

SALES SPARK CHECKLIST FOR YOUR CREATIVE BUSINESS





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SALES SPARK CHECKLIST

For Your Creative Business

1. PRODUCTS

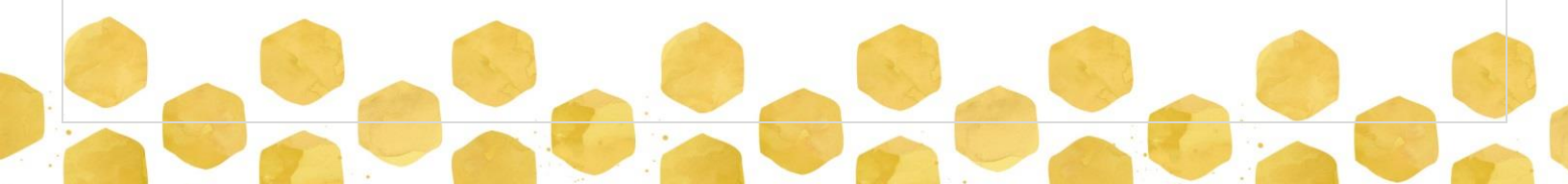
Your products or offerings are foundational to your business. It's impossible as a small business owner to succeed if your product isn't amazing in some way!

- a. Do your products look good? Yes No
- b. Are your products crafted well? Yes No
- c. Does your branding/logo/website look good and stand out? Yes No
- d. Does your packaging make your customer smile? Yes No

2. PRICE

Your price paints a thousand words. It tells your customers who you are, what you do and what your products are.

- a. Does your price account for materials, supplies, labor, overhead AND profit? Yes No
- b. Does your price match your brand (are you the dollar store, the high end/luxury brand or somewhere in the middle?) Yes No
- c. Do you communicate WHY your prices are high or low and why it's a no-brainer for people to buy from you? Yes No





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3. YOUR CUSTOMER

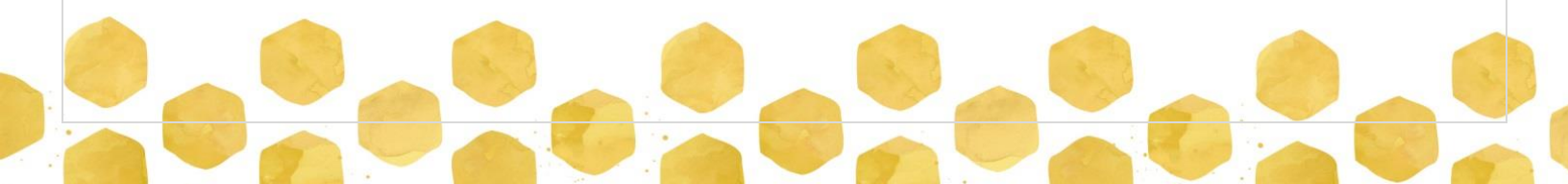
Knowing your customer should be like knowing your best friend. You don't just know what age range they fall in, you know their birthday. You know their favorite movies, restaurants and you know what they value.

- a. Do you know who she/he is, how old they are, where they live? Yes No
- b. Do you know what they value, what religious/political preferences they have? Yes No
- c. Do you know what their life is like? Yes No
- d. Do you know what nuances they have? Yes No

4. PHOTOS

Your photos play a big part in your branding. If your photos are not up to par, your branding and shop suffers, so make sure you do it right!

- a. Do you have at least 3-5 photos for every product, showing different angles and close-up shots of the item? Yes No
- b. Are your photos well lit? Yes No
- c. Are your photos consistent through all your product listings? Yes No
- d. Are your photos sharp and clear? Yes No
- e. Are your products displayed beautifully in each photo? Yes No





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5. PRODUCT DESCRIPTIONS

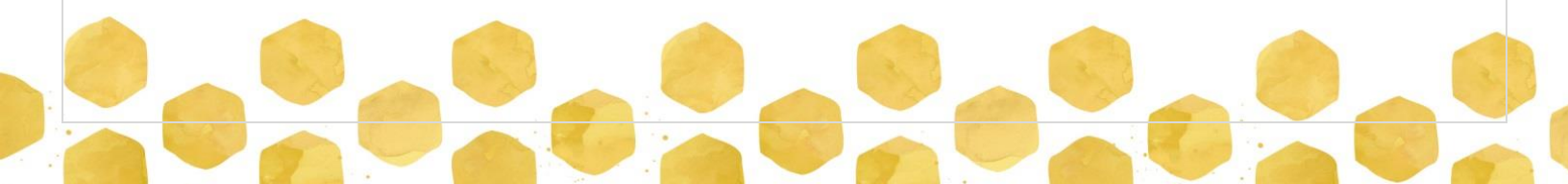
Be clear on your products' benefits and features. The benefit answers the question, "Why should I buy this?" Features describe your product in words – what it's made of, what color and size it is.

- a. Do your product descriptions talk about benefits – why someone should buy your product? Yes No
- b. Are your product descriptions between 300-500 words? This is great for both search engine optimization and for your customers. Yes No
- c. Is your product description spaced out so it's easy to read? Yes No

6. URGENCY

Everyone says they love your products. But why is no one buying? Including a sense of urgency in your marketing encourages people to commit and make the purchase.

- a. Do your promotions, discount codes and coupons have a short expiry date? Yes No
- b. Can you make a limited run of products so people buy now? Yes No
- c. Do you take advantage of promoting your products around special occasions through the year like Mother's Day or Christmas? Yes No





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7. MINDSET

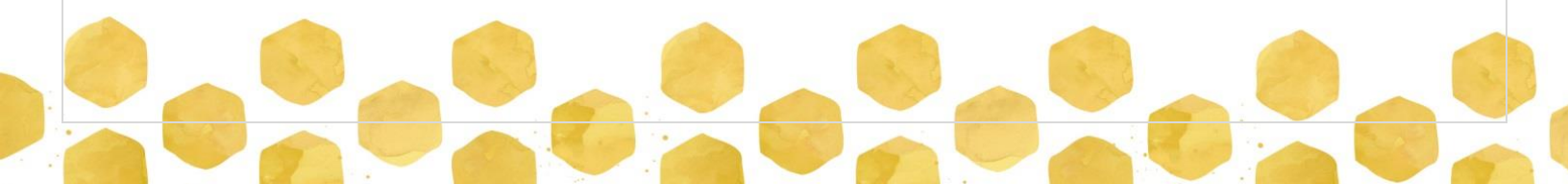
Most small businesses fail because they lack the mindset to succeed. Focus and consistency are key in running a small business. Do you have both?

- a. Are you promoting your business consistently, every day? Yes No
- b. Are you focused in your marketing and only promote in one or two channels (for example: Instagram + Wholesale or Facebook + PR)? Yes No
- c. Are you committed to marketing your business in the long term? Yes No

8. GIVE, GIVE, GET

Social media and all other forms of marketing is about providing your tribe with something of value first before thinking about what's in it for you. It's the power of reciprocity in action: give something to get something in return.

- a. Do you offer amazing and valuable content to your fans and customers BEFORE asking for the sale? Yes No
- b. Do you first give your social media fans content you know they'll enjoy and only promote sales-y posts 10-20% of the time? Yes No
- c. Do you always address how it benefits the other person when you send a pitch email for wholesale or a PR feature? Yes No





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9. EMAIL LIST

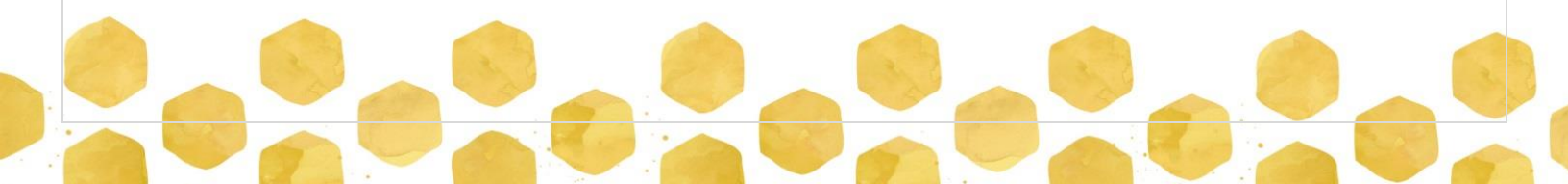
An email list is a must-have for any small business. Social media can come and go so don't put all your eggs in one basket. An email list can make sales for you while you sleep and work on autopilot. It's your best "employee".

- a. Do you have a mailing list where you collect email addresses? Yes No
- b. Do you have a free incentive for signing up to your mailing list – like a discount off, free shipping or a free PDF guide? Yes No
- c. Do you regularly send emails, about 1-2 times per month? Yes No
- d. Do you actively promote your email list or place the sign up form in highly visible places on your website? Yes No

10. REPEAT SALES

How do you get more of your past customers to buy again? It's easy to do, but most people forget to do it.

- a. Do you offer special promos or a small free gift in your orders out to customers? Yes No
- b. Do you write a thank you notes to your customers? Yes No
- c. Do you ask your customers for feedback on their purchases? Yes No
- d. Do you have a referral system set up to automatically generate repeat sales? Yes No





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Social media
Getting publicity & PR
Email marketing
Selling wholesale
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