, add custom budget items, etc.

You are going to do 3 "rounds" with this tool. The first to discover your "minimum" take-home goal, the second for your "happy" goal and the last for your "thrilled" goal.

Please watch the tutorial below where I walk you through the process, then record the result for each round below :-)

[CLICK HERE
TO WATCH
THE TUTORIAL](#)



ROUND 1 => MINIMUM \$

ROUND 2 => HAPPY \$

ROUND 3 => THRILLED \$

2 - LET'S TALK TIME

On average, how much time do you think you'll be able to commit to each week?

It's important to set realistic expectations here, and you're much better off under-estimating a little how much time you will have than over-estimating it. This is time to work on your shop including creating products, marketing, admin, all-of-the-things.

Obviously, not every week will go to plan or look exactly the same and that's ok. That's why this is an average.

It's important though that you feel this is a number you could commit to, and not a number of hours you "hope" you'll be able to find each week. A good test for this is to ask yourself: "if this was a job application and it said 'this job will require an average of X hours a week', would you apply or would you think that's too many / too few hours?"

AVERAGE WEEKLY TIME YOU CAN COMMIT TO WORK ON SHOP:

(in hours)

Now, is this amount likely to change in the near or not-so-near future in a way that's predictable?

Anything that could increase or reduce how much time you have to work each week on your shop.

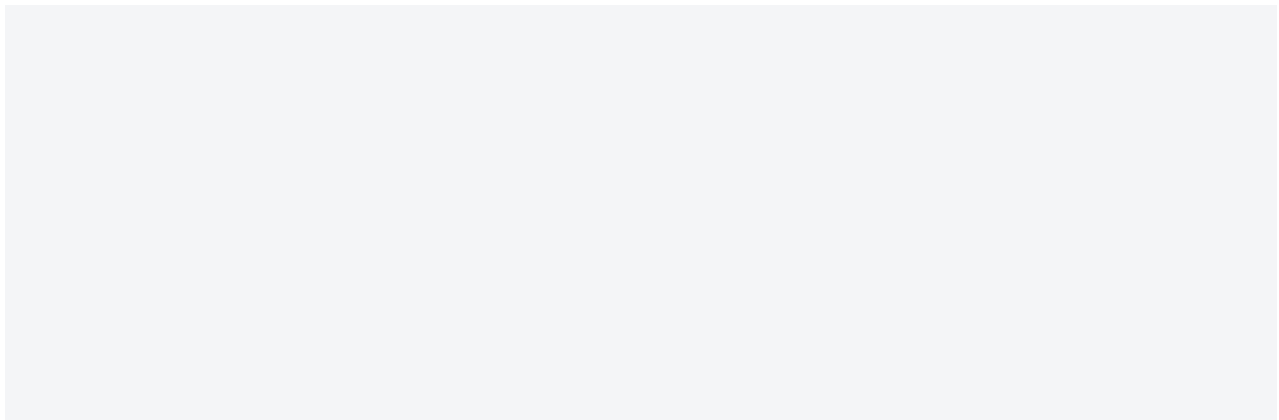
For example, are you still studying but about to be done and this will free up more time? Are your kids about to leave the home? Or are you planning to have kids soon? To retire? To change jobs? You don't need to know by how much exactly it would change it, just that it might.

Time-quality: What "type" of time are you working with? Small of big chunks, regularly or irregularly?

To draw the line somewhere, we'll consider blocks of under 2h to be "small" and blocks of over 2h to be "big" chunks of time.

Regular chunks are blocks of time you can safely expect to "get" each week to work on your shop, whereas "irregular" chunks are a bit more unlikely to happen each week and you might have less control over them.

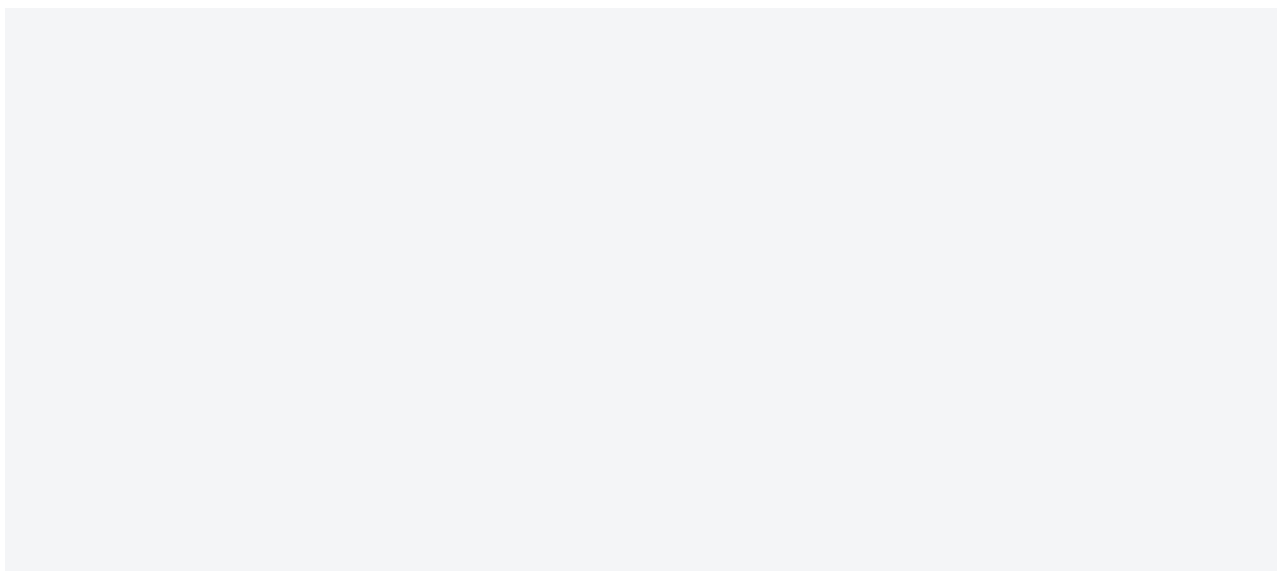
TIME QUALITY: SMALL/BIG - REGULAR/IRREGULAR



3 - IT'S ABOUT YOU

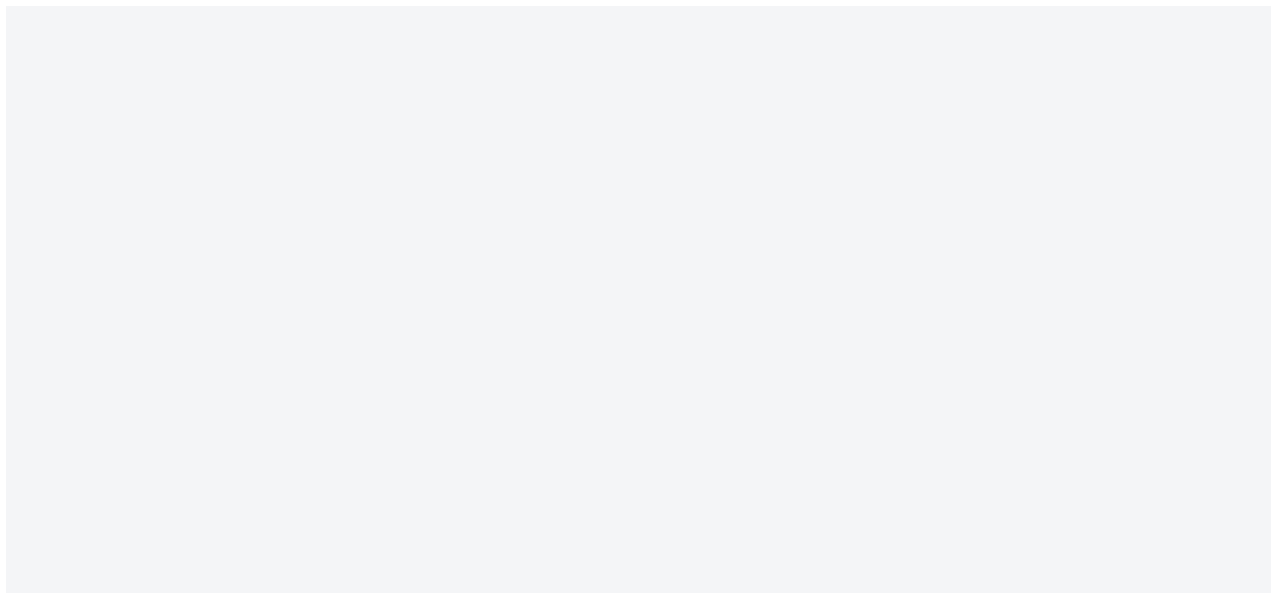
WHAT DO YOU WANT YOUR BUSINESS TO LOOK LIKE?

Based on what we talked about during the live training session, use the space below to define (it's ok if it changes later!) what you would like your business to look like (*not* what others might make you feel it should look like).



CREATIVITY AND PRODUCT CREATION

Based on what we talked about during the live training session, use the space below to reflect on what would work best for you when it comes to creating products? Can you see yourself doing it for a while? What are you willing to compromise on?



WHAT MARKETER ARE YOU?

As explained during the live training session, this is an assessment that was created by Perry Marshall, call the 'Marketing DNA' test.

The test available on Perry's website is a full assessment that works just like a quiz, you answer some questions, and it gives you a specific "Marketing DNA score" based on those answers. The test is a paid tool but if you are interested in taking it [you can learn more about it here.](#)

Today, we are going to use the concepts from Perry's tool so you can do a self-assessment.

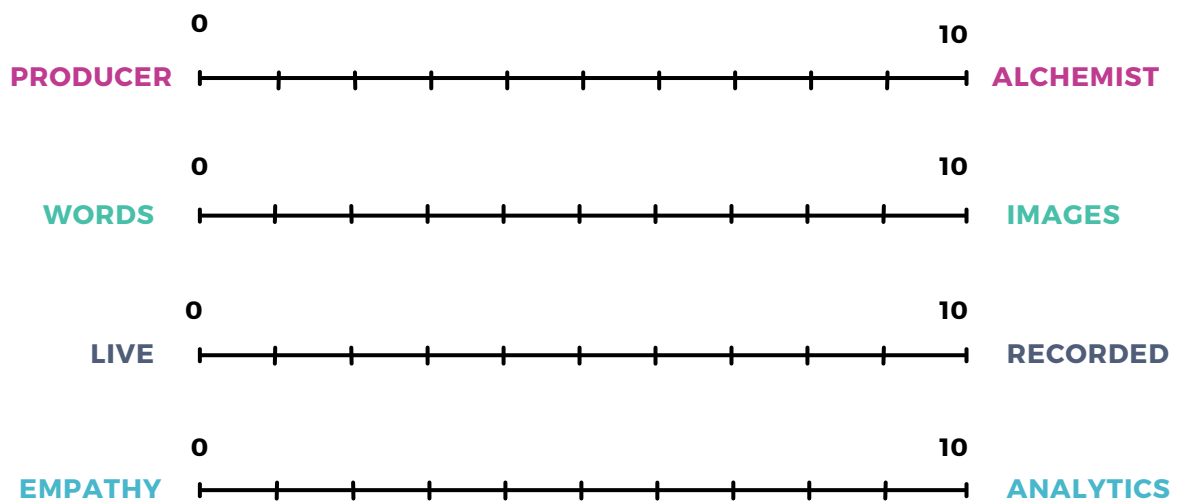
This is will NOT be as accurate as if you took the official test (I took and it was incredibly accurate!) but is a great starting point to think about the type of marketer you are, what your strengths might be, and what your weaknesses might be. **It will very helpful for Day 2 activities when we talk about your shop's marketing strategies.**

Remember, this is about **assessing your strengths NOT your skills** (you are more than capable to learn ANYTHING) so think about what you enjoy doing or think you'd be good at, not the things you are already good at.

WHAT MARKETER ARE YOU?

Based on what we covered in the live training session, where do you think you fall on each of these 4 scales?

- More of a producer ... or more of an alchemist?
- Words ... or images?
- Live ... or recorded?
- Empathy ... or analytics?



Is there anything of interest you noticed while doing this self-assessment?
For example, are you a chameleon or an eccentric (or neither)?

A large, empty rectangular box for writing notes or reflections.

WELL DONE!

For further help, support and training to help you start, grow and profit from your handmade shop, check out Tizzit HQ



- 4-STEP MAKER'S ROADMAP SYSTEM
- LIBRARY OF IN-DEPTH COURSES AND TRAINING
- LIVE MONTHLY COACHING SESSIONS
- A SUPPORTIVE ONLINE COMMUNITY

learn more



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