



**CRAFTING  
FOR PROFIT  
2024  
CAMP MAP**



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# WELCOME TO CAMP!



**Cori George**



**Angie Holden**



**We are so happy you decided to join us for Crafting for Profit Camp 2024 and are excited to teach you more about starting and growing your own handmade business, all with an easy-to-follow camp format that you are going to love! Your camp leaders, Cori George and Angie Holden, have both run successful online businesses for years, including Etsy and Shopify stores. We have recruited an incredible group of camp counselors that are craft experts, all ready to teach YOU their tips and tricks!**

**This camp map will give you everything you need to enjoy the event right at your fingertips. Keep it on your computer or print it out as a reference during camp.**

**Thank you for joining us, and happy camping!**

# WHAT YOU NEED TO KNOW



## Dates

**Watch the classes January 25–27, 2024. The videos will be uploaded each day by 9am ET. Free pass holders will have 24 hours to watch each video before it is removed. All-Access Pass holders have one year to view each video.**



## How to Watch

**All videos are online and pre-recorded. We will send you emails each day with instructions for watching videos. Anyone can access the free pass page [here](#). If you have an All-Access Pass, you will need to log in to Crafting for Profit Camp [here](#) to view the videos at any time.**



## When to Watch

**Each day videos will be uploaded by 9am ET and will be up for 24 hours. That gives everyone in each time zone plenty of time to watch the content. The videos are pre-recorded so there is no reason to try to catch everything exactly at 9am ET. Watch when you can each day!**



## All-Access Pass (AAP)

**If you want longer to watch or want access to the AAP bonuses, you will need to purchase a pass. Pass holders will have the ability to view the videos for one year as well as a variety of other benefits. You can [click here](#) to get your All Access Pass now.**

# CAMPER TO-DO LIST

**1.**

## Join the Facebook Group

Be sure to [click here and join the Facebook group](#). Here you can ask questions, get support, and network with other handmade business owners.

**2.**

## Print the Event Schedule

Don't miss any of the videos! Be sure to print the schedule and mark the videos you want to catch each day. You can view the schedule [here](#) or later in this guide.

**3.**

## Watch the Videos

[Click here](#) to watch the videos with the free pass each day from January 25–27 2024. Videos will be uploaded by 9am ET and remain available for 24 hours to those with a free pass. AAP holders can watch any video [here](#) at any time for a year.

**4.**

## Enter the Giveaways

We have a variety of giveaways associated with the camp. [Click here](#) to enter via the form for each giveaway. Be sure to enter all you are interested in.

**5.**

## Shop our Sponsors

We have some amazing sponsors for this event and they are offering coupon codes for attendees! Free pass holders can [click here](#) to get codes. AAP holders have special codes and you can find those by [logging in here](#).

**6.**

## Purchase an All-Access Pass

Want all of the benefits that come with the AAP? Get one year to watch and re-watch the videos, and access special coupon codes, bonuses, transcripts, and more! Click [here](#) for more info!

# IMPORTANT LINKS

## Camp Videos



**Click here** to watch the videos each day from January 25–27 2024. Videos will be uploaded by 9am ET and remain available for 24 hours to those with a free pass. AAP campers can watch any video at any time for a year **here** and all videos will be uploaded on January 25th.

## Facebook Group

Be sure to **click here** and join the Facebook group. Here you can ask questions, get support, and network with other handmade business owners. This group will continue even after Crafting for Profit Camp is over so it is a great place to meet new friends!



## Giveaways



**Click here** to enter via the form for each giveaway. Free pass holders should be sure to enter before camp closes. AAP holders can enter until February 2nd at 11:59pm ET, 2024. We will pick winners after that date and notify them via email.

## All Access Pass

Want all of the benefits that come with the AAP? Get one year to watch and re-watch the videos, and access special coupon codes, bonuses, transcripts, and more! **Click here** for more info & buy your pass before pricing goes up!



## Type in the Links Instead

- Camp Videos (FREE PASS) - [bit.ly/cfp-2024-free](https://bit.ly/cfp-2024-free)
- Camp Videos (AAP) - [crafting-camps.teachable.com/sign\\_in](https://crafting-camps.teachable.com/sign_in)
- Facebook Group - [facebook.com/groups/craftingforprofitcampers](https://facebook.com/groups/craftingforprofitcampers)
- Giveaways - [bit.ly/cfp-2024-free](https://bit.ly/cfp-2024-free)
- Buy All Access Pass - [bit.ly/get-aap](https://bit.ly/get-aap)

# EARNING CAMP BADGES



We have 12 camp badges you can earn as you go through the camp. Download your badges in the Facebook group or in the camp itself then share on social media when you accomplish each task!



## Grab your ticket

Whether you get the free ticket or the AAP or both, there is a badge for you to share! Invite friends to the camp as well that may be looking to start their own handmade business this year!

## Watch the videos

Tune in for the daily videos for Crafting for Profit Camp to learn something new, decide what to sell, start your email list, and so much more! Watch all of the classes and be well on your way to a successful handmade business.

## Complete your tasks

Check out the 12 badges in Crafting for Profit Camp and complete the tasks. Then download each of the badges and share your success on social media or our Facebook group. We would love to hear what you have accomplished!



# EVENT SCHEDULE



LIVE Camp Kick-Off with Angie Holden & Cori George on January 24, 2024 at 4 pm ET.  
Watch your email for a link to join as well as a replay!

## DAY 1

Handling Competition and  
Standing Out

Angie Holden & Cori George

Your Guide to Crafting Trends  
and Market Research

Sarah Clark

New 2023 eCommerce Platform  
Comparison

Angie Holden

Crafting Compelling Product  
Descriptions

Cori George

Tips for Choosing a Social  
Media Platform For Your Craft  
Business

Chelly Ontis

Your Small Business Finances:  
How to Get Started

Elise Laney

Goal-Setting for Crafters: How to  
Break Down Big Goals Without  
the Overwhelm!

Nicole Baker Holleman

Growing Your Craft Business

Jennifer Sanderson

Crafting with Purpose: Building a  
Mission-Driven Craft Business

Cori George

How to Use Digital Resources for  
Your Branding Needs

Creative Fabrica

3 Things You Need to Know  
About Your Apparel Partner

BELLA+CANVAS

## DAY 2

Printing Options: HTV,  
Sublimation, SupaColor, DTF,  
White Toner, DTG, and more!

Angie Holden & Cori George

Sourcing and Selecting Quality  
Materials for Your Creations

Angie Holden

Email Marketing: Doing It the  
Right Way!

Carolina Moore

How to Take High Quality Photos  
and Video with Just Your Phone

Courtney Brickner

How to Use Rhinestones to Add  
Variety to Your Handmade  
Business

Eve Lowry

How to Price for Profit

Jamela Payne

How to Sell AI Generated  
Products Ethically

Jennifer Maker

Let's Get Those Orders  
Shipped!

Tisa Jackson

Scaling Up Your Small Business:  
Strategies for Big Orders

Heat Transfer Warehouse

The DreamBox: Your Small  
Business Organizational Solution

Create Room

## DAY 3

Lasers: Should You Add One to  
Your Small Business?

Angie Holden

Using a Blog to Build Your Brand  
and Community

Abbi Kirsten

10 Tips for Opening a Brick and  
Mortar Location

Brittany Anton

Crafting Success: Time Blocking  
Strategies for Profitable Growth

Chonita Nicole

How to Introduce New  
Products Your Customers Want

Crystal Summers

Use a Large Format Cutting  
Machine in Your Business

EllyMae Habets

Adding Customization to a  
Handmade Business

Javiah Stackhouse

Make (and Sell!) an eBook Easily  
with Canva!

Jessica Hill

How to Come Up with Endless  
Sticker Ideas to Make or Sell!

Mim Jenkinson

Grow Your Business In 2024  
Using Online Advertising

Whitney Jensen

Crio Printer: A Crafter's Dream  
Machine

CRIO

## BASICS

Images, Fonts, and Licensing:  
What You Need to Know

Angie Holden

Getting Found on Google: SEO  
Basics

Angie Holden

15 Things You Don't Want to  
Think About but Should

Angie Holden & Cori George

eCommerce Platform  
Comparison

Angie Holden & Cori George

Create Mockups to Save Time  
and Money

Cori George

Designing a Visual Brand that  
Creates Customer Loyalty

Cori George

**FREE CAMP PASS:** Classes open at 9am ET each day (January 25 - 27, 2024) and close after 24 hours. The six classes in the basics section are open all three days.

**ALL ACCESS PASS:** All classes open on January 25 at 9am ET. You have guaranteed access for one year.



# BUSINESS BASICS



We want to help you succeed in every way possible, so this year we have a Business Basics section that will be available all three days of Crafting for Profit Camp 2024. These are repeat lessons from 2023 but cover important information that you may want to review even if you joined us last year.

Class	Description	Counselor
Getting Found on Google: SEO Basics	The basics of SEO for your handmade business.	Angie Holden
Images, Fonts, and Licensing: What You Need to Know	Be sure to follow all licensing requirements when selling handmade goods with images and fonts.	Angie Holden
Crafting Your Signature Style: Designing a Visual Brand that Creates Customer Loyalty	Branding is one of the most important things in any business so be sure to consider your visual elements.	Cori George
How to Create Mockups for Your Products to Save Time and Money	Learn how to create mockups instead of taking a photo of each item you sell.	Cori George
eCommerce Platform Comparison	Compare platforms and decide which one to use for selling online.	Angie Holden & Cori George
15 Things You Don't Want to Think About but Should	Taxes, licenses, laws, and so much more! Be sure to consider these 15 things.	Angie Holden & Cori George

# FAQ



## **How do I get help?**

You can email [help@craftingforprofitcamp.com](mailto:help@craftingforprofitcamp.com) or ask any questions in our Facebook group.

## **Why am I not getting your emails?**

Be sure to check your spam folder and add our email address to your contact. If you are on Gmail, click "all mail" to check other folders as well.

## **Will I need anything to attend the classes?**

Since these are business classes, all you need is yourself and possibly something to take notes. A printer would be useful for some of the items that are included with camp.

## **Where do I attend the workshops?**

All classes will be online. You can access free classes [here](#), and AAP users can access classes anytime by logging in [here](#).

## **Do I need a Facebook account?**

Definitely not! Everything you need is on Crafting for Profit Camp. The Facebook group we have created is only to ask questions and meet other crafty small business owners.

## **Do you have captions or transcripts for videos?**

Every camp pass will include captions. Printable transcripts are available only with the All Access Pass.

## **Where do I enter the giveaways?**

You can enter the giveaways right in Crafting for Profit Camp, and we have included a lesson with instructions for entry.

# FAQ



## **Who can enter the giveaways?**

Every pass holder can enter. Please see each giveaway to see if there are any geographical restrictions for the prize. We do try to get as many international giveaways as possible.

## **Where and when are giveaway winners announced?**

Giveaways end January 31, 2024 and winners will be contacted via email. You have 72 hours to respond before another winner is chosen. All winners will be displayed in the same place where you enter.

## **Do I have to have a Cricut machine to join this camp?**

No! This is about selling your handmade goods no matter what you make! No specific equipment is required.

## **How long is each class?**

Class times vary between 10 minutes to 1 hour. Some topics are more complex than others so they do require additional time. Be sure to allow more time after the class to implement what you have learned.

## **What if I am busy one of the days of the camp?**

For free pass holders, classes are uploaded by 9 am ET each day and will be up for 24 hours. After that 24 hours, you will need an AAP to watch.

## **Where is Crafting for Profit Camp?**

Crafting for Profit Camp takes place in the comfort of your own home (or wherever you chose to access the virtual event)! After registering for your free ticket, you will receive an email with workshop details and how to access it.

# FAQ



## **What's included in the AAP?**

- **On-demand access for one year to all video workshops**
- **Printable video workshop transcripts**
- **Access to all workshop materials and printable guides**
- **Attendee-only Facebook community**
- **Exclusive coupon codes to our amazing sponsors just for AAP holders!**
- **PLUS, small business bonuses from our speakers worth more than \$300 including: checklists, templates, binders, planner pages, and so much more!**

## **How much is the AAP?**

- **Early bird pricing is \$49 and ends January 24.**
- **Open door pricing is \$69 and ends January 28.**
- **Last chance pricing is \$79 and ends February 5.**
- **Full price will be \$99 after February 6.**

## **What if I don't even have a craft business yet?**

**That's totally okay! Crafting for Profit Camp is open to crafty business owners of all levels. Even if you don't have an official business, we'll walk you through step-by-step to understand exactly what you need to do to get started. All of the workshops are broken down so anyone can understand.**

## **Is this a live event?**

**No, it is not live. All workshops have been pre-recorded by our amazing crafty business experts. We also have a Facebook group for you to ask questions of our experts.**