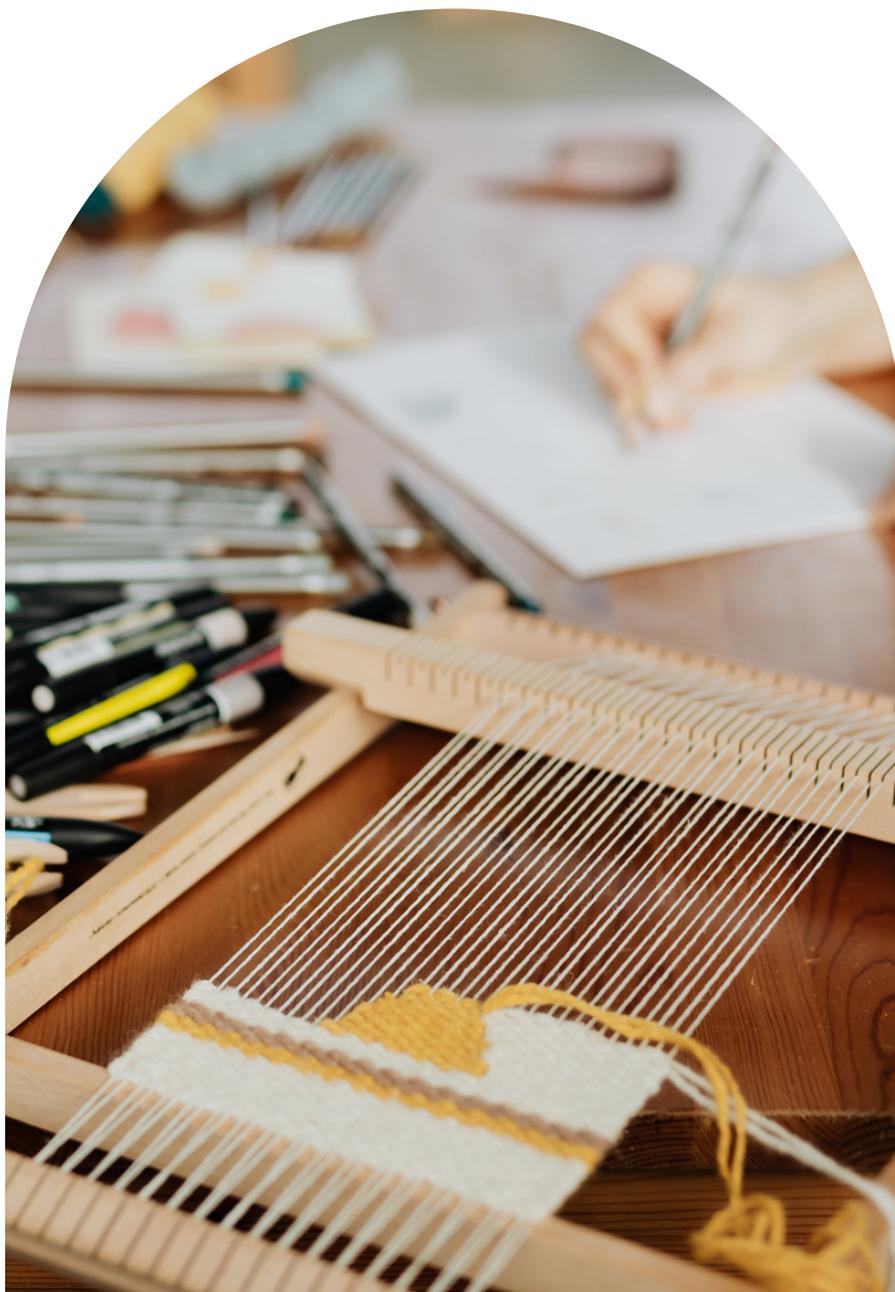


**dear handmade life**



# CRAFT YOUR DREAM BUSINESS

A GUIDE TO HELP YOU CREATE A ROADMAP TO GO FROM WHERE YOUR CREATIVE BUSINESS IS . . . TO WHERE YOU WANT IT TO BE.



✨ Hello! ✨

Turning your passion into your profession and creating a business that doesn't just survive but thrives is no small feat.

I started my first craft business over 20 years ago and in these past decades of running my own successful businesses and consulting other creatives on how to do the same thing, I've become an expert in what to do (and what not to do) when it comes to crafting the business of your dreams.

**THAT'S  
ME,  
NICOLE**



**Many creative business owners are working too many hours and not making enough money (sound familiar?).**

That's because they're focused on reactive work, aka work you're doing as a reaction to your current situation. For example: filling an order, replenishing items in your Etsy shop, answering emails, etc. This is the work you need to do to maintain your business.

What if you want to do more than just maintain? What if you want to thrive?

Proactive work is forward-thinking work like goal-setting, planning, education, and creating relationships **AND** it's a must for if you want to craft the business of your dreams.

This worksheet is a glimpse into proactive work, it's the first step in goal-getting where you'll look at where your business is and where you want it to be.

The next step is using that information to create goals and a plan to get them. On the page after the worksheet, I'll help you with that next step!

**READY? Turn the page and let's get started!**

-Nicole  
Mentor for Makers and Dear Handmade Life CEO



**IF WE DID ALL THE THINGS WE'RE CAPABLE OF DOING,  
WE WOULD LITERALLY ASTONISH OURSELVES.**

- THOMAS EDISON -

# CRAFT YOUR DREAM BUSINESS

A WORKSHEET TO HELP YOU CREATE A ROADMAP TO GO FROM WHERE YOUR BUSINESS IS . . . TO WHERE YOU WANT IT TO BE.

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## Here's what to do:

1. Go someplace where you won't be disturbed. Fellow parents, may I suggest two of my favorite spots: the bathroom or the closet.
2. Take a few deep breaths.
3. Read the questions and write down your first thoughts. Don't second guess yourself, try to come up with the perfect answer or write the one you *think* you should write. Write your answers down using pen or pencil and paper as writing by hand activates part of the brain that typing doesn't.

## WHERE YOU'RE STARTING FROM

Let's start by assessing where you are in your business and what's working.

What is your business? Explain it in a one sentence elevator pitch.

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What do you love most about what you do?

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What are three things that are going right in your business?

1. 

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2. 

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3. 

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What separates your business from other businesses like yours? Is it the price? Is it your actual product/service? Is it location?

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What story or stories do you need to let go of to create the business of your dreams?

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What are three things you'd like to check off your business TO-DO list one year from now?

1. 

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2. 

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3. 

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What's one thing you could realistically do this week to move you closer to the business of your dreams?

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*Now what?* 



Now that you've dug deep to assess where your business is and where you want it to be . . .

### How do you feel?

Did any of your answers surprise you? Did you get stuck on any questions? Are you 100% clear about what you want or still a little unsure? Are you feeling excited about the possibilities ahead or overwhelmed at figuring out and taking the next steps? Did your inner critic pop in to try to dissuade you from going after what you want?

### However you're feeling, and whatever you're thinking IT'S OKAY!

Proactive work like this is meant to be provocative. It's designed to make you have an AH-HA moment or get a little (*or a lot*) uncomfortable. It's not like shipping an order where you can check that task off your list and be done with it. Proactive work is a thread that's **ALWAYS** running through your business, defining where you'll go next, pushing you ahead and helping you grow as a business owner and a person.

Maybe you're thinking, "*Nicole, now that I've done all this deep digging what's next? How do make all of the stuff I want for my business actually happen?*"

I wish I had some magic potion to offer you that would transform your your business in the blink of an eye but the truth is . . . it's not going to happen overnight. And the work is part of the process.

But, it will happen if you consistently work on it.

There are three key things you need to craft your dream business:

### Mentorship



This is the guidance that helps you figure out your idea of success, how to get there and gives you the education, resources and support you need.

### Mindset



These are the beliefs that shape how you see yourself and the world. Breaking through your limiting beliefs and shifting your mindset to possibility and abundance are essential.

### Community



A community of like-minded people not only offers encouragement, belonging and advice but also creates accountability to keep you on task.

I may not have a magic potion but when those three things come together, it can feel pretty magical.

So, now what?

You could do what I did when I started my handmade business years ago, learn everything the hard way through trial and error **OR** you could get the guidance, education and support that I wish I had back then.

That's why we created Dear Handmade Life: The Club. The Club is our members-only community for creative small business owners to get practical business skills, goal-getting guidance, mindset shifts, support and accountability to take your next big leap.

### Here's what's inside The Club:



Make it Happen  
Mentorship  
Sessions



Live!  
Expert-Led  
Business Classes



Curated  
Mastermind  
Accountability  
Groups



Goal-Getting  
Group Coaching  
Sessions &  
Worksheets

**And, more! Take a tour of The Club [here](#).**

We only open enrollment a few times a year so be sure to join the waiting list [here](#) if enrollment is closed.

Whether you join us in The Club, or not, hopefully after completing these worksheets, you have a better idea of where your business is and where you want it to be and that is the first step to crafting your dream business.

Remember the last question you answered in the worksheet?

What's one thing you could realistically do this week to move you closer to the business of your dreams?

I challenge you to do that thing this week! Send me a DM on Instagram [here](#) and tell me what the thing is you're going to do so I can reply back and give you a little support.

You can do this!

*Nicole*