

# PRODUCT SALES PLAN WORKSHEET

<b>PRODUCT</b>	<b>SUPPLIES NEEDED</b>	
<b>ITEM PRICE FORMULA</b>	<b>HAVE</b>	<b>NEED</b>
<b>DISTRIBUTION</b>	<b>WHERE TO SELL</b>	
<b>MARKETING PLAN</b>	<b>HOW TO RECEIVE PAYMENT</b>	
<b>SHOP POLICIES</b>		

These are quick descriptions of each topic to get you started. For more detailed info, especially on pricing, check out my post <https://www.littlegraysquirrel.com/product-sales-plan-worksheet>

## **PRODUCT - WHAT WILL YOU SELL?**

Choose the products you want to sell for the holiday season. They could be digital or physical items. Be realistic about what you have time to create. Items you can create ahead of time are helpful for working with a busy schedule. Look at your skills, current trends, supplies you already have, and cost of materials and shipping to choose profitable items to sell.

## **SUPPLIES YOU HAVE OR NEED TO PURCHASE:**

What do you already have, and what do you need to buy to complete the products. These can be either digital items like fonts and graphics or physical items like craft supplies, tools, or shipping supplies

## **ITEM PRICE FORMULA:**

Price your products appropriately. Too high of a price may slow down sales but you will make more profit. Too low of a price can increase sales but reduce your profit and cause you more work. Not pricing correctly will prevent you from making money.

Pricing formula needs to include the following that apply: Cost of supplies + Labor (yours and any helpers) + Platform Fees and Payment Processing (Etsy, Amazon, Ebay, Shopify, Paypal, Stripe, Square all charge fees) + Shipping Costs + Expenses (overhead, business taxes, equipment etc.) + Profit. All of these added up equals the sales price.

## **WHERE TO SELL:**

In-person craft shows or bazaars, through social media like Facebook, Instagram, or TikTok, your own website, a Shopify shop, an online marketplace like Etsy, Creative Market, Amazon, Ebay, Mercari... There are lots of ways to sell your products, chose the best one for you and your products.

## **DISTRIBUTION:**

Think about how you will get your product to your customers. Digital downloads are simple and usually sent in an email after purchase. Physical products require space to pack the item and going to the post office or arranging pick up. In person events are easy to sell directly to customers. If selling through social media you may need to figure out shipping on your own.

## **SHIPPING:**

If selling a physical product, you need to actually package your product, weigh and measure it to calculate shipping to know exactly how much shipping will be and the shipping supplies you need. Many sellers have lost money by underestimating shipping costs. Either you or your customer will be paying it so it needs to be figured out. Always use appropriate shipping materials. Use a box for rigid or fragile items, polybags or padded mailers can be used for soft goods.

## **MARKETING PLAN:**

How will you promote your products. Where, when, and how? Will you offer coupon codes or have sales? Will you have a Black Friday/Cyber Monday sale? Will you pay for ads? Collaborate with a company in a related niche? What is your social media strategy?

Plan your content/promotion calendar early so your customers know about your products in time to buy.

Include a call to action (Buy here!) Tell them where and how they can buy from you. Don't assume they can find out how to buy from you.

## **HOW TO RECEIVE PAYMENT:**

If at an in-person event, will you use a card reader, QR code that links to your payment processor, send an invoice, accept cash? Make sure you are using an app that is approved for business transactions to protect you and your customer.

Payments through an online marketplace (like Etsy) are handled for you.

If you are selling through your social media. Make sure you receive payment before you ship or deliver an item.

If it is a custom made item get at least 50% non-refundable deposit or 100% of the sales price before you start the order - you are worth it!

## **SHOP POLICIES:**

Handling time, order cutoff dates (add extra days for shipping, the past year has been really bad about getting packages delivered on time and this holiday season will probably be the same), and returns should all be in your shop policies.

Also include payment requirements if you do custom work. Your shop policies should be available for the customer to read before they place their order.

## **MORE TIPS:**

Create a realistic (as possible) schedule and map it out on a calendar.

Create a goal and write it down. Give plenty of time to create, market, and distribute your products and have time for personal plans and other work that needs to be done.

If you don't have one already, set up a system of collecting email addresses from your customers so you can let them know about future products and sales.

Take high quality photos of your products in good lighting in a styled setting to use in your posts and listings.

Only use mockups for products you have successfully created before.