



# THE SUCCESS PLANNER

FOR YOUR  
HANDMADE BUSINESS

WRITTEN BY  
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**MADE  
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MADEURBAN.COM

A MADE URBAN PUBLICATION

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# BEFORE YOU START

*\*This is a free sample and does not include all steps, instructions, or worksheets. You can download the full planner now at a discounted price, and get 2021's worksheets when they're ready, at no additional cost.*

[CLICK HERE TO LEARN MORE OR TO PURCHASE THE FULL PLANNER](#)

*You'll find the worksheets to complete steps 1 & 2 (covered in this free sample) at the end of this PDF (you can print pages 30 – 39)*

This planner is a little different than typical planners in that it's guided. It's not just a blank canvas for filling in a schedule or making lists; it provides a system to help you organize your business and reach your sales goals.

It's a series of steps to follow and repeat:

STEP 1 – REVIEW

STEP 2 – PLAN

STEP 3 – ORGANIZE

STEP 4 – SCHEDULE

STEP 5 – TRACK

Each step and worksheet will be explained in detail through this Ebook PDF. But before we dive in, I want to cover how I break down a handmade business. **A basic understanding will be helpful as you work through this planner.**

There are four main areas of a business that require your attention:

- CREATE - work involved in the creation of your products
- MARKET – work that relates to your marketing channels and methods (how you grow awareness about your business and product)
- SELL – work that relates to your sales channels (how you sell and deliver your products)
- ADMIN – operational, administrative, maintenance, or developmental tasks

A few examples of the types of tasks that might fall under each section are:

- CREATE
  - Designing new products
  - Determining pricing
  - Buying materials
  - Building stock
  - Tagging products
  - Etc.
- MARKET
  - Handing out promotional material at craft shows
  - Sending newsletters
  - Creating and sending lookbooks to retailers
  - Sending press releases
  - Posting to social media
  - Etc.
- SELL
  - Creating new listings on Etsy
  - Building or updating your website
  - Applying to and selling at craft shows
  - Selling wholesale to retailers
  - Packaging and shipping orders
  - Etc.
- ADMIN
  - Filing taxes or paying bills
  - Tracking expenses
  - Analyzing Google Analytics
  - Equipment or tool maintenance
  - Taking courses to improve your skills
  - Etc.

In this planner, I don't cover all the tasks a handmade business owner must address, or get into the details of how to complete each task. If you're interested in more information or guidance, please check out:

- [HOW TO SELL HANDMADE BEYOND FRIENDS & FAMILY](#) for a detailed outline of all tasks involved in operating a successful business
- [LAWS FOR SELLING HANDMADE](#) for admin tasks to operate a legal business
- [MAKE MORE MONEY AT CRAFT FAIRS](#) for a detailed outline of the tasks and steps involved in selling handmade through craft shows
- [HOW TO START, SEND & GROW A SUCCESSFUL NEWSLETTER](#) for a detailed look at the tasks involved in the most effective form of marketing: email marketing

[VIEW ALL EBOOKS HERE](#)

## KEEP IN MIND

As you work through this planner, be open to the idea of change, especially if you're unsatisfied with your business's results thus far. We have a tendency to get stuck in patterns and stay committed to doing things a certain way because we've always done it that way, someone told us to do it that way, or we just don't want to try a new way.

Be open to doing things in whichever way gets you results. That way is different for everyone. You'll know, by your business's profits, when you've found the "right" way and when you need to switch things up.

This planner will help you become more organized in your business but you *must* use it. Print it, hole punch the pages and put them in a binder that stays within sight. If you need to, set a repeating reminder for each week, month, and/or quarter that prompts you to fill in the worksheets.

I want 2021 to be your most successful year yet.

So let's get started!

# STEP 1 REVIEW

You don't have to wait for a new year to hit the refresh button on your business; you can turn things around at any point. The only requirement before jumping into change is looking back and reviewing what has brought you to where you are now; especially if you want to improve results.

Let's use an analogy to compare setting and achieving a personal goal to a business goal. If I needed to lose weight to improve my health, I wouldn't start a new diet or insane exercise routine without first assessing my health, as well as my past efforts and the results they've produced. I'd want to know how overweight I was before deciding how much I wanted to lose, and I'd also want to look at my current diet and exercise routine to determine where there's room for improvement.

The same idea applies to your business. Before setting goals or jumping into changes, you should look at the current health of your business, as well as your past efforts and the results they've produced. Then you'll know where there are opportunities to increase profits. The following are the three key areas we'll REVIEW in this planner.

## KEY #1 – PROFITS

Profits allow you to grow your business and your bank account. It's calculated by subtracting ALL costs (including your hourly wage) from your revenue (the total of all sales before subtracting costs).

Imagine paying a craft show organizer \$50 for a table, then spending your time and money preparing, setting up, selling and packing up, only to earn your \$50 back. You wouldn't sign up for that event again, would you?

A similar situation happens when expenses and hours aren't tracked and product prices are set based on the cost of materials and hours to create alone. Outside of production costs, there's always time and money spent on marketing, selling, and operating your business.

When you don't account for those costs, you don't properly set prices and likely aren't profiting. Yes, you add padding that helps cover additional expenses and hours when you follow the basic formula of: *materials + hours x 2 = wholesale price, wholesale price x 2 = retail price*. But that formula isn't a fit for every business and you must review each month to ensure you're actually profiting.

Without a profit, you don't have money to buy *more* materials next month, place *more* ads or create *more* listings to move *more* product. You also don't have money to pay yourself above and beyond the hours you put in. Which means you're more of an employee of your business, rather than an owner. And you and I both know you're doing enough work to be rewarded as an owner should.

There are times (such as startup or growth stages) you must invest more money than what's in your business's bank account or trade your time for money. Outside of those times, profits should help dictate what you spend on your business or how much money you move into your personal bank account. If month after month you have to cut yourself out of pay or dip into your *personal* bank account to buy more materials or cover craft show fees, you need to increase profits.

## KEY #2 – RETURN ON INVESTMENT

When your business isn't profiting, isn't profiting enough, or you're looking for ways to profit more, you must determine where you're spending time and money and then analyze the return on investment (ROI). ROI is measured by dividing the profits an investment produced, by the cost of the investment. It helps determine if you're profiting, breaking even, or are at a loss after putting time and/or money into a task.

For example, if last month, I spent a significant amount of time and money on Facebook marketing, I'd use Google Analytics to assess if Facebook brought me more traffic and if those visitors ended up buying (e.g. did their path lead to a shopping cart or "purchase complete" page?). If my Facebook traffic resulted in sales, I'd want to know if those sales covered the cost of my Facebook ads and time spent on the platform, and if they made me a profit.

If I spent \$20 on an ad and four hours on Facebook related tasks, at \$25/hour, the investment total is \$120. With the sale of each product, I must first cover all expenses aside from my Facebook marketing costs (because we want to determine the ROI of my Facebook marketing). If I sell a product and am left with \$30 after covering expenses outside of Facebook marketing (e.g. production costs, Etsy fees, etc.), I would require four sales to break even on my Facebook investment ( $120 \div 30 = 4$ ). If my Facebook ad generated more than four sales, my investment produced a profit; less than four sales and I'd

be at a loss for the time and money spent on Facebook. At a loss, I'd consider no longer using Facebook for marketing, putting minimal hours towards it, or testing different Facebook marketing methods (e.g. try Facebook Live or targeting a different demographic with ads).

Return on investment should also be considered *before* you spend time and money on a task. In this case, the return amount is estimated (e.g. how much you think you'll earn at a craft show), so it won't be as accurate, but can still help you make decisions. If you spend X dollars (in time or money), are you likely to make X dollars back?

There are some tasks that won't return money to you but are necessary. For example, you must pay your bills each month, which requires your time but doesn't directly generate sales to pay you for those hours, however, it's a necessary cost of doing business. Regularly review tasks like these to ensure they're completed with maximum efficiency and using minimum resources.

## KEY #3 – CONVERSION RATES

With each new year, quarter, and month you're trying to improve your business. Before jumping into changes, you must review conversion rates to see *where* improvements need to be made.

Although "conversion rate" typically applies to sales and how many shoppers you converted into customers, the basic calculation can help uncover valuable information in many areas of business.

Conversion rates are calculated by determining the action you want people to take (e.g. buy a product), then taking the number of people who took that action and dividing it by the total number of people who did and didn't take the action (e.g. how many people purchased divided by the total number of people who visited your website).

Looking at conversion rates is beneficial for finding holes in your sales funnel. If I wanted to improve sales, where would I start? Are sales low due to the products I'm selling, my marketing efforts, or the sales channels and techniques I'm using? Calculating the conversion rates of actions people can take within each area, will tell me where I'm losing them. For example:

## PRODUCTS

I may calculate the conversion rate of each product. Of my total sales, how many are for product #1, vs. product #2, vs. product #3, etc. I may decide to make more of the highest converting product and less of the lowest converting product in an effort to increase sales.

## MARKETING

I may calculate the conversion rate of my newsletter. How many people opened my newsletter compared to how many received it. And how many clicked a link and visited my website? If 5 – 10% clicked the link, I'd continue sharing similar content. If less than 1% clicked the link, I'd test different content or calls to action (CTA) (e.g. button text).

## SELLING

I may calculate the conversion rate of my website. How many visitors who land on the listing page for product #1 end up placing the item in their cart? How many purchase? And how many leave within seconds? If a high percent of visitors quickly leave, I would look at the design and speed of my website, check in on the product and how it's presented, or assess if I'm attracting the *right* people to my website through marketing. If the conversion rate of people who put an item in their cart is high but the number of people who actually complete the purchase is low, I'd look at the functionality of my shopping cart or my shipping fees to see if they're hindering sales.

Online reports make it easy to gather numbers needed for calculating online conversion rates. To calculate conversion rates for offline efforts, such as how many people who received your flyer came to the craft show, how many people at the craft show stopped by your table, how many people who stopped by your table purchased, etc., *you* must track numbers, which I'll help you do in STEP 5 – TRACK.

It's important to pay attention to *your* conversion rates and continuously work on improving them. You can get an idea of average conversion rates by searching online (e.g. "*average conversion rate of an ecommerce store*" or "*average conversion rate of an Instagram post*"). But keep in mind, averages can vary greatly depending on type of business and what's being sold.

Now, let's look at the worksheets that will help you implement these three keys.

## YEARLY & MONTHLY REVIEW

The image shows an open spiral-bound notebook with two worksheets visible. The left page is titled 'YEARLY REVIEW' and the right page is titled 'JANUARY REVIEW'. Both worksheets are designed for business and investment tracking.

**YEARLY REVIEW Worksheet:**

- Top section: LAST YEAR'S TOTAL REVENUE, LAST YEAR'S TOTAL EXPENSES, LAST YEAR'S TOTAL SALES, LAST YEAR'S TOTAL PROFIT.
- Products: PRODUCTS THAT PRODUCED THE MOST REVENUE, PRODUCTS THAT PRODUCED THE LEAST REVENUE.
- Marketing: MARKETING CHANNELS THAT DROVE THE MOST TRAFFIC, MARKETING CHANNELS THAT DROVE THE LEAST TRAFFIC.
- Sales: SALES CHANNELS THAT GENERATED THE MOST SALES, SALES CHANNELS THAT GENERATED THE LEAST SALES.
- Admin: ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY, ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY.
- Bottom section: IMPORTANT DATES.

**JANUARY REVIEW Worksheet:**

- Top section: TOTAL REVENUE, TOTAL EXPENSES, TOTAL WAGE, TOTAL PROFIT, BEAT OR MISSED SALES GOAL BY.
- Product: LAST MONTH MY TOTAL REVENUE COVERED EXPENSES & HOURS AND PRODUCED A PROFIT. PRODUCT THAT PRODUCED THE MOST REVENUE, PRODUCT THAT PRODUCED THE LEAST REVENUE.
- Marketing: MARKETING CHANNEL THAT DROVE THE MOST TRAFFIC, MARKETING CHANNEL THAT DROVE THE LEAST TRAFFIC.
- Sales: SALES CHANNEL THAT GENERATED THE MOST SALES, SALES CHANNEL THAT GENERATED THE LEAST SALES.
- Admin: ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY, ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY.
- Return on Investment: TABLE with columns: PROJECT, COST OF PROJECT, REVENUE (GROSS), PROFIT, PROFIT + COST X 100 = ROI%.
- Conversion Rates: TABLE with columns: ACTION, # WHO TOOK ACTION, # WHO DID & DIDN'T TAKE ACTION, CONVERSION RATE.
- Bottom section: IMPORTANT DATES.

Both worksheets include the website URL [www.MADEURBAN.com](http://www.MADEURBAN.com) at the bottom.

### YEARLY REVIEW

The YEARLY REVIEW worksheet will give you a general idea of how profitable your business and investments are and help you become aware of areas of improvement. Depending on how much tracking you did in your business last year, you may or may not have solid numbers to work from. Fill in this worksheet as best you can. If you have numbers, answer based on them, and if you don't, make educated guesses.

Here's how to fill in each field.

**LAST YEAR'S TOTAL REVENUE** – how much money did you make last year from the sales of your goods and/or services? Add together the total of each sale you made last year to get your total revenue.

LAST YEAR'S TOTAL EXPENSES – how much money did you spend on your business last year?

LAST YEAR'S TOTAL WAGE – how many hours did you spend on your business last year? Multiply that by your hourly wage.

LAST YEAR'S TOTAL PROFIT – subtract your total expenses and total wage from your total revenue to find your profit.

PRODUCTS THAT PRODUCED THE MOST REVENUE – which products were your best sellers and/or the most profitable?

PRODUCTS THAT PRODUCED THE LEAST REVENUE – which products were your lowest performers and/or the least profitable?

MARKETING CHANNELS THAT DROVE THE MOST TRAFFIC – where did most of your website traffic come from? Social media, search engines, referrals, etc.? Which were the most effective ways of letting people know about the events you sold at? How did you effectively gain the attention of retailers?

MARKETING CHANNELS THAT DROVE THE LEAST TRAFFIC – which sources accounted for very little traffic to your website? Which marketing efforts didn't reach many people or reached people but didn't encourage them to stop by your craft show booth, visit your website, or check out your wholesale order form?

SALES CHANNELS THAT GENERATED THE MOST SALES – where did the majority of your sales come from last year? Etsy shop, website, craft shows, retailers, etc.? Look at the number of sales as well as revenue. Does one sales channel tend to produce a higher volume of sales as well as a higher value per transaction? For example, craft shows and my Etsy shop may have produced the same number of sales, but my craft show shoppers may have purchased more of my higher-priced items.

SALES CHANNELS THAT GENERATED THE LEAST SALES – where did very few sales and a low volume of revenue come from last year?

ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY – what did you spend very little time and money on to maintain your business? Look for areas of admin that are streamlined and allow you to save time and money (e.g. Quickbooks may have saved you time when tracking income, expenses, sales, and sales tax).

ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY – what did you spend a lot of time/money on last year to maintain your business? (E.g. answering customer service questions, invoicing, taking classes or courses, etc.)

IMPORTANT DATES – make note of any dates that were important to your business; annual craft fairs, deadlines you almost missed, important shopping events (e.g. Cyber Monday), busiest sales times, slowest sales times, etc.

## MONTHLY REVIEW

Your monthly review worksheets will get a little more specific than your yearly review and will be completed at the end of each month. When you use the tracking worksheets included in STEP 5 of this planner, you'll end up with the numbers needed to accurately calculate your monthly profits, return on investments, and conversion rates.

Here's how to fill in each field.

TOTAL REVENUE – the total of all sales made in the past month.

TOTAL EXPENSES – how much you spent on your business in the past month.

TOTAL WAGE – how many hours you worked on your business in the past month, multiplied by your hourly wage.

TOTAL PROFIT – total revenue minus total expenses and total wage equals your profit for the month.

BEAT OR MISSED SALES GOAL BY – calculate how much you missed or beat your monthly sales goal by. You'll need this number to know if you must adjust next month's sales goal on the monthly PLAN worksheet.

CHECKBOX (Last month my total revenue covered expenses & hours and produced a profit) – check the box if your revenue for the month covered all expenses, your wage, and left you with a profit. The goal is to have that box checked every month. If you can't check it, you may need to dig

deeper into your review and analyze what's eating into your profits.

Just like the yearly review worksheet, you'll also fill in the highs and lows of the past month when it comes to your products, marketing channels, sales channels, and admin tasks.

PRODUCTS THAT PRODUCED THE MOST REVENUE

PRODUCTS THAT PRODUCED THE LEAST REVENUE

MARKETING CHANNELS THAT DROVE THE MOST TRAFFIC

MARKETING CHANNELS THAT DROVE THE LEAST TRAFFIC

SALES CHANNELS THAT GENERATED THE MOST SALES

SALES CHANNELS THAT GENERATED THE LEAST SALES

ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY

ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY

RETURN ON INVESTMENT – there's no need to calculate the return on investment of every task you spent time on last month, but rather, bigger projects that consumed a lot of time and/or money. There will also be some investments that take longer to see a return on and can't be calculated within a month.

Fill in the fields, following the same instructions for the RETURN ON INVESTMENT worksheet (explained in the next section).

CONVERSION RATES – it's not crucial to calculate the conversion rates of every aspect of your business each month; check in on the most important steps in your sales funnel to find the biggest areas of improvement.

Fill in the fields, following the same instructions for the CONVERSION RATES worksheet (explained in the next section).

IMPORTANT DATES – make note of any days in the past month that were

## RETURN ON INVESTMENT & CONVERSION RATES



Here's how to fill in each field.

PROJECT – name the project you worked on (e.g. creating Valentine’s Day product line, or Facebook marketing, or Holiday craft show, etc.)

COST OF PROJECT – total dollars spent on the project. Include the cost of your time by multiply the hours you worked on the project by your hourly wage. (E.g. Facebook ad costs \$20 to run and 1 hour to create and setup the ad, paying yourself \$25/hour = \$45 total cost of project.)

REVENUE GENERATED – how many sales were a result of the project and how much money did those sales produce? (E.g. 5 people used your Facebook promo code to purchase a product at \$20 = \$100 revenue)

PROFIT GENERATED – take your revenue generated and deduct all costs associated with that revenue, including the project’s investment. For example, from \$100 revenue generated from the Facebook ad, I must deduct the cost of making the product, listing it on Etsy, etc. (let’s say those costs are \$25), as well as the cost of running the Facebook ad (\$45) to find how much profit the *investment* created ( $100 - 70 = \$30$  profit).

$\text{PROFIT} \div (\text{PROJECT}) \text{ COST} \times 100 = \text{ROI}\%$  – divide the investment’s profit by the cost of the project and multiply by 100 to find the return on investment percentage. The higher the ROI percentage, the more valuable the project is and the more often it should be repeated. Projects with a lower or 0% ROI should be improved, reduced, or removed from your schedule moving forward. (E.g.  $\$30 \text{ profit} \div \text{*project* cost } (\$45) = 0.67 \times 100 = 67\%$  return on investment)

When assessing admin tasks (e.g. paying bills, tracking expenses, courses to improve your skills, etc.), keep in mind; they often don’t produce a measurable return. In which case, consider if there are ways to reduce hours or costs.

## CONVERSION RATES

This worksheet allows you to calculate the conversion rates of important steps in your business’ sales funnel. You can use this worksheet when reviewing last year, as well as when conducting a monthly review (if you need more space than

provided on the monthly REVIEW worksheets).

Here's how to fill in each field.

**ACTION** – define the action you wanted people to take (e.g. sign up for your newsletter or buy an item).

**# WHO TOOK ACTION** – the total number of people who took the action (e.g. how many subscribers you gained or how many people purchased).

**# WHO DID & DIDN'T TAKE ACTION** – the total number of people who did and didn't take the action (e.g. 500 people visited the page with your newsletter signup form or approximately 300 people stopped at your craft show table).

**CONVERSION RATE** – divide the number of people who took the desired action, by the total number of people who did and didn't take the action. Multiply that total by 100 to get the conversion rate percentage.

For example, if I were calculating the conversion rate of my newsletter signup form and 6 people out of 500 signed up:

$$6 \div 500 = 0.012$$

$$0.012 \times 100 = 1.2$$

The conversion rate of my newsletter signup form is 1.2%, which is average.

# STEP 2

## PLAN

Once you've reviewed your business and have a better idea of your current position and the results your past efforts have produced, you can start building an effective plan for the future. To reach a new goal you must take new actions, so first, determine where you want to go, and then think about what you're going to change to get there.

Back to that personal goal setting analogy... If I needed to lose weight, I would first decide on a healthy weight I'd like to reach and the date I'd like to reach it by. Then I'd break down that weight loss goal so I knew how much to lose each month to hit my target goal, by my target date. Looking at my diet alone, I'd determine what to leave the same, what to improve, and what to cut back on. As I checked in each week, my scale would tell me if my efforts were moving me in the right direction or if I needed to adjust my plan and further clean up my diet.

Your business must also set measurable goals and create a plan based on what has and hasn't worked thus far. As you reach milestones and determine whether you hit your goals or not, you can adjust your plan accordingly. The following are three keys we'll focus on for successful planning.

## KEY #1 – FINANCIALS

Dreaming about all the things you want to accomplish is amazing; getting specific is fuel for the fire. But at the end of the day, you're in business to make money. What that money allows you to do comes secondary. The primary goal you should focus on is how much money you want your business to make this year.

Setting too many goals creates confusion and makes it difficult to track progress. Gaining three new wholesale accounts by the end of March, participating in three craft shows over summer, making a sale a day, etc. aren't goals; they're the projects that will help you reach your goal. They're also harder to track and measure results. If you only gain one new wholesale account in March, does that mean you've failed at your goal? Perhaps that one wholesale order was bigger than three typical wholesale orders combined.

A sales goal leaves no doubt. You either hit it or you don't, and you know exactly how much you missed or went over by.

## KEY #2 – MILESTONES

I've found one of the biggest keys to my success in goal setting is being able to put a big goal to the back of my mind. Not be apathetic towards it, but rather, loosen my grip on it. When I want something so badly, and especially when that something is big, I tend to stress about it, which has never improved my business or helped my performance.

When you set a big financial goal for the year, the number may get you wondering if you'll reach it, how you'll reach it, or if it's even possible. Let's forget about that big goal and break it into bite-sized pieces, which is the best way to accomplish anything.

Breaking your yearly financial goal into quarterly and monthly sales goals allows you to focus on something smaller, and perceivably, more achievable. You're able to track your progress along the way and adjust future sales goals accordingly.

## KEY #3 – STRATEGY

To reach a new goal, you have to change your strategy. Based on the information gathered during your review, you can create an effective plan. Repeat what worked and improve or reduce what didn't.

If a particular craft show gave me a great return on investment, I'd want to sign up for it again next year. If I had a below average conversion rate on my newsletter signup form, I'd want to improve the form to attract more subscribers. If I put a lot of time and money into a new product and didn't sell enough to earn my money back, I may decide not to make it anymore.

The simple process of defining what you'll repeat, improve, and reduce before heading into a new year, quarter, or month will ensure you're not repeating ineffective actions simply because they're what you've always done. It also ensures you're making decisions to move your business in the right direction.

*Now, let's look at the worksheets that will help you implement these three keys.*

# YEARLY PLAN & MONTHLY PLAN

**YEARLY PLAN**

TOTAL WORK HOURS	TOTAL INVENTORY	TOTAL REVENUE	TOTAL PROFIT	TOTAL BUDGET
QUARTER 1 SALES GOAL	JANUARY SALES GOAL	FEBRUARY SALES GOAL	MARCH SALES GOAL	
QUARTER 2 SALES GOAL	APRIL SALES GOAL	MAY SALES GOAL	JUNE SALES GOAL	
QUARTER 3 SALES GOAL	JULY SALES GOAL	AUGUST SALES GOAL	SEPTEMBER SALES GOAL	
QUARTER 4 SALES GOAL	OCTOBER SALES GOAL	NOVEMBER SALES GOAL	DECEMBER SALES GOAL	

**SWOT ANALYSIS**

REPEAT	IMPROVE	REDUCE

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**JANUARY PLAN**

THIS MONTH'S SALES GOAL	ESTIMATED HOURS	ESTIMATED BUDGET
REPEAT	IMPROVE	REDUCE

**SWOT ANALYSIS**

REPEAT	IMPROVE	REDUCE

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## YEARLY PLAN

Although you may be estimating the numbers in this section if this is your first year using THE SUCCESS PLANNER, the rough calculations will help create a guideline and ensure you're setting realistic sales goals for the year.

Here's how to fill in each field.

**TOTAL WORK HOURS** – roughly calculate how many hours you'll have available to work on your business this year. Estimate the average hours you can work each week, then multiply that number by the number of weeks you'll work on your business.

*For example, if I typically work five hours during the week and five hours over the weekend, I'd roughly calculate my average workweek at 10 hours. Some weeks may be more (like when prepping and selling at a craft fair) but some weeks may be less (like when I'm celebrating Thanksgiving), so 10 hours is a good rough average. I may take a two-week vacation every year so I'd multiply 10 hours by 50 weeks:*

$$10 \times 50 = 500$$

*I'll have roughly 500 work hours for my business this year.*

Based on this number, you can estimate how much you should earn in wages this year. Multiply your total work hours by your hourly wage.

*For example, if I want to be paid \$25/hour and I plan to work roughly 500 hours this year:*

$$25 \times 500 = 12,500$$

*My wage for the year will roughly total \$12,500*

**TOTAL INVENTORY** – First, you must consider that not every working hour can be spent on creating products; 25 – 50% of your time is a good range to dedicate to production. That ensures you're leaving enough time for tasks that keep your business operating and help sell your products, such as creating listings, packaging and shipping orders, invoicing retailers, sending newsletters, selling at craft shows, filing taxes, etc.

Decide on the percent of your time (preferably between 25% - 50%) that will be dedicated to production. Multiply your total work hours by that percent.

*For example, if my products were quick to make, I may spend 30% of my total working hours on production.*

$$500 \times 30\% = 150$$

*I have 150 hours for production.*

Now you can estimate how many products you can make this year by dividing your production hours by the average time it takes to create one product.

*For example, if it takes me an average of 30 minutes to make one product, I would divide my 150 production hours by 0.5:*

$$150 \div 0.5 = 300$$

*I can make roughly 300 items in the upcoming year.*

TOTAL REVENUE (YOUR YEARLY SALES GOAL) – to estimate the revenue you can earn in the next year, multiply your total inventory, by the average price of your products.

*For example, if I have three types of products and sell fairly equal quantities of each, I would add together their retail prices and then divide by three to find the average price.*

$$\$50 + \$100 + \$150 = 300$$

$$300 \div 3 = 100$$

*\$100 is my average price and I can make roughly 300 items this year:*

$$100 \times 300 = 30,000$$

*My total revenue would be estimated at \$30,000*

This number becomes your sales goal for the year. If you want to adjust this number, you must determine how you will find more hours to work on your business or streamline production to increase the number of products you can make within your production hours.

TOTAL PROFIT – first you must know your profit margin, which is the percentage of your revenue that is profit. The easiest way to calculate your profit margin is to look at last year's profit and revenue. Divide your profit by total revenue and multiply that number by 100 to get your profit margin percentage.

*Let's say my revenue was \$10,000 last year and my expense and wage total was \$7000, my profits would be, \$3000:*

$$3000 \div 10,000 = 0.3$$

$$0.3 \times 100 = 30$$

*My profit margin is 30%*

Once you know last year's profit margin, you can estimate your total profit for the upcoming year by multiplying your total revenue by your profit margin.

*For example, if my estimated total revenue is \$30,000, I would multiply that by my profit margin, which is 30%:*

$$30,000 \times 30\% = 9000$$

*I'm estimating I'll make roughly \$9000 in profit this year.*

TOTAL BUDGET – you now have the numbers to set a rough budget for your business. Doing so will help ensure you keep profits up and don't mindlessly spend without thinking about return on investment.

If we look at your business' revenue, it should cover your:

- Expenses
- Wage
- Profit

We've roughly estimated your revenue, wage, and profit. If we subtract your wage and profit from your revenue, we're left with a rough estimate for your expenses. That total creates a budget for how much money you have to spend on things like: materials, craft shows, marketing, listing fees, etc. Spending outside of that budget eats into your profits, so you must be confident that any extra expenses will give you a return on investment.

*For example, if my estimated revenue is \$30,000, my wages are \$12,500 and profits are \$9000:*

$$30,000 - 12,500 - 9000 = 8500$$

*I have roughly \$8,500 to spend on expenses this year.*

If that calculation doesn't leave you with enough money for expenses, chances are, your prices are too low.

**QUARTERLY SALES GOALS** – divide your year's sales goal (total revenue) by four to get your average sales goal for each quarter. That total can be increased or decreased for each quarter, based on the peaks and valleys of your business.

For example, if I have a goal of making \$30,000 in revenue this upcoming year, I'd divide 30,000 by 4, which equals 7500. Each quarter's sales goal will start at \$7500, but if my first quarter is typically slow, I may reduce my Q1 sales goal to \$5000. Now I must make up that \$2500 in another quarter. If Q2 is busier, Q3 is average and Q4 is my busiest quarter, I may add \$500 to Q2 and \$2000 to Q4.

**MONTHLY SALES GOALS** – follow the same steps you did to set quarterly sales goals, to set your monthly sales goals, this time dividing your quarterly sales goals by 3 to find how much you must make each month of the quarter.

Quarterly and monthly sales goals can be adjusted as the year progresses. If you miss your goal one month or quarter, you must increase your sales goals for upcoming months or quarters. If you surpass a goal, you may choose to reduce an upcoming goal.

**CREATE** – look at your YEARLY REVIEW worksheet and the answers under "products that produced the most / least revenue", then decide what you'll:

- **REPEAT** – which products will you continue offering this year? You may also think about popular product features, efficient production techniques, suppliers you'd purchase materials from again, etc.
- **IMPROVE** – write down anything that might improve your profits. It may be changing a product, streamlining a production process, finding a new supplier, etc.
- **REDUCE** – what should you do less of or stop doing when it comes to the production of your products? You may reduce how many units you make of a particular product, or stop offering it altogether, or perhaps you need to spend less time creating and more time marketing.

MARKET – look at your YEARLY REVIEW worksheet and the answers under “marketing channels that drove the most / least traffic”, then decide what you’ll:

- REPEAT – which marketing channels and methods were most successful at attracting shoppers to your sales channels? Your weekly newsletter may have driven a lot of shoppers to your website last year, so you’d continue with it next year.
- IMPROVE – which marketing channels and methods were effective but could be improved? For example, you may need to spend more time growing your Instagram account if you found some success with it last year.
- REDUCE – you may reduce or eliminate the time and money you put into the marketing channels and methods that didn’t seem to have an impact. If Twitter was responsible for 1% of your website traffic, you may decide to stop spending time on that social media platform.

*\*You’ll find examples of marketing channels and methods in [HOW TO SELL HANDMADE BEYOND FRIENDS & FAMILY](#)*

SELL – look at your YEARLY REVIEW worksheet and the answers under “sales channels that generated the most / least sales”, then decide what you’ll:

- REPEAT – which sales channels or sales techniques were most impactful to your business by bringing in the highest volume of sales and/or the most revenue? If the majority of your sales and revenue came from Etsy, you’d continue putting the same effort or more into it.
- IMPROVE – which sales channels or techniques were helpful, but could be improved? If selling through retailers was successful last year, but you could generate more revenue by getting into more stores, you may work on increasing how many retailers carry your products in the next year.
- REDUCE – which sales channels or techniques were ineffective? You may reduce or eliminate the time and money you put into them. If you had trouble producing a profit through craft shows, you may decide to stop selling at them or sell at a select few in the next year.

ADMIN – look at your YEARLY REVIEW worksheet and the answers under “admin tasks that required the least and most time/money”, then decide what you’ll:

- REPEAT – which areas/tasks are currently streamlined and allow you to complete admin tasks with minimal time and money? If you have an efficient system for tracking expenses, you’d implement the same system this year.
- IMPROVE – which areas/tasks take more time than they should and can be streamlined? If you spend a lot of time answering customer service questions, you may create an FAQ page to direct people to.
- REDUCE – which areas/tasks aren’t necessary or should receive less of your time and money? Perhaps you don’t really need that studio space and can work from home to reduce the bills you pay. Or, QuickBooks may save you time and money when it comes to filing taxes.

## MONTHLY PLAN

At the beginning of each month use the monthly PLAN worksheet to set the upcoming month’s sales goal and budget, and decide what you’ll repeat, improve, and reduce to help achieve it.

Here’s how to fill in each field.

THIS MONTH’S SALES GOAL – reference your YEARLY PLAN worksheet to see what your sales goal for the upcoming month should be. You may need to adjust that sales goal based on how much you beat or missed last month’s by, which is determined when reviewing the previous month.

ESTIMATED HOURS – how many hours do you estimate you can work on your business this month? Is that number above or below your average workweek and will that impact your sales goal? Checking in on the hours you have available this month will help you set realistic expectations for what can be done.

ESTIMATED BUDGET – check in on your budget for the year; how much have you spent thus far and how much can you spend this month? (Divide your yearly budget by 12 for a rough estimate) You can also look at last month's profits; if you didn't produce a profit, try to keep expenses low in the upcoming month. If profits were high, you can put some or all of them back into your business to help grow it.

REPEAT – reference last month's REVIEW worksheet and write down what you'll be repeating in the upcoming month for each area of business (create, market, sell, admin).

IMPROVE – reference last month's REVIEW worksheet and write down what you'll be improving in the upcoming month for each area of business (create, market, sell, admin).

REDUCE – reference last month's REVIEW worksheet and write down what you'll be reducing in the upcoming month for each area of business (create, market, sell, admin).

## NEXT STEPS

In the full planner, you would now move on to the next steps: ORGANIZE, SCHEDULE, and TRACK, and use the coordinating worksheets.

These steps help you organize the projects that will help you reach big sales numbers, and the tasks required to keep your business functioning. They'll also help you schedule tasks (into the monthly and weekly calendar worksheets) based on their values, and then track important numbers to help you continuously improve your business's numbers.

You can **[learn more about the full planner here](#)**, and order 2021's planner at a discounted price.

# YEARLY

## REVIEW

LAST YEAR'S TOTAL REVENUE	LAST YEAR'S TOTAL EXPENSES	LAST YEAR'S TOTAL WAGE	LAST YEAR'S TOTAL PROFIT
PRODUCTS THAT PRODUCED THE MOST REVENUE		PRODUCTS THAT PRODUCED THE LEAST REVENUE	
MARKETING CHANNELS THAT DROVE THE MOST TRAFFIC		MARKETING CHANNELS THAT DROVE THE LEAST TRAFFIC	
SALES CHANNELS THAT GENERATED THE MOST SALES		SALES CHANNELS THAT GENERATED THE LEAST SALES	
ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY		ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY	
I M P O R T A N T   D A T E S			





# YEARLY

## PLAN

TOTAL WORK HOURS	TOTAL INVENTORY	TOTAL REVENUE	TOTAL PROFIT	TOTAL BUDGET
QUARTER 1 SALES GOAL	JANUARY SALES GOAL	FEBRUARY SALES GOAL	MARCH SALES GOAL	
QUARTER 2 SALES GOAL	APRIL SALES GOAL	MAY SALES GOAL	JUNE SALES GOAL	
QUARTER 3 SALES GOAL	JULY SALES GOAL	AUGUST SALES GOAL	SEPTEMBER SALES GOAL	
QUARTER 4 SALES GOAL	OCTOBER SALES GOAL	NOVEMBER SALES GOAL	DECEMBER SALES GOAL	
C R E A T E				
REPEAT	IMPROVE		REDUCE	
M A R K E T				
REPEAT	IMPROVE		REDUCE	
S E L L				
REPEAT	IMPROVE		REDUCE	
A D M I N				
REPEAT	IMPROVE		REDUCE	

# SEPTEMBER

## REVIEW

TOTAL REVENUE	TOTAL EXPENSES	TOTAL WAGE	TOTAL PROFIT	BEAT OR MISSED SALES GOAL BY

☐ LAST MONTH MY TOTAL REVENUE COVERED EXPENSES & HOURS AND PRODUCED A PROFIT

PRODUCT THAT PRODUCED THE MOST REVENUE	PRODUCT THAT PRODUCED THE LEAST REVENUE
MARKETING CHANNEL THAT DROVE THE MOST TRAFFIC	MARKETING CHANNEL THAT DROVE THE LEAST TRAFFIC
SALES CHANNEL THAT GENERATED THE MOST SALES	SALES CHANNEL THAT GENERATED THE LEAST SALES
ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY	ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY

R E T U R N   O N   I N V E S T M E N T				
PROJECT	COST OF PROJECT	REVENUE GENERATED	PROFIT GENERATED	PROFIT ÷ COST X 100 = ROI%

C O N V E R S I O N   R A T E S			
ACTION	# WHO TOOK ACTION	# WHO DID & DIDN'T TAKE ACTION	CONVERSION RATE

I M P O R T A N T   D A T E S

# OCTOBER

## PLAN

THIS MONTH'S SALES GOAL	ESTIMATED HOURS	ESTIMATED BUDGET
C R E A T E		
REPEAT	IMPROVE	REDUCE
M A R K E T		
REPEAT	IMPROVE	REDUCE
S E L L		
REPEAT	IMPROVE	REDUCE
A D M I N		
REPEAT	IMPROVE	REDUCE

# OCTOBER

2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# OCTOBER

## REVIEW

TOTAL REVENUE	TOTAL EXPENSES	TOTAL WAGE	TOTAL PROFIT	BEAT OR MISSED SALES GOAL BY
<input type="checkbox"/> LAST MONTH MY TOTAL REVENUE COVERED EXPENSES & HOURS AND PRODUCED A PROFIT				
PRODUCT THAT PRODUCED THE MOST REVENUE		PRODUCT THAT PRODUCED THE LEAST REVENUE		
MARKETING CHANNEL THAT DROVE THE MOST TRAFFIC		MARKETING CHANNEL THAT DROVE THE LEAST TRAFFIC		
SALES CHANNEL THAT GENERATED THE MOST SALES		SALES CHANNEL THAT GENERATED THE LEAST SALES		
ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY		ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY		
R E T U R N   O N   I N V E S T M E N T				
PROJECT	COST OF PROJECT	REVENUE GENERATED	PROFIT GENERATED	PROFIT ÷ COST X 100 = ROI%
C O N V E R S I O N   R A T E S				
ACTION	# WHO TOOK ACTION	# WHO DID & DIDN'T TAKE ACTION	CONVERSION RATE	
I M P O R T A N T   D A T E S				

# NOVEMBER

## PLAN

THIS MONTH'S SALES GOAL	ESTIMATED HOURS	ESTIMATED BUDGET
C R E A T E		
REPEAT	IMPROVE	REDUCE
M A R K E T		
REPEAT	IMPROVE	REDUCE
S E L L		
REPEAT	IMPROVE	REDUCE
A D M I N		
REPEAT	IMPROVE	REDUCE

# NOVEMBER

2 0 2 0

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						