



MAKER BRAND & AMBITION QUIZ



A Fun Vision Questionnaire with Extra Write-In Space

SECTION 1 :: THE SHOP VIBE & AESTHETIC 🌈

Q1. If your shop was a physical room, what does it feel like?

- ☐ A cozy, sunlit plant nursery & botanical studio
- ☐ A colorful 70s retro psychedelic headshop
- ☐ A minimalist modern art gallery with clean lines
- ☐ An enchanting witchy/apothecary library

✎ EXTRA DETAILS / SPECIFIC ROOM IDEAS:

Q2. Which visual texture palette represents your products best?

- ☐ Earthy linens, terracotta, pressed dried flowers
- ☐ Neon acrylics, glitter, bold checkerboard patterns
- ☐ Toile de Jouy engravings, vintage line art, seals
- ☐ Kraft paper, muted pastels, cozy knit patterns

✎ EXTRA DETAILS / SPECIFIC COLORS OR MATERIALS:

Q3. What tone should your storefront copy speak with?

- ☐ Warm, friendly & conversational (like a friend at a fair)
- ☐ Whimsical, poetic & storytelling-focused
- ☐ Crisp, professional & product-focused

 **EXTRA DETAILS / VOICE NUANCES:**

SECTION 2 :: STORY & MISSION

Q4. What is the main spark behind why you started crafting?

 **EXTRA DETAILS / ORIGIN STORY NOTES:**

Q5. What is the one thing customers ALWAYS compliment at your market booth?

 **EXTRA DETAILS / BOOTH FEEDBACK:**



GOALS, FAQs & FUTURE AMBITIONS



Part 2: Operational Magic & Dream Metrics

SECTION 3 :: CUSTOMER CARE & FREQUENT QUESTIONS

Q6. What is your typical order processing turnaround time?

- ☐ 1–3 business days (Ready-to-ship)
- ☐ 3–7 business days (Made-to-order)
- ☐ 2–3 weeks (Custom or intricate items)

 EXTRA DETAILS / SHIPPING NOTES:

Q7. Do you accept custom orders or wholesale inquiries?

- ☐ Yes! Custom commissions (need custom request form)
- ☐ Yes to Wholesale only (include wholesale contact info)
- ☐ No, strictly ready-made shop inventory for now

 EXTRA DETAILS / WHOLESALE OR CUSTOM PARAMETERS:

Q8. What are 3 questions fair shoppers ask you most often?

1.

2.

3.

 **EXTRA DETAILS / CARE OR MATERIAL NOTES:**

SECTION 4 :: DREAM AMBITIONS & GROWTH

Q9. What is your #1 goal for taking your shop online this year?

- ☐ Give market attendees a place to keep buying post-fair
- ☐ Build passive organic sales via Pinterest
- ☐ Transition from hobbyist to full-time studio business

 **EXTRA DETAILS / TIMELINE OR SALES TARGETS:**

Q10. Any special features or secret sauce you want on your site?

✨ Main Ideas, Features & Visual Surprises:

✍️ DETAILED INTEGRATIONS, CUSTOM MECHANICS & NOTES:
