

Choosing a Niche

What makes your product special? Ingredient/materials? Process?

When you try to sell it to people what do you say to convince them?

How is it used? What problem does it solve?

How does it make people feel?

Who is my business/product for?

How is my product used?

Why is my product different?

Write your elevator pitch here:

Naming Your Business

Describe your product -

Describe your business -

10 words you love -

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Available domains -

Creating a Tagline

Words that describe your business

What you do -

Who it is for -

Tagline -

Price Your Product

Prices of similar products:

Where you found it	Product	Price
		\$
		\$
		\$
		\$
		\$
	Calculate Average Price	Total: \$ /5= \$

Calculate your price:

Materials \$ _____

+Time x \$15 _____

+ 10% _____

= Base Price \$ _____

X 3 (or 4) = \$ _____ Retail Price

Other costs:

Etsy Fee \$ _____

Paypal Fee \$ _____

Stripe Fee \$ _____

Taxes \$ _____

Bulk Discount? \$ _____

Wholesale Price(= Retail/2) \$ _____