



# **CRAFTING FOR PROFIT HOLIDAY 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 Holiday 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 **October 10-12, 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 October 10-12 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. Access camp 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! [Get the coupon codes and shop our sponsors 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 October 10-12 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 October 10th.**

## 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



**Access camp to enter via the form for each giveaway. Free pass holders should be sure to enter before camp closes. AAP holders can enter until October 18th 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) - [crafting-camps.teachable.com/p/cfph-free](https://crafting-camps.teachable.com/p/cfph-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)
- Buy All Access Pass - [link.craftingcamps.com/cfph-aap-sales](https://link.craftingcamps.com/cfph-aap-sales)

# 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 October 9, 2024 at 4 pm ET.  
Watch your email for a link to join as well as a replay!

## DAY 1

**Maximizing Efficiency with Square and SKUs for Craft Fairs**  
Cori George

**The Legal Side of Craft Fairs: Permits, Licenses and Insurance**  
Angie Holden & Cori George

**How to have a Successful Holiday Pop-Up Shop!**  
Chonita Nicole

**Holiday Craft Market Survival Guide: Tips and Tricks for a Stress-Free Event**  
Crystal Summers

**Holiday Craft Pricing and Sales Boosting Strategies**  
Jamela Payne

**Crafting for Different Seasons: How to Take What You Already Have and Make it Holiday**  
Jenn Crookston

**Craft Ideas to Sell in Holiday Markets**  
Creative Fabrica

## DAY 2

**Handmade Holiday Hustle: Ensuring Timely Delivery for Your Creations**  
Angie Holden

**Techniques to Stop Traffic at a Craft Fair**  
Cori George

**10 Tips to Boost Holiday Sales**  
Angie Holden & Cori George

**DIY Product Photography: Epic Backdrops, Editing Tools, and Picture-Perfect Techniques!**  
Courtney Brickner

**Crafting a Successful Holiday Social Media Campaign**  
Jessica Hill

**Seasonal Setups: Craft Fair Booth Presentation at Holiday Markets**  
John Rackowski

**Converting Holiday Sales into Year-Round Revenue**  
Nancy Joy

**Winter Wonders: Creating Custom Holiday Products with a Glowforge**  
Glowforge

## DAY 3

**Black Friday Sales: How to Plan and Promote**  
Angie Holden

**Smart Marketing Strategies to Attract Buyers Before & During a Show**  
Carina Gardner

**Learn 3 Easy Marketing Tasks for a Successful Craft Fair**  
Chelly Ontis

**Special Touches: Standout Add-ons for Your Sales Event**  
EllyMae Habets

**Creating Effective Craft Fair Signage and Product Information**  
Sarah Clark

**Event Etiquette: Best Practices for Craft Fair Vendors**  
John Rackowski

**Turning Craft Fair Connections into Loyal Customers**  
Laura Lambert

**HTV Craft Ideas for Holiday Markets**  
Angie Holden & Cori George

**FREE CAMP PASS:** Classes open at 9am ET each day (October 10 - 12, 2024) and close after 24 hours.

**ALL ACCESS PASS:** All classes open on October 10 at 9am ET. You have guaranteed access for one year.



# 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 October 18th, 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 \$200 including: checklists, templates, binders, planner pages, and so much more!**

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

- **Early bird pricing is \$39 and ends October 13.**
- **Full price will be \$59 after October 13.**

## **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.**