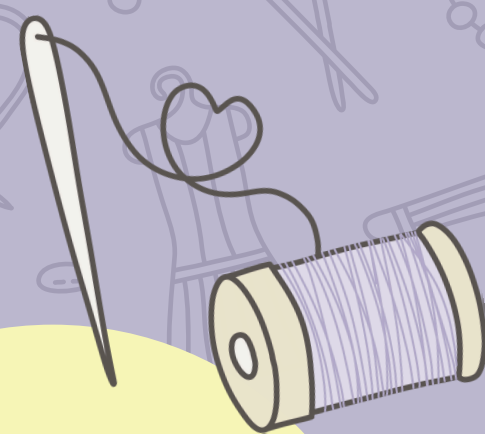




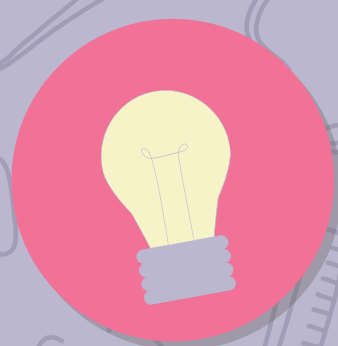
# REACH WIDE RISE STRONG



**BUILD  
A  
BRAND  
THAT**

# RESONATES

Ready to take your Etsy shop to the next level?  
Grab your FREE Craft Business Starter Kit at  
[www.bloomandgrow.org](http://www.bloomandgrow.org)



## PRODUCT PERFECTION

### *Trend Radar*

Lock onto Etsy trends, Pinterest vibes, and Insta hashtags. Decode what's hot—then make it *yours*.

### *Audience Intel*

Tap into what the people crave! Polls, Q&As, sneak peeks—loop your customers in.

### *Brand Vibe Check*

Does it nail your brand's essence? Stay true to your aesthetic, even when chasing trends.

### *Act Fast*

Keep your shop sizzling with new, brand-tastic goodies! Small updates = big impact.

### *Style Secrets*

Your secret weapon is your Brand Bible—a cheat sheet for colors, fonts, and tone. Stick to it!

### *Shopfront Finesse*

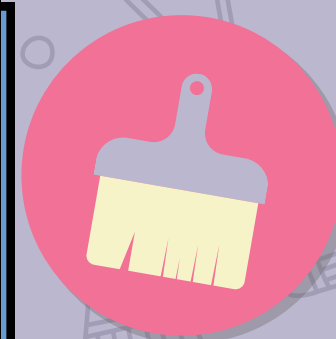
Be it your website or your social posts—make it pop! Killer product pics are non-negotiable.

### *Story Time*

What makes your craft special? Sharing your “why” makes you relatable!

### *Vibe Patrol*

Do regular spot-checks and sweeps to fix any rogue elements that dilute your message.



## BRAND BLUEPRINT



## COMMUNITY CONNECT

### *Loyalty Squad*

Reward your VIPs with exclusive discounts, early access, or a shout-out on social media.

### *Customer Concierge*

Cultivate active, buzzing communications channels—email, socials, live chat, whatever works.

### *Personal Touch*

Individualize your brand's customer care with targeted, aesthetically aligned communications.

### *Feedback Fanatic*

Track down and display reviews and testimonials that resonate with your brand identity.

### *Marketing Mojo*

Map out content themes that match your mission and audience cravings.

### *Search Savvy*

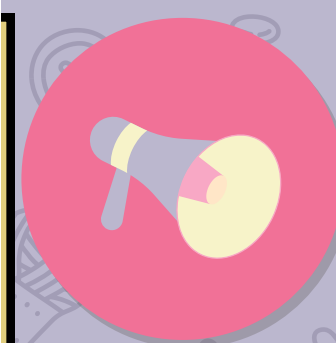
Make your shop a search engine magnet with targeted keywords for product listings!

### *Brand Beat*

Keep your brand's rhythm alive with a consistent content calendar that shares your unique vibe.

### *Partner Up*

Collaborate with influencers or like-minded brands to reel in audiences with similar interests.



## MARKET MOMENTUM