

# WHAT'S YOUR SHOP VISION?

Take a step back. Think about what you want to get out of your shop and the amount of time you're willing and able to dedicate to fueling that success. This exercise will inform how you go about setting your goals and developing your systems for time management.

1. I can spend \_\_\_\_ minutes managing my shop: **Daily Weekly Monthly**

2. What do your ideal time management systems include?

Example: Strong visuals elements and a mobile app.

3. What are the optimal times of day to plow through your shop's most important tasks?

Example: I'm the most creative in the early morning, when it's just me and a cup of joe.

- Get in touch with successful bloggers.

4. Where do you envision your shop six months from now?

Example: Double my Etsy sales and get featured on my favorite blogs.

Feeling stumped? Choose from this list of business topics:

Marketing  
Branding  
Customer Service  
Shipping

5. What goals will help you actualize your vision?

Example:

- Improve my marketing materials.
- Build a press kit.
- Become more active on social media.

6. What tangible actions are part of each of your goals? Example:

**Build a press kit**

- Research building a press kit by reading Seller Handbook articles.
- Take awesome photos of my studio, my production process, and myself!
- Write a snappy one-paragraph bio.

Etsy

Photography  
Growth  
Production Process SEO

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Based on the vision, goals, and to-dos you've created, brainstorm some systems for moving forward. reflect on steps 1, 2, and 3 to

personalize your time management system to fit your needs.

Example:

Set aside time on Google Calendar to update listings.

Keep a log of my accomplishments to track my progress.

Create a Word document to save my repeat listing information.

“My greatest tip for time management is remembering that it’s a learning process, and there is no one way to do things. I don’t take myself too seriously, so I’m free to try new things and keep what works. I read and research issues in Forums, the Seller Handbook, Teams, etc. and ask friends and other artists what they do.”

— connie of ckfineart

Etsy