THE MAKER'S WORKING COMPANION

PLAN / CREATE / SELL / GROW

Handmade Business Planner

Make room for your next chapter.

A practical home for your products, pricing, marketing and business plans.



FROM CRAFT TO A WORKING BUSINESS

01 Know the value of your work.

02 Organize the details behind each sale.

03 Turn your plans into dated actions.

THIS PLANNER BELONGS TO

Ten reusable sections for the maker and the business owner in you.

WELCOME, MAKER

Your business, beautifully organized



A place for the designer, photographer, maker, marketer and shipping department in you.

Work from the beginning or choose the page you need today. Keep a copy beside your workbench and reprint the worksheets as your products and plans develop.

01 Start with your vision

Use your purpose, values and customers to guide product and channel decisions.

02 Reuse the working pages

Make a fresh copy for each product, event, month or planning period.

03 Review monthly

Compare the numbers and the lessons; carry useful changes into the next month.

04 Close with an action

Finish each session with a dated next step on your action plan.

USE THE NUMBERS CONSISTENTLY

Blank fields are for handwriting or PDF annotation; they do not calculate automatically. Name the currency, period and cost basis. Use your actual channel fees and current agreements; no marketplace rates are assumed.

PRICING & CALCULATION REFERENCES

Margins and markups / Australian Government

Choosing a pricing strategy / business.gov.au

Break-even formula / U.S. Small Business Administration

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What’s inside

Ten sections designed to be used, reviewed and reused. Select a section or use the PDF bookmarks.

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Purpose, customers and the brand you are building.

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BUILD A REUSABLE WORKING SET

Pages 6–9, 13, 15–17 and 19–20 can be printed again as needed. Keep completed copies so you can compare decisions, results and changes over time.

01 / A CLEAR REASON TO EXIST

Business vision



Define what you are building and why it matters to you and your customers.

BUSINESS / BRAND NAME

WHAT I MAKE

LAUNCHED / FOUNDED

WHERE I SELL

TAGLINE

MY WHY / THE REASON BEHIND MY WORK

MISSION / WE EXIST TO...

THREE-YEAR VISION / MY BUSINESS...

CORE VALUES / 3–5 WORDS CUSTOMERS SHOULD FEEL

Return to this page when choosing products, channels, partnerships and priorities.

01 / MAKE THE VISION SPECIFIC

Customers, direction & goals

Describe the people your work serves, the reasons they buy and the progress you want to make.

CUSTOMER / AGE & LIFESTYLE

WHY THEY BUY FROM ME

WHAT THEY VALUE

WHERE THEY SHOP & SCROLL

WHAT MAKES MY WORK DIFFERENT

FOUR ONE-YEAR GOALS / DEFINE A RESULT AND A DATE

- [ ] 01
- [ ] 02
- [ ] 03
- [ ] 04

MY BUSINESS MANTRA

Vision check: use your values and goals to decide what deserves your attention next.

02 / THE COLLECTION VIEW

Plan your product line

List current and planned products. Mark priorities in the final column and note whether each is driven by demand, profit or creative interest.

PRODUCT	CATEGORY	PRICE $	MAKE TIME	STATUS	PICK

Status: Idea / Prototyping / Ready / Listed / Bestseller / Retiring. Add time units and price currency.

COLLECTIONS & THEMES TO DEVELOP

COLLECTION 1	COLLECTION 2	COLLECTION 3

Choose the products to develop next, then use a separate product sheet and pricing worksheet for each.

02 / REUSABLE PRODUCT SHEET

Develop a single product

Capture the design, materials and making process before building the listing.

PRODUCT NAME

CATEGORY

VARIATIONS / SIZE & COLOR

DESCRIPTION / STORY

PRODUCT SKETCH

MATERIALS NEEDED

MATERIAL	QTY	COST $

PRODUCTION NOTES

TIME TO MAKE / UNITS

SKILL LEVEL

BATCH SIZE

STEPS & REMINDERS

CONTINUED

- [ ] Photographed
- [ ] Described
- [ ] Priced
- [ ] Listed
- [ ] Promoted

03 / REUSABLE PRICING WORKSHEET

Cost & price one item

Separate cost, markup and margin. Calculate wholesale and direct-retail prices against the costs of each channel.

PRODUCT / CHANNEL / CURRENCY

MATERIALS / PER ITEM

MATERIAL	COST $

MATERIALS TOTAL

LABOR & ALLOCATED OVERHEAD

HOURLY RATE $

HOURS / ITEM

LABOR TOTAL / RATE × HOURS

OVERHEAD / OTHER FIXED COST PER ITEM

Include packaging, fixed fees and a documented share of studio/tools/energy costs. Exclude price-based fees here; count each cost once.

PRICING STEP	AMOUNT / FACTOR	NOTES
Materials + labor + allocated costs = C		
Chosen markup multiplier k		
Wholesale candidate = C × k		
Retail candidate / chosen factor		

TEST THE CANDIDATE PRICE

A 1.4× multiplier means 40% markup, not 40% margin. At C = $20, P = $28 and no extra fees: (28 − 20) ÷ 28 = 28.6% margin. Retail = wholesale × 2 is an optional assumption, not a rule.

Price-based fees change with price. Validate each candidate using actual fees and the margin check on page 9.

03 / COMPARE COSTS AND OUTCOMES

Price the whole line

Use the same cost basis in each comparison. Reprint page 8 when wholesale and retail channels have different costs.

Modeled margin % = (price − cost C − fees outside C) ÷ price × 100. Check wholesale and retail separately; this is not automatically your accounting net margin. Mark N/A when price is zero.

PRODUCT	COST C $	WHOLESALE $	RETAIL $	W / R %	REVIEW

DISCOUNTS & OFFERS

SALE / PROMO DISCOUNT

BUNDLE PRICING

WHOLESALE MINIMUM

FREE SHIPPING THRESHOLD

COSTS TO REMEMBER

- [ ] Marketplace & payment fees
- [ ] Packaging & shipping supplies
- [ ] Photography & samples
- [ ] Returns & breakage
- [ ] Making and admin time

Review when costs or channel terms change, and at least annually. Retest discounted prices after fees.

PRODUCTS I MAY BE UNDERPRICING

CHANGES THIS QUARTER

04 / KNOW WHAT IS READY TO SELL

Finished product inventory

Record usable stock and decide what to make next. A reorder point is a trigger; the quantity to make also depends on demand, lead time and capacity.

STOCK COUNT DATE: _____

PRODUCT / SKU	IN STOCK	REORDER AT	TO MAKE	LOCATION

PRODUCTION TO-MAKE LIST

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

TOTAL UNITS

_____

RETAIL VALUE $

_____

COST VALUE $

_____

Value stock by summing units × each item’s price or unit cost. Retail value is potential sales value, not cash.

04 / RESTOCK WITH EVIDENCE

Materials & supplies

Use clear quantity units. Set reorder points with supplier lead times and expected use in mind.

MATERIAL / UNIT	ON HAND	REORDER AT	SUPPLIER	UNIT COST $

REORDER SHOPPING LIST

PREFERRED SUPPLIERS

SUPPLIER	BEST FOR

RESTOCK REVIEW DATE

Plan busy-season purchases around demand, storage and cash availability; record changes in supplier terms.

05 / SHOW THE MAKER AND THE MEANING

A marketing plan you can use



Choose a manageable channel mix and make the purpose of each channel clear.

CHANNEL	RHYTHM	GOAL	CONTENT FOCUS
Instagram			
TikTok / short video			
Pinterest			
Email newsletter			
Marketplace / shop			
In person / local			

YOUR BRAND VOICE

THREE WORDS FOR MY VOICE

WHAT I ALWAYS TALK ABOUT

WHAT I NEVER DO

CONTENT PILLARS / 4–5 THEMES

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Show the maker, the making and the meaning, alongside the finished product.

05 / REUSABLE WORKING CALENDAR

Monthly content calendar

Map the next set of posts, emails and promotions. Reprint for additional dates; mark each item when it is published.

MONTH _____ THEME _____

DATE	CHANNEL	FORMAT	TOPIC / CAPTION IDEA	DONE
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

PROMOTIONS / LAUNCHES THIS MONTH

CONTENT IDEAS TO REVISIT

06 / TRANSLATE AMBITION INTO NUMBERS

Sales goals & monthly results

Track revenue on one consistent basis. A revenue goal divided by average order value gives orders; units also depend on items per order.

ANNUAL REVENUE GOAL $ UNITS TO SELL AVERAGE ORDER VALUE $

YEAR / ORDERS NEEDED / UNITS PER ORDER:

MONTH	TARGET $	ACTUAL $	ORDERS	BEST SELLER	HIT?
Jan					☐
Feb					☐
Mar					☐
Apr					☐
May					☐
Jun					☐
Jul					☐
Aug					☐
Sep					☐
Oct					☐
Nov					☐
Dec					☐

HOW I WILL REACH THE GOAL

I WILL REWARD MYSELF WHEN...

07 / REUSABLE EVENT PLAN

Prepare for a craft fair

Plan the event, test its economics and prepare the details that make the selling day run smoothly.

EVENT NAME

DATE

SALES GOAL $

LOCATION

EVENT HOURS

BREAK-EVEN SALES $

BOOTH FEE $

BOOTH SIZE

SETUP TIME

CALCULATE THE BREAK-EVEN TARGET

Event fixed costs ÷ contribution ratio = break-even sales. Ratio = (sales − variable costs) ÷ sales, using a realistic product mix. Include payment fees and per-sale costs; count event costs once. A zero or negative ratio cannot cover fixed costs.

PRE-EVENT CHECKLIST

- [ ] Application submitted / fee paid
- [ ] Inventory made and counted
- [ ] Price tags and signage ready
- [ ] Payment system tested
- [ ] Float / change prepared
- [ ] Business cards and QR code
- [ ] Bags and packaging packed
- [ ] Event promoted to my audience

BOOTH KIT TO PACK

- [ ] Table and cloth / backdrop
- [ ] Displays, risers and hooks
- [ ] Lighting and extension cord
- [ ] Banner / brand sign
- [ ] Mirror and product testers
- [ ] Chair, water and snacks
- [ ] Tape, scissors, pens and wipes
- [ ] Emergency repair kit

Record fixed costs, variable-cost assumptions and your planned product mix with the event's working notes.

07 / LEARN FROM EACH EVENT

Craft fair layout & review

Sketch the selling space, track what you bring and record the result while the details are fresh.

BOOTH LAYOUT SKETCH

INVENTORY TO BRING

PRODUCT	QTY	SOLD

Plan eye-level focal points and a clear route to payment. Reconcile stock brought, sold and returned.

TOTAL SALES $ TRANSACTIONS PROFIT AFTER COSTS $

Event profit = sales less sold-item costs, payment fees and event costs. Avoid double-counting allocated costs.

WHAT SOLD BEST WHAT I WOULD CHANGE NEW LEADS / CONTACTS

DO THIS EVENT AGAIN? ☐ Yes ☐ Maybe ☐ No

REASON / NEXT STEP

08 / THE NUMBERS AND THE LESSONS

Monthly business review

Use comparable periods and the same revenue and expense basis. Keep owner labor assumptions visible and count each cost only once.

MONTH

OVERALL, THIS MONTH FELT...

METRIC	THIS MONTH	LAST MONTH	TREND
Revenue			
Number of orders			
Expenses			
Profit / revenue – expenses			
New followers / subscribers			
Best-selling product			

WINS TO CELEBRATE

CHALLENGES FACED

LESSONS LEARNED

WHAT I WILL DO MORE OF

WHAT I WILL DO LESS OF

TOP 3 PRIORITIES FOR NEXT MONTH

1

2

3

ENERGY CHECK / CIRCLE ONE

Low 1 2 3 4 5 Thriving

09 / GROW ON PURPOSE

Choose your next growth move



Evaluate opportunities against your vision, resources and the evidence you already have.

OPPORTUNITY	EFFORT	POTENTIAL	TRY BY
New product line / collection			
Wholesale / stockists			
Custom / commission work			
Workshops / teaching			
New sales channel / market			
Other			

STRENGTHS TO BUILD ON

GAPS TO ADDRESS

OUTSOURCE OR SYSTEMIZE

- [ ] Photography
- [ ] Packing & shipping
- [ ] Bookkeeping
- [ ] Social media
- [ ] Production help

MY NEXT BIG MILESTONE

TARGET DATE

10 / DATED, DOABLE NEXT STEPS

Your 90-day action plan

Choose a clear focus, assign responsibility and give each action a date. Carry unfinished work forward deliberately.

FROM

TO

ONE BIG FOCUS

ACTION STEP	OWNER	DUE	DONE
			☐
			☐
			☐
			☐
			☐
			☐
			☐

THIS WEEK'S TOP THREE

PRIORITY 1

PRIORITY 2

PRIORITY 3

Choose the next action that will make a useful, visible difference; record it on the weekly page.

10 / MAKE, MARKET, MANAGE

Weekly action planner

Give your creative work and the business behind it a place in the week. Reprint this page for the next planning cycle.

WEEK OF

DAY	MAKE	MARKET	MANAGE
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Weekend			

IDEAS & INSPIRATION

NOTES & REMINDERS

Make it with your hands. Grow it on your own terms.