

1. CREATE A LIST OF 5 GOALS FOR THIS YEAR	2. FOLLOW 5 ACCOUNTS THAT INSPIRE YOU	3. REVIEW YOUR WEBSITE OR ETSY ANALYTICS	4. CREATE NEW PHOTOS FOR 5 OF YOUR PRODUCTS
5. CREATE A VIDEO OF YOU MAKING AND POST THIS ON YOUR SOCIALS	6. MAKE A LIST OF 5 CREATIVE OPPORTUNITIES YOU'D LIKE TO APPLY FOR THIS YEAR	7. TRY SOMETHING NEW ON SOCIAL MEDIA THAT YOU'VE NEVER DONE BEFORE	8. REFRESH YOUR COMPANY BLURB
9. MAKE A SOCIAL MEDIA POST PROMOTING OTHER BUSINESSES	10. UPDATE THE KEYWORDS/TAGS ON 2 OF YOUR PRODUCTS ONLINE	11. CREATE A TIMELAPSE OF YOU MAKING AND POST	12. TAKE A SEASONAL PHOTOSHOOT OF YOUR PRODUCTS
13. UPDATE THE DESCRIPTION OF 2 OF YOUR PRODUCTS ONLINE	14. CREATE A 'MEET THE MAKER' POST	15. MAKE AN 'UNBOXING VIDEO'	16. RESEARCH HOW TO MAKE YOUR BUSINESS MORE SUSTAINABLE
17. BRAINSTORM IDEAS ON HOW TO UPDATE YOUR PACKAGING	18. REST DAY!	19. MARKET RESEARCH TIME! ASK FRIENDS & FAMILY FOR FEEDBACK	20. SET UP YOUR GOOGLE MERCHANTS CENTRE
21. UPDATE THE DESCRIPTION OF 2 OF YOUR PRODUCTS ONLINE	22. APPLY FOR ONE OF THE CREATIVE OPPORTUNITIES FROM YOUR LIST ABOVE	23. MAKE A DIARY OF OPPORTUNITY DEADLINES	24. READ AN ARTICLE THAT INTERESTS YOU FROM THE ETSY SELLER HANDBOOK
25. REVIEW FINANCES; WHAT ARE YOUR BEST SELLERS?	26. BRAINSTORM IDEAS AND ACTION PLANS FOR MAJOR SHOPPING SEASONS	27. REFLECT ON WHY YOU STARTED YOUR BUSINESS	28. MAKE A POST OR REEL OF THIS MONTH OF MARKETING

WELCOME TO YOUR FEBRUARY MONTH OF MARKETING, FILLED WITH PROMPTS TO INSPIRE, DEVELOP AND PROMOTE YOUR SMALL BUSINESS. HAVING A SMALL BUSINESS CAN BE DEMANDING WITH A NEVER ENDING LIST OF THINGS TO DO - MAKING THINGS HARD TO PRIORITISE. MAKE FEBRUARY YOUR MOST PRODUCTIVE YET BY PUTTING 10-30 MINUTES ASIDE EACH DAY TO WORK ON EACH PROMPT. OWNING YOUR OWN SMALL BUSINESS CAN BE LONELY AT TIMES, SO LET'S USE THIS MONTH TO WORK TOGETHER ON THE SAME JOBS ON THE SAME DAYS. WE'LL BE HAVING A MEETUP AT THE BEGINNING AND END OF THE MONTH SO WE CAN ALL DISCUSS HOW EVERYTHING WENT. MOST OF THESE PROMPTS SHOULDN'T TAKE LONG TO DO AND OFTEN CAN BE DONE FROM YOUR PHONE, SO YOU CAN DO SOME OF THEM ON YOUR COMMUTE, YOUR LUNCHBREAK, OR WHENEVER YOU HAVE A SPARE 30 MINUTES.

DO AS MANY AS YOU CAN AND UPDATE US ON YOUR PROGRESS WITH TAGGING US @SOLOCRAFTFAIR ON INSTAGRAM AND USING THE HASHTAG #SOLOMONTHOFMARKETING. BE SURE TO SNAP AND VIDEO YOUR ACTIVITIES FOR THE FINAL PROMPT!

1. CREATE A LIST OF 5 GOALS FOR THIS YEAR
2. FOLLOW 5 ACCOUNTS THAT INSPIRE YOU
3. SPEND TIME GOING THROUGH YOUR ANALYTICS ON YOUR WEBSITE OR ETSY PAGE FOR THE PAST YEAR - ANY TRENDS YOU CAN SEE DEVELOPING? ANY PRODUCTS THAT DON'T APPEAR TO BE GETTING MANY VIEWS? WHAT CAN YOU DO TO AMEND THIS?
4. CREATE NEW PHOTOS FOR 5 OF YOUR PRODUCTS
5. CREATE A VIDEO OF YOU MAKING AND POST THIS ON YOUR SOCIALS
6. MAKE A LIST OF 5 CREATIVE OPPORTUNITIES YOU'D LIKE TO APPLY FOR THIS YEAR
7. TRY SOMETHING NEW ON SOCIAL MEDIA THAT YOU'VE NEVER DONE BEFORE - MAYBE TRY A REEL OR GO LIVE?
8. REFRESH YOUR COMPANY BLURB - WHO ARE YOU, WHY DO YOU DO WHAT YOU DO? WHAT MAKES IT DIFFERENT?
9. MAKE A SOCIAL MEDIA POST PROMOTING OTHER BUSINESSES THAT INSPIRE YOU
10. UPDATE THE KEYWORDS/ TAGS ON 2 OF YOUR PRODUCTS WITH THE LEAST TRAFFIC AND/OR SALES
11. CREATE A TIMELAPSE OF YOU MAKING AND POST TO SOCIAL MEDIA
12. TAKE A SEASONAL PHOTOSHOOT FOR YOUR PRODUCTS
13. UPDATE THE DESCRIPTION OF TWO OF YOUR PRODUCTS ONLINE, BE SURE TO INCLUDE LOTS OF KEYWORDS
14. CREATE A MEET THE MAKER POST - POST SOMETHING PERSONAL TO SOCIAL MEDIA TO SHOW THE PERSON BEHIND THE BRAND AND HELP YOUR CUSTOMERS GET TO KNOW YOU - THIS COULD BE A SELFIE, A PICTURE OF YOUR WORKSPACE OR EVEN YOUR PET!
15. MAKE AN 'UNBOXING VIDEO'
16. RESEARCH HOW TO MAKE YOUR BUSINESS MORE SUSTAINABLE AND TRY AND ACTION ONE IDEA BY THE END OF THE MONTH
17. BRAINSTORM IDEAS ON HOW TO UPDATE YOUR PACKAGING - MAKE A PINTEREST BOARD IF YOU NEED INSPIRATION
18. REST DAY - DO YOU NEED TO CATCHUP ON ANY OF THE PREVIOUS PROMPTS?
19. MARKET RESEARCH TIME! ASK FRIENDS AND FAMILY TO GIVE YOU FEEDBACK ON YOUR PRODUCTS AND PACKAGING - ASK THEM WHAT WORDS THEY'D USE TO SEARCH AN ITEM ONLINE.
20. SET UP YOUR GOOGLE MERCHANTS CENTRE (THE PLACE YOU LIST YOUR PRODUCTS ON THE 'SHOP' TAB OF GOOGLE). IF YOU ALREADY HAVE ONE - CHECK ALL YOUR PRODUCT DETAILS ARE UP TO DATE AND CORRECT
21. UPDATE THE DESCRIPTION OF TWO OF YOUR PRODUCTS ONLINE
22. APPLY FOR ONE OF THE CREATIVE OPPORTUNITIES FROM YOUR LIST ABOVE
23. MAKE A DIARY (WHETHER THIS BE PHYSICAL OR DIGITAL) AND FILL IT IN WITH DEADLINES FOR THE COMING YEAR
24. READ AN ARTICLE THAT INTERESTS YOU FROM THE ETSY SELLER HANDBOOK; [HTTPS://WWW.ETSY.COM/SELLER-HANDBOOK](https://www.etsy.com/seller-handbook)
25. REVIEW FINANCES; WHICH PRODUCTS AND OPPORTUNITIES HAVE BEEN MOST FINANCIALLY BENEFICIAL? WHAT CAN YOU LEARN FROM THIS?
26. BRAINSTORM IDEAS AND CREATE AN ACTION PLANS FOR MAJOR SHOPPING TIMES THROUGH THE YEAR; MOTHER'S DAY, EASTER, FATHERS DAY, SUMMER, HALLOWEEN, CHRISTMAS, VALENTINES DAY.
27. SPEND SOME TIME REFLECTING ON WHY YOU STARTED YOUR BUSINESS. WHAT WAS YOUR INSPIRATION? HOW HAS YOUR BUSINESS DEVELOPED?
28. MAKE A POST OR REEL OF THIS MONTH, WHAT PROMPTS HAVE YOU ENJOYED? WHAT WAS THE MOST HELPFUL? WHICH DID YOU STRUGGLE WITH? DID YOU MANAGE TO COMPLETE EVERY PROMPT?