



8 Steps for Success In Your Keepsake Business



8 STEP BLUEPRINT TO A LAUNCHING YOUR KEEPSAKE BIZ

Bringing some order to this exciting time!

1 ESTABLISH YOUR GOALS & TIMESCALES

You need to know what your rough plan is in terms of timings, ambitions and goals so you can reach for them. Use this time to get clear on what you want. Your 1-2-1 with Victoria will help here.

2 MASTER YOUR PRODUCTS

You need to master the art of making keepsakes so put some dedicated time aside to create some lovely samples to show

3 PREPARE YOUR BUSINESS

You will need a solid foundation to start building on so make sure you are all above board and legal with your business before you start selling

4 HOST A SHOW AND TELL

Involve your friends and family, show them what you are doing. They need to know more of what you are offering to help grow it and also you may get some initial sales from people you trust.

5 CREATE YOUR DISPLAY

Now you have been practicing for a couple of weeks you can start perfecting your final display for events and in-store promotions.

6 PREPARE YOUR PROMOTIONAL LAUNCH

You will want to launch your business with a bit of a bang in the local area so think about how you are going to best do this and start planning.

7 MAKE APPOINTMENTS

Before you launch you want some good appointments in your diary so you start off with a great momentum.

8 BE EVERYWHERE

This is where the hard work (sorry Fun!) starts. You now have everything in place to sell, sell, sell. You want to be everywhere in your local area so no one can miss the fact you have arrived. Do not be shy!

1 ESTABLISH GOALS & TIMESCALES

Get clear on what you want to happen!

BACKGROUND/ OBJECTIVE

Its important to understand what you want your business to deliver for you and how much time you have to give to your business so that you can be realistic about your goals. The Keepsake Company can help keep you on track as you begin your new business by helping you to follow our 8 step route to success.

At this stage you will also want to decide on your business name and start your design briefs for your logo and website- these take time so the sooner the process is started the better.

BENEFIT

Builds confidence, keeps you on track and focussed, enables support to be given.

THE PROCESS

Write down your plan and keep in a prominent place. This doesn't have to be set in stone but gives you a good base to work from.

- How much time do you have to give the business per week?
- How much would you like to be earning per month in 3 months, 6 months, 12 months, 2 years.
- Think about when you'd like to officially launch your business to your local community, bear in mind there are a few things you need in place first which take time. Set yourself a target date for launch – usually within 6-8 weeks of receiving your starter kit.
- Have some fun thinking about your business name and you logo- once you have some ideas capture them on the briefing form ready to submit to the designers.
- Securing your business name online (website, Facebook, twitter etc)

USEFUL RESOURCES

Business Plan Example (In Udemy)
7 Top Tips for Naming your Business (Udemy)
5 Top Tips for Designing Logos (Udemy)
Business Logo Design Brief (Basecamp)

2 MASTER YOUR PRODUCTS

Have fun and enjoy this part!

BACKGROUND/ OBJECTIVE

You will have received your kit and you are ready to start making the products. This phase is all about becoming confident in the technical aspects of creating your product.

BENEFIT

By focusing on your products, and ignoring all else, you will master the techniques quicker and be in a better place to start promoting. This will build your confidence in your ability before you move onto the next phase which is vital. You also need to create good photos to allow for photographing which will lead onto your website and marketing materials.

THE PROCESS

You can create a product in a day, as we do on a course but please leave yourself time to create a few 'samples' from beginning to end. So create and finish one in its entirety, learn from the experience and results and then start again. Do not start by creating a 'batch' as you will waste materials.

This is a learning process and not all about creating samples as quickly as possible. Its expected that you would create 2-5 products of each range before you are happy with the finished result and may take longer depending on creative experience.

Please pop photos up in the group to get feedback and constructive advice on how to improve. You can also ask for tips on areas you struggle with.

It may be that you focus on one product range to start with and then add to it as you build your business or learn all your products at the start.

USEFUL RESOURCES

Online product training (www.thekeepsakeco.co.uk/academy)
Technique Manuals (The Vault)
Jewellery Shape Guide (The Vault)
Suppliers (www.mycreativebusiness.co.uk)

3 PREPARE YOUR BUSINESS

Lay secure foundations

BACKGROUND/ OBJECTIVE

Products and sales are the foundation of any business but there are a few things that need to be in place in order to make that your main focus.

BENEFIT

Ensuring you have a solid ground to build on before you get busy. This will allow you to grow quicker without fear of complications along the line.

THE PROCESS

- Organise business insurance and check your home and car and policies for home businesses.
- Set up new Bank accounts – these don't have to be a business account but should be separate from your daily spending account.
- Register with HMRC as self employed and for NI contributions.
- You do not need a book keeper but would recommend appointing an Accountant
- Create a Filing System - Folder to keep receipts, customer records, research etc.
- Organise a new Telephone number (not recommended to be your home)
- Put in place a budget/bookkeeping process
- Organise how you will take customer payments – Paypal is a good place to start.

USEFUL RESOURCES

Please check Udemy for a list of templates and guides to help you with this step.

4 HOST A SHOW AND TELL

Involve your Family

BACKGROUND/ OBJECTIVE

You'll have already started making products and created some samples. Now you need to show them to people. Its helpful to know you're on the right track from people you know and trust – this is the start of your market research.

BENEFIT

To build confidence, practice talking about your business and the products, raise awareness

THE PROCESS

1. Invite friend(s) or family member(s) to your home so you can share the products with them over a cup of coffee and ask for their input and ideas
2. Prepare samples to show, include packaging and your business name/identity
3. Confirm with them a day before they can still attend
4. Use session to tell people about your business – prepare a speech/demonstration
5. Gather feedback from guests regarding ideas for places to market your business
6. Find out what products created most interest
7. Invite guests to complete a questionnaire (prize draw)
8. Tell them how they can they help you with your business – discount for referral

You will also want to finalise your branding and website design at this stage so it can start being made ready for your content to be added.

USEFUL RESOURCES

- Learning/Review document – what went well/what would you do differently next time.
- Questionnaire template (Udemy)

5 CREATE YOUR DISPLAY

Lay your foundations for a secure future

BACKGROUND/ OBJECTIVE

So you have built up your product experience and finished the training so now you can create your samples which will be used at events, to show customers at appointments.

You may also wish to create additional samples to leave in shops and venues along with your leaflets

BENEFIT

Creating a concise sample set will help you make sales as people like to see things before they buy and will be an invaluable sales tool at events (in fact you could not really do events without it).

At the same time you do not want a sample of every option as it will tie too much money up from the start. You can always add to this as you go though and you will sometimes make mistakes which can always be added to the set as you go.

THE PROCESS

Please see Udemy for a suggested list of samples but please do amend according to your marketing plan. If you are working with a few venues they will each want a sample display. If you do not have money to create all of these at the start then you can always start with one or two key pieces. This list is just something to work towards.

Other things you will need to do to prepare your products for selling

- Order your packaging. Did you decide on what you wanted from your Show and Tell?
- Order some findings and box frames to help display your product
- Order display 'props' such as jewellery busts, interesting items, table cloths & banners
- Take high-res professional photos of your samples ready for the website & marketing
- Order postal material for sending kits through the post
- Personalize the 'Product Care' and Thank you for your order letters to go to all customers
- Personalize order forms and customer record forms

6 PREPARE YOUR PROMOTIONAL LAUNCH

Get Ready, Get Steady...

BACKGROUND/ OBJECTIVE

You now need to promote your business in order to attract customers using a considered plan of activity using the tools and resources provided – this will be a campaign. You will probably have several campaigns throughout the year to target various significant occasions for example: Christmas, Mothers Day, Fathers Day.

BENEFIT

Increases awareness of your business and generates enquiries.

THE PROCESS

- Develop your marketing collateral – leaflets, business stationary etc.
- Who is your campaign targeting?
- How can you collect data for targeting customers
- What formats will you use to target customers – leaflets, events, party, online
- Fill out content for website and sign off website
- Confirm the start and finish date of any launch offers you might have
- Announce the launch with the group – ask for their help to promote your new business
- Contact local papers about your launch - PR

USEFUL RESOURCES

- Registering your Domain Name (Udemy)
- Branding support – please contact Sam

7 MAKE APPOINTMENTS Get Ready, Get Steady...

BACKGROUND/ OBJECTIVE

Your database is made up of people you know/meet from family, friends, work or social activities, businesses or organisations that you frequent or are based in your local area. You will need to consistently add to your database. This might also be through using data provided by The Keepsake Company.

BENEFIT

Opportunities to make sales and looking for quick win opportunities from our existing contacts. You also want to contact local nurseries at this stage and start filling up your diary.

THE PROCESS

- Make a list of 10 people to phone, this could be soft play, shop owners or Nurseries. It could also be friends with children who may have a party.
- Allocate time to make these calls
- Making appointments – be clear if its for individuals offer 2 times for them to choose from
- Questions to ask – directions, parking, facilities on site for setting-up, taking payments
- Record the booking in your database/ CRM

USEFUL RESOURCES

- Cold Calling Script
- List expansion technique Family Recreation Occupation Geography Same

8 BE EVERYWHERE ...Go!!

BACKGROUND/ OBJECTIVE

Your business is now ready for launch, you have your products, marketing materials and business processes in place ready to steam ahead. Well done you! You already have some appointments in the diary so this phase is all about being everywhere in your target area - whether that is online or locally.

BENEFIT

By having the primary focus of making sales, and knowing everything else is done you can start to make massive progress. This phase is all about getting out and getting your first sales and learning which marketing works for you and your area.

THE PROCESS

You want to look at our marketing strategy ideas and pick 3 ideas which you would like to focus on. You can always add more strategies in the future. Then carry out the process and monitor your results. It is vital you record your progress and where customers come from so you can do more of what works and less of what doesn't.

- Choose your three marketing strategies which you will focus on:
 - o 1.
 - o 2.
 - o 3.
- Decide how you will track your leads and where they came from and set up.
- Ensure you have a way to record emails and customer data so you can keep in touch with them.
- Add your strategies into your monthly plan
- Create a 7 day plan for the next week and start

USEFUL RESOURCES

Monthly Plan Template (Udemy)
Weekly Plan Template (Udemy)
CRM Template
Email service
Guide on tracking sales (Udemy)