ETSY SUCCESS

Holiday BootCamp

Week Two Product Development Worksheet

1. List all the items in your shop that would make a good gift. Next to those items, describe the type of person (or groups of people) your item would make a great gift for and why.

2. Create a description of your ideal shopper. How does your ideal shopper spend their holidays? Who do they shop for? What do they wear to holiday parties?

3. Having a range of prices in your shop will help you reach several targets. Write down the number of your giveable items that fall into the following price buckets. Do all of your items fall within a certain price point? Make a plan to add new items to empty price buckets.

Under $25 _____ Under $50 _____

Under $75 _____ Under $100 _____

Noteworthy & Luxury Gifts _____

4. Look through the items in your shop, jot down any items that could be personalized or customized. Come up with some new creative ways to customize your items below.

5. What item in your shop is the most giveable? Think about how you can develop a product line around this item for the holidays.