



THE MAKER'S

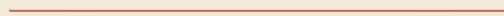
Handmade

BUSINESS PLANNER



*A complete workbook to organize, price, market,
and grow your handmade business — one page at a time.*

THIS PLANNER BELONGS TO



PLAN · CREATE · SELL · GROW

WELCOME, MAKER

Your business, beautifully organized.

Turning something you love making into a business you love running.

Running a handmade business means wearing every hat at once — designer, photographer, accountant, marketer, and shipping department. This planner gives each of those roles a home, so the ideas in your head become a plan you can actually follow.

Work through it from front to back, or jump straight to the section you need today. Print a single worksheet whenever you start a new product, or print the whole thing and keep it by your workbench. There's no wrong way to use it — only your way.

How to use this planner

- 1 Start with your vision.** Section 1 anchors every other decision you'll make. Revisit it whenever you feel unsure of your direction.
- 2 Reprint the pages you love.** Product, pricing, craft-fair, and action pages are built to be reused — one copy per product, event, or month.
- 3 Review monthly.** The Monthly Business Review keeps you honest about what's working and gently course-corrects what isn't.
- 4 Close every page with an action.** A plan only grows a business once it becomes a next step. End each session by adding to your Action Plan.

Keep a pencil handy, give yourself permission to scribble, and remember: every thriving handmade brand started exactly where you are now — with a good idea and the willingness to plan it out.

Here's to your craft & your growth,

THE HANDMADE BUSINESS PLANNER

WHAT'S INSIDE

Contents

Ten sections, built to be worked and reworked.

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	<i>Map your product line and develop each item with intention.</i>	
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	<i>Decide where to expand – and how to get there.</i>	
10	Action Plan	19
	<i>Turn everything above into clear, dated next steps.</i>	

Tip: print Sections 2, 3, 7, and 10 as many times as you need – they're designed to be reused for each new product, event, and month.

01

SECTION ONE

Business Vision Worksheet

Every strong handmade brand starts with a clear reason to exist.

◆ My business at a glance

BUSINESS / BRAND NAME

WHAT I MAKE

LAUNCHED / FOUNDED

WHERE I SELL

TAGLINE

◆ My "why"

The deeper reason you make what you make. This is the heart buyers connect with.

◆ Mission statement

WE EXIST TO...

◆ Vision — 3 years from now

MY BUSINESS LOOKS LIKE...

◆ Core brand values

Choose 3–5 words your customers should feel in everything you create.

◆ **My ideal customer**

WHO THEY ARE
AGE & LIFESTYLE
.....
WHAT THEY VALUE
.....
WHERE THEY SHOP & SCROLL
.....

WHY THEY BUY FROM ME
.....
.....
.....
.....

◆ **What makes my work different**

Your signature – the thing only your hands and story can offer.

.....
.....

◆ **One-year goals**

- Goal 1
- Goal 2
- Goal 3
- Goal 4

Vision check: if a decision doesn't move you toward these goals or reflect your values, it's probably a "not right now."

◆ **A word to keep me going**

MY BUSINESS MANTRA
.....

02 SECTION TWO Product Planning Pages

SECTION TWO

From a full line overview down to the details of a single piece.

◆ Product line overview

List your current and planned products. Star the ones that earn the most or that you love making most.

PRODUCT	CATEGORY	PRICE	TIME TO MAKE	STATUS	★

Status key: Idea · Prototyping · Ready · Listed · Bestseller · Retiring

◆ Collections / themes I want to develop

COLLECTION 1

COLLECTION 2

COLLECTION 3

◆ **Single product development sheet** REUSABLE

PRODUCT NAME

.....
CATEGORY

VARIATIONS (SIZE / COLOR)

.....
DESCRIPTION / STORY

.....
.....

PRODUCT SKETCH



◆ **Materials needed**

MATERIAL	QTY	COST

◆ **Production notes**

TIME TO MAKE

SKILL LEVEL

BATCH SIZE

◆ **Steps & reminders**

.....
.....
.....

Photo & listing checklist: Photographed Described Priced Listed Promoted

03 Pricing Strategy Worksheet

Price for profit – not just to cover your materials.

◆ The handmade pricing formula

$$(\text{Materials} + \text{Labor} + \text{Overhead}) \times \text{Profit margin} = \text{Wholesale} \cdot \text{Wholesale} \times 2 = \text{Retail}$$

◆ Cost breakdown – per item

PRODUCT

1 • MATERIALS COST

MATERIAL	COST

MATERIALS TOTAL

2 • LABOR

MY HOURLY RATE

HOURS PER ITEM

LABOR TOTAL

3 • OVERHEAD PER ITEM

Tools, packaging, fees, electricity, studio space.

OVERHEAD TOTAL

◆ Putting it together

LINE	AMOUNT	NOTES
Materials + Labor + Overhead (base cost)		
× Profit margin (e.g. 1.3-1.5)		
= Wholesale price		
= Retail price (wholesale × 2)		

If the final price feels too high, the fix is rarely “charge less.” Look first at your materials, your making time, and the story you tell about the piece.

◆ Pricing my whole line

Sanity-check every product side by side. Watch for items where the margin is quietly too thin.

PRODUCT	COST	WHOLESALE	RETAIL	MARGIN	FEELS RIGHT?

◆ Discounts & offers policy

SALE / PROMO DISCOUNT

BUNDLE PRICING

WHOLESALE MINIMUM

FREE SHIPPING OVER

◆ Costs I tend to forget

- Marketplace & payment fees
- Packaging & shipping supplies
- Photography & samples
- Returns & breakage
- My own time (always pay yourself)

Review pricing every time material costs change – and at least once a year regardless.

PRODUCTS I MAY BE UNDERPRICING

PRICING CHANGES TO MAKE THIS QUARTER

04

SECTION FOUR

Inventory Planning

Know what you have, what's selling, and what to make next.

◆ Finished product inventory

PRODUCT / SKU	IN STOCK	REORDER AT	TO MAKE	LOCATION

◆ Production to-make list

-
-
-
-
-

STOCK VALUE

UNITS

RETAIL VALUE

COST VALUE

◆ Materials & supplies tracker

Your raw ingredients. Keep reorder points realistic so a popular launch never leaves you stranded.

MATERIAL / SUPPLY	ON HAND	REORDER AT	SUPPLIER	UNIT COST

◆ Reorder shopping list

◆ Preferred suppliers

SUPPLIER	BEST FOR

Restock review date: · Buy ahead of your busy season, not during it.

05

SECTION FIVE

Marketing Planning

Show the right people your work, consistently and authentically.

◆ My marketing channels

Where will you focus? Pick a few you can sustain rather than every platform at once.

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

◆ My brand voice

THREE WORDS THAT DESCRIBE MY VOICE

.....

WHAT I ALWAYS TALK ABOUT

.....

WHAT I NEVER DO

.....

◆ Content pillars

The 4-5 themes you rotate through.

.....

.....

.....

.....

Marketing rule of thumb: show the maker, the making, and the meaning – not just the finished product.

◆ **Monthly content calendar** REUSABLE

MONTH THEME

DATE	CHANNEL	FORMAT	TOPIC / CAPTION IDEA	DONE
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

PROMOTIONS / LAUNCHES THIS MONTH

CONTENT IDEAS PARKING LOT

06

SECTION SIX

Sales Goals

Name the number – then break it down until it feels doable.

ANNUAL REVENUE GOAL

UNITS TO SELL

AVG. ORDER VALUE

◆ Monthly sales tracker

Log your target and actual each month. Watching the gap close is its own motivation.

MONTH	TARGET	ACTUAL SALES	ORDERS	BEST SELLER	HIT?
Jan					<input type="checkbox"/>
Feb					<input type="checkbox"/>
Mar					<input type="checkbox"/>
Apr					<input type="checkbox"/>
May					<input type="checkbox"/>
Jun					<input type="checkbox"/>
Jul					<input type="checkbox"/>
Aug					<input type="checkbox"/>
Sep					<input type="checkbox"/>
Oct					<input type="checkbox"/>
Nov					<input type="checkbox"/>
Dec					<input type="checkbox"/>

HOW I'LL REACH MY GOAL

I'LL REWARD MYSELF WHEN...

07 Craft Fair Planning

Turn a stressful market day into a smooth, profitable one.

◆ Event details REUSABLE

EVENT NAME		DATE	
.....		
LOCATION		HOURS	
.....		
BOOTH FEE	BOOTH SIZE	SETUP TIME	
.....	

SALES GOAL

BREAK-EVEN

◆ Pre-event checklist

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

◆ Booth kit to pack

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

◆ **Booth layout sketch**



◆ **Inventory to bring**

PRODUCT	QTY	SOLD

Plan eye-level focal points and an easy path to your payment spot.

◆ **Post-event review**

TOTAL SALES

TRANSACTIONS

PROFIT AFTER COSTS

WHAT SOLD BEST

WHAT I'D CHANGE

NEW LEADS / CONTACTS

Do this event again? Yes Maybe No – capture the reason while it's fresh.

08

SECTION EIGHT

Monthly Business Review

A gentle, honest check-in – numbers and lessons both.

MONTH OVERALL, THIS MONTH FELT

◆ By the numbers

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

WINS TO CELEBRATE

CHALLENGES FACED

LESSONS LEARNED

◆ What I'll do more of

◆ What I'll do less of

TOP 3 PRIORITIES FOR NEXT MONTH

1

2

3

ENERGY / BURNOUT CHECK (CIRCLE)

low → thriving

09

SECTION NINE

Growth Planning

Decide where to expand – and protect the joy while you do it.

◆ Growth opportunities to explore

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

◆ Honest self-assessment

STRENGTHS TO BUILD ON

GAPS TO ADDRESS

◆ What I want to outsource or systemize

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

MY NEXT BIG MILESTONE

TARGET DATE

Grow on purpose: choose the one opportunity that fits your vision best, and give it a real, dated commitment before adding another.

10

SECTION TEN

Action Plan Pages

Where plans become dated, doable next steps.

◆ **90-day focus** REUSABLE

FROM TO ONE BIG FOCUS

ACTION STEP	OWNER	DUE	DONE
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

◆ **This week's top 3**

PRIORITY 1

PRIORITY 2

PRIORITY 3

◆ **Weekly action planner**

REUSABLE

WEEK OF

DAY	MAKE	MARKET	MANAGE
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Weekend			

IDEAS & INSPIRATION

NOTES & REMINDERS

End every planning session by writing down just one thing you'll do next. Momentum is built one small, finished step at a time.



*Make it with your hands,
plan it with your heart,
grow it on your own terms.*

You've mapped the vision, the products, the prices, and the plan. Now go make beautiful things — and run a beautiful business doing it.

HANDMADE BUSINESS PLANNER