

month 1

week 1 - defining your mission

You know that mission statement that you wrote earlier? I want you to share it with your readers!

Not necessarily word for word - although be my guest. You should share that you're entering a new phase of your blog, let them know what to expect, tell them more about the way you see your brand & your passion.

Ask your readers how they see your brand. Ask for feedback on your new direction. Engage your readers about your brand at the most basic level.

week 2 - first stage of a new product

Last week was kind of philosophical. This week, turn your blog right on its head by posting images & descriptions of a new piece in its first stage - cut & dry. Maybe how you set up your supplies or a piece after it's been prepped for detail work.

Giving your readers an inside look makes them feel involved and reminds them that you create a product that's for sale!

week 3 - obstacle you overcame

So, you're talented. No, really, you are. Not only are you a fun person who creates something interesting with your hands, you've turned it into some sort of product line, and are writing a blog about it! Many of your readers can't even fathom doing that for themselves.

Write about an obstacle you overcame in:

- learning your craft or discipline.
- developing a technique.
- opening shop.
- finding work/family balance.
- choosing supplies.
- finding a space to work in.
- etc...

week 4 - a lofty goal to accomplish

You do have goals, right? This isn't a goal-setting workbook but I'm a big fan of having goals - big ones. The thing that takes wishes & dreams and brings them into the realm of passion & drive is a goal.

If you have one you've been working toward, great! Share it.

If you need to set one, go ahead. And then share it!

week 5 - question

Ask a question. Suggestions:

- Product suggestions? Color, type, detail, etc...
- What is a goal you're working towards?
- Tell me about a craft from your childhood.
- What's a new craft skill you'd like to learn?



image by [Richard0](#) via flickr