

Where to Begin ... use this a road map on your journey

Where ever you are in your business journey, use this as a guide.
Start where you are now, and see what you have ahead of you.



33 sessions: Skills (14) Income Streams (10) Marketing (9)

DAY **BEGINNER**

- D1 **Creating and Selling Physical Products: Wholesale, Retail and Art Licensing** by Jennifer Rizzo
- D1 **Overcome the Overwhelm** by Michelle Brooks
- D2 **Get Started With Small Business Bookkeeping** by Elise Laney
- D3 **Blogging 101** by Jennifer Rizzo
- D3 **Introduction to Craft Photography** by Colleen Pastoor
- D3 **Canva 101 For Business** by Traci Gibson
- D3 **Tips for Using Digital Resources for Your Business** by Creative Fabrica
- D3 **Business BFF & How They Help Grow Your Business** with Chelly Ontis & Michelle Braswell
- D1 **17 Places to Use Affiliates You Probably Haven't Thought of Yet** by KariAnne Wood
- D2 **5 Ways to Make Money from SVGs** by Jav Sid
- D2 **3 Ways to Run a Business with a Laser Machine** by Bail Ansari
- D3 **Attract Your Dream Sponsors Without Selling Out** by Jenny Melrose
- D3 **Build Your Crafty Business with Heat Pressing** by Lori Apgar
- D2 **How to Craft a Brand with Procreate + Canva** by Jen Swift
- D2 **Let's Streamline Your Social Media Posting** by Chelly Ontis
- D3 **Creating Sales & Relationship Marketing** by Leah Mason-Virgin
- D3 **Using Your Cricut® for Branding Your Business** by Shawn Mosch



DAY **INTERMEDIATE/ADVANCED**

- D1 **Step-up Your Game in Short Form Video** by Erin Reed
- D1 **How to Optimize Your Experience as a Summit Speaker** by Brandi Mahon
- D1 **How To Use AI Technology To Grow Your Creative Business** by Sarina Correa
- D2 **Simple Photography Tips for Every Business Owner** by Jacy Voglewede
- D2 **The Cool (& Not So Cool) Things About Google Analytics 4** by Sherry Smothermon-Short
- D2 **Live Streaming Setup & OBS Basics** by Andrea Haglund
- D1 **Add Passive Income To Your Business Through Printables** by Lindsay Ashworth
- D1 **Harnessing the Power of Reviews for Your Craft Business** by Michelle Braswell
- D1 **Craft Your Way to Profits: Building Resource Libraries for Crafting Entrepreneurs** by Kimi Kinsey
- D2 **17+ Creative Ways to Make Money Online** by Melanie Ferguson
- D3 **"Crafting" Books as Passive Income** by Allie Trumpower
- D1 **Marketing Your Next Craft Show** by Chelly Ontis
- D1 **Pinterest Traffic Strategies for 2023** by Jennifer Priest
- D2 **Facebook Ads to Grow Your Email List** by Zach Spuckler
- D2 **Logo Design for Craft Businesses** by Kimberly Costa
- D3 **Emailing Your List - The Pros and Cons** by Bette Daoust

