

WELCOME ABOARD!

STEP 2: MAKER ONBOARDING & ASSET COLLECTION GUIDE

Contract signed! Now comes the fun part: getting your brand, craft story & product magic out of your head & into your shiny new digital storefront.

THE 14-DAY ASSET WINDOW: To hit your target launch date, we have a 14-day window to gather your assets. Don't worry, you don't have to write long corporate essays! Use our fun vision quiz & shared drive folder to drop things in as you go.

NEW TO SELLING ONLINE? NO PROBLEM. No domain name yet, no Stripe account, no idea where to start: that's completely normal & it's part of what you're paying for. If any of that isn't set up, I'll set it up with you during the build. You never have to arrive with a finished tech stack.

THE 3-STEP ONBOARDING PIPELINE

STEP 1 :: TAKE THE VISION & AMBITION QUIZ

Complete our interactive studio quiz. It feels like a personality quiz, but it collects your core brand vibe, mission statement, favorite shop colors & FAQ basics in under 15 minutes.

STEP 2 :: UNLOCK YOUR SHARED ASSET LOCKER

Check your inbox for your personal Google Drive locker link. Drop your high-res photos, logo files & product spreadsheets into the labeled folders.

STEP 3 :: BUILD & DEMO PREVIEW

Once your assets are received, I jump into build mode! I build your storefront, publish it on fast, free hosting, connect Stripe so you can take real payments (free to set up; Stripe keeps its standard small fee per sale, nothing extra from us) & send you a private preview link to look over before anything goes live.

NOTES & LAUNCH IDEAS:

YOUR SHARED ASSET LOCKER

Pre-Organized Folders for Easy Uploads

Your shared locker is pre-organized into 4 clean folders so nothing gets lost:

FOLDER 01: BRAND & LOGOS

- Primary Logo & Vector / PNG files (transparent background preferred)
- Alternative marks, badges or brand illustrations
- Color codes or mood board images (if you have them!)

FOLDER 02: PRODUCT PHOTOGRAPHY & INVENTORY

- High-res hero photos of your products (well-lit, fair booth style or styled shots)
- Completed product catalog sheet (Names, Prices, Quantities, Descriptions)
- Variant lists (sizes, scents, materials, colors)

FOLDER 03: STORY, COPY & FAQs

- Completed Maker Brand & Ambition Quiz
- About the Maker bio & high-res studio/booth photos
- Storefront policy preferences (Returns, Shipping times, Customs)

FOLDER 04: INTEGRATIONS & CONNECTIONS

- Domain name, if you already own one: that's it. I'll send simple DNS pointing instructions; there's no need to share your registrar login here or anywhere
- Don't have a domain yet? Skip this; I'll register one for you as part of the build
- For payments: no login needed here either. I'll send a secure Stripe connect invite separately once your build is underway (free to open; Stripe's standard per-sale fee applies once you're live). Selling in person too, at markets or pop-ups? Ask me about Square instead; it keeps in-person & online stock in sync
- Social media links (Instagram, Pinterest, TikTok, Etsy store)

NOTES:

ONBOARDING ASSET CHECKLIST

Keep Track of Everything You Need to Upload

1. BRAND & VISUAL IDENTIFIERS

- ☐ **Primary Logo:** High-res file (PNG, SVG or AI).
- ☐ **Brand Palette:** Color HEX codes or 3–5 inspo photos.
- ☐ **Fonts & Aesthetics:** Preferred font style (Retro, Minimal, Bohemian, Playful).
- ☐ **Booth & Maker Photos:** 2–3 photos of you at your fair booth or studio space.

2. STORY, MISSION & FAQs

- ☐ **Completed Vision Quiz:** Answers to your Brand Ambition Quiz.
- ☐ **The Maker Bio:** Short story on why you started crafting (2–3 paragraphs).
- ☐ **Mission Statement:** What makes your products special or unique?
- ☐ **Top FAQs:** Shipping times, care instructions, materials & custom work info.

3. PRODUCT CATALOG & BACKEND MATRIX

- ☐ **Product Images:** Labeled matching product names (e.g., candle_lavender.jpg).
- ☐ **Product Spreadsheet:** Completed product setup CSV/sheet.
- ☐ **Inventory Counts:** Starting physical stock for each item.
- ☐ **Payout Setup:** Just your Stripe account connection; I'll send a secure invite link, no passwords needed here. Don't have Stripe yet? I'll open one with you.

NOTES & CHECKLIST MEMOS:

WRITER'S BLOCK STARTERS

Draft Your Story, Mission & Care Instructions

DON'T STRESS OVER PERFECT WORDS: I clean up & polish your copy during the build! Jot down your rough thoughts below:

About Me / Maker Story Starter:

"I started making [Product] back in [Year] because I wanted..."

Mission & Brand Vibe Starter:

"Our shop creates [Products] for people who love [Vibe/Lifestyle]. We care deeply about..."

FAQ & Care Instructions Starter:

"Orders ship within [X] days via [Carrier]. For care & custom requests..."

ADDITIONAL DRAFTING NOTES:
