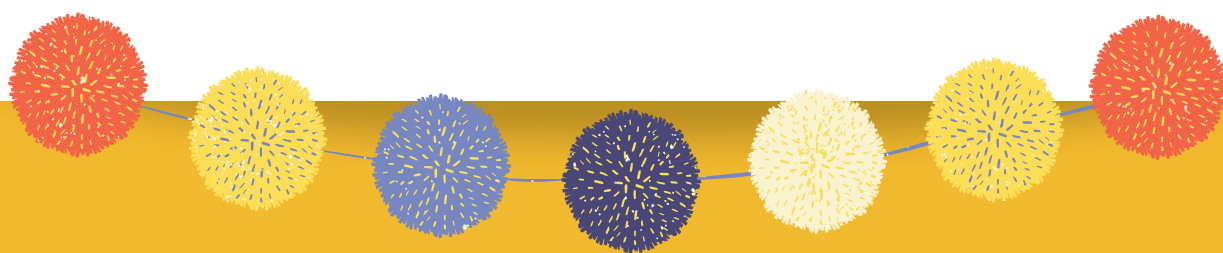




MY SMALL BUSINESS



Made by Timea Koppandi

FOREWORD

I wanted to introduce myself really quickly, so here it goes! I am Timea, and I am a creative. For the longest time I have looked for a creative outlet that enabled me to use my work in a practical way, and when I found polymer clay crafts I knew that this was exactly what I was looking for. I started working with polymer clay during the first wave of the lockdown, like many others, and since then it became a regular practice of mine. Despite that, I have never made a business out of it. I found myself to be too interested and curious about all of the things that I can make. However, my experience with polymer clay has inspired me to create this planner with the purpose of helping my fellow creators in organising their business. With the help of other maker's feedback and my personal research, this notebook was born.

I hope that you will enjoy this planner as much as I have enjoyed making it for you, and I look forward to any feedback you would like to share with me!

Feel free to follow me! I promise to follow back :)



Timea Koppandi



@timea.ok



www.timeakoppandi.com



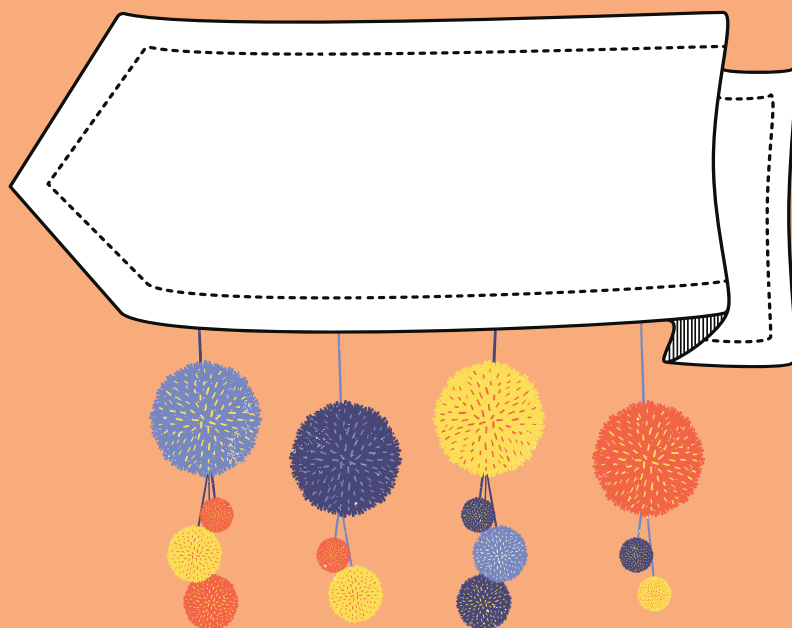
@TimeaKoppandi

HOW YOU CAN USE THIS PLANNER

Here are some tips on how you can put this planner to best use:

- *Keep bookmarks of different sections, favourite pages and most used pages. This way you can access them quickly without having to scroll for too long.*
- *Erase and re-write on pages. By doing that, you can use this planner for however long you would like, without a time frame limiting you. For example, many planners are created for a year or two with calendars dedicated to those years, but this one can be reused endlessly.*
- *Have fun with it!*

This planner belongs to:



ABOUT THE MAKER

My favourite colour:

Best song to play while working:

One beverage that keeps me going:

My dream vacation destination:

My favourite film:

Best time in the day to create:

One thing I am looking forward to:

Add a picture of yourself, or you can even draw a doodle of yourself!

What motivates me:

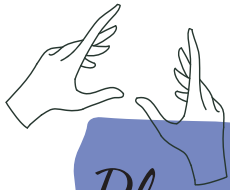
My favourite quotes:



CONTENTS



This notebook is divided into *three major sections* in order to help you *organise your business* in the *best way possible!*



Planning & Making

Look out for these colours when you search for a section!

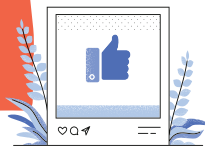
This is the main section of the planner and contains lists of your *favourite materials*, *upcoming projects*, *colour combinations*, *your inspirations* and *many more!*



Branding


In this section you will think more about you and your vision for the business. You will learn about things like *USP*, *brand identity* and *logo*.

Social Media



Your social media presence is very important for the development of your business, which is why this section is dedicated to your social media schedule, content ideas and websites to learn from!

Let the journey begin! :)



*“Every artist was first an
amateur.”*

RALPH WALDO EMERSON





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TO DO LIST

P&M

Date:



Priority

A large, vertical, yellow rectangular box with rounded corners and a thin orange border, intended for writing a priority level.

©TIMEA KOPPÁNDI

Legend

A large, vertical, light green rectangular box with rounded corners and a thin green border, intended for writing a legend.

COLLECTION IDEAS

P&M

Title

Shapes

When

Theme

Items

Prices

Colour scheme



©TIMEA KOPPANDI

*Important
Dates*

Notes

Reminders

COLLECTION IDEAS

P&M

Title

Shapes

When

Theme

Items

Prices

Colour scheme



©TIMEA KOPPANDI

*Important
Dates*

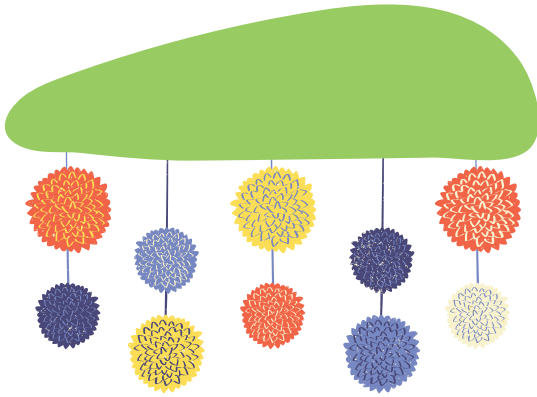
Notes

Reminders

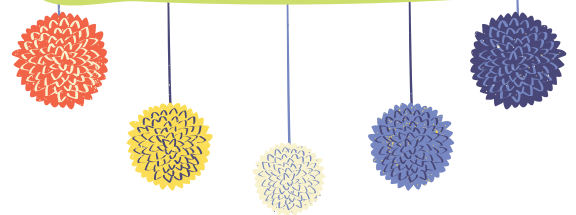
SPECIAL COLLECTIONS

P&M

Whether it's a religious festivity, the beginning of a new season or a celebration, this page is for planning special collections that won't be around all year!



Write the title here



SPECIAL COLLECTIONS

P&M



SPECIAL COLLECTIONS

P&M



FAVOURITE MATERIALS

P&M

Essentials

To try

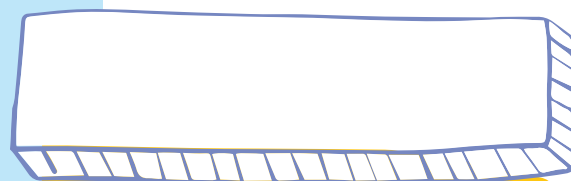
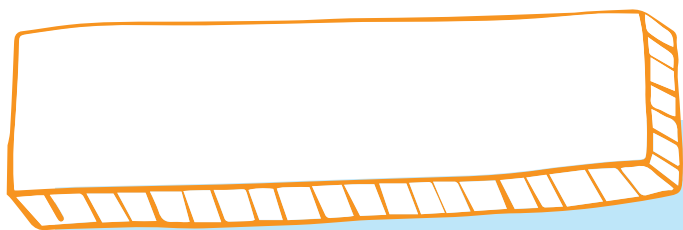
©TIMEA KOPPÁNDI

Up to you to decide what this is for!

FAVOURITE TECHNIQUES

P&M

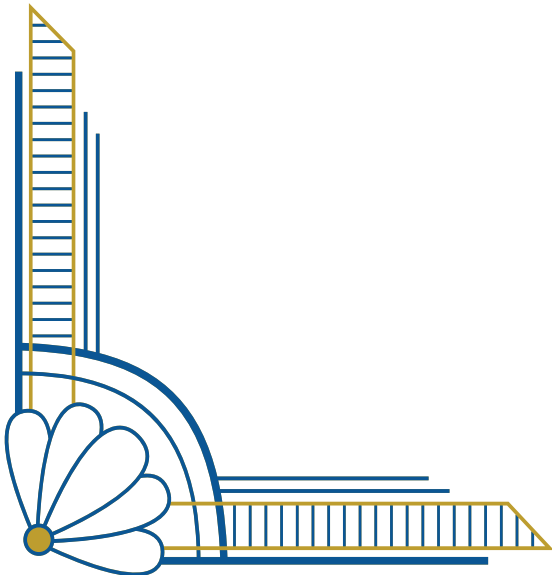
Write a **title** that sums up the type of techniques you'll list, and continue by listing your favourite methods of making beautiful things!



Write, scribble, draw any designs or ideas you might have. When you're done with them, simply erase and start again!

MY IDEAS

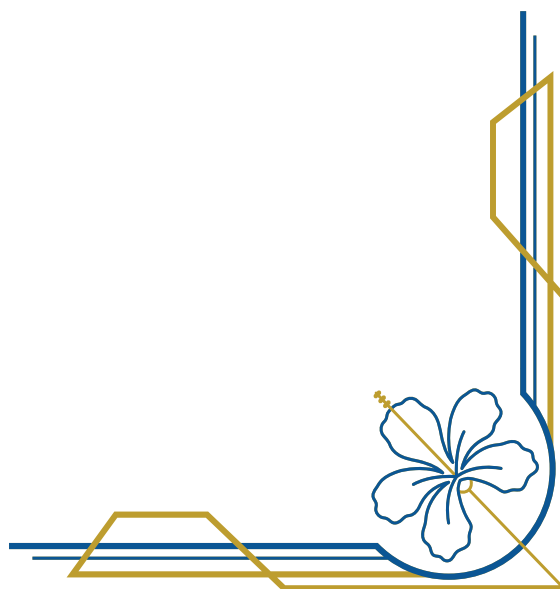
P&M



MY IDEAS

P&M

©TIMEA KOPPÁNDI



COLOUR RECIPES



P&M

Write the name of the colour here.

Store your favourite colour recipes here!



COLOUR RECIPES

P&M

MY COLOUR COMBINATIONS

This is the perfect place to capture all of your favourite colour combinations!

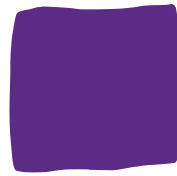
add the name of the colour here



MY COLOUR COMBINATIONS



COLOUR COMBINATIONS



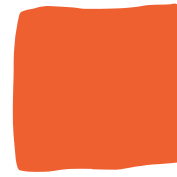
These are some of my favourite colour combinations that I thought would be helpful :)

Ice Blue

Mustard

Deep Purple

Lime Green

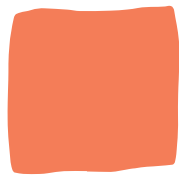
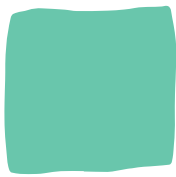


Yellow

Orange

Coral

Lime

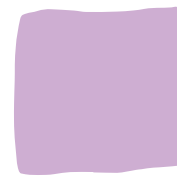


Teal

Red Orange

Fuchsia

Teal



Red

Hot Pink

Ice Blue

Lilac



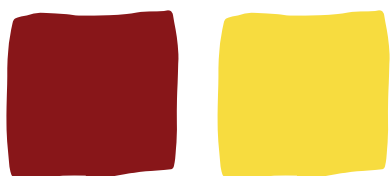
Pink

Marigold

Sky Blue

Hot Pink

COLOUR COMBINATIONS



Burgundy Yellow



Deep Blue StrYellow



Navy Mint



Blue Green



Grey Green



Grey Yellow



Red Grey



Burnt Orange Burgundy



Keep track of all the
things you need to
buy for your small
biz!

THE TO BUY LIST

P&M

Materials

☐☐☐☐☐☐☐☐☐☐☐

Tools

☐☐☐☐☐☐☐☐☐☐☐

THE TO BUY LIST

P&M

Packaging

☐☐☐☐☐☐☐☐☐☐☐

Anything Else

☐☐☐☐☐☐☐☐☐☐☐

and finally... ↪



EXPENSES

P&M

Keep track of all of your expenses here:

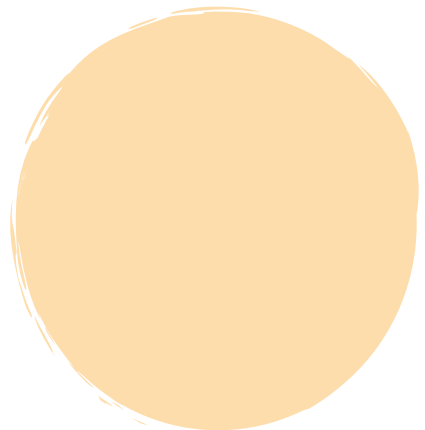
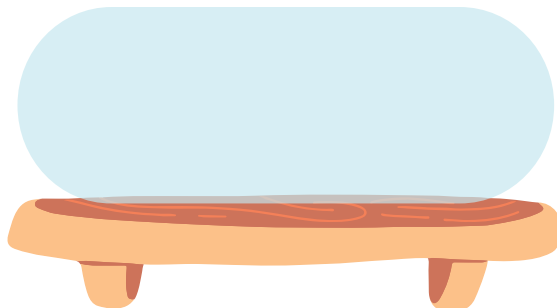
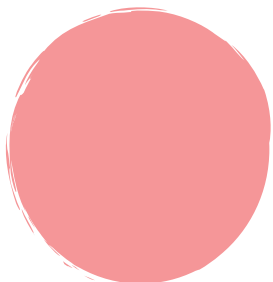
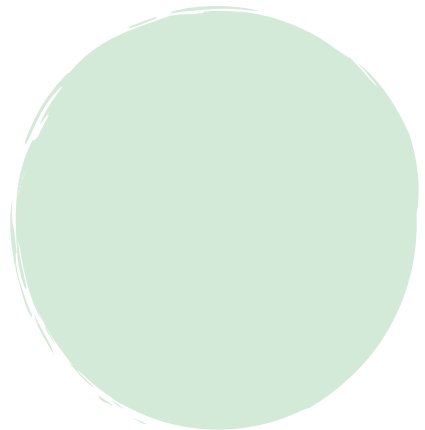
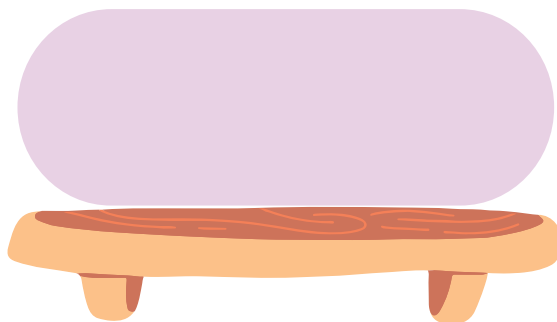
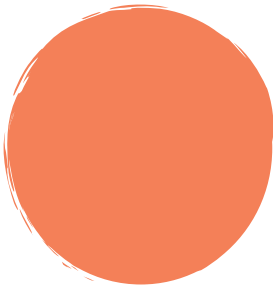
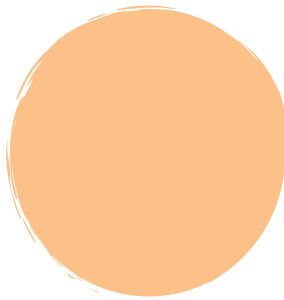
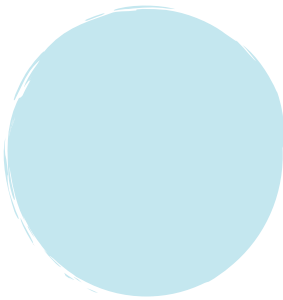
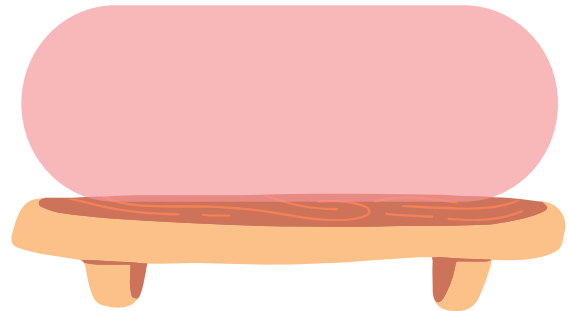
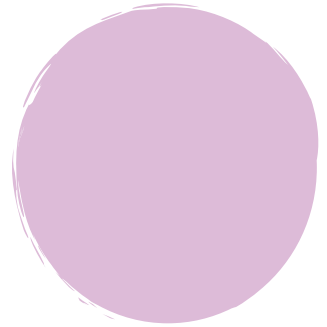
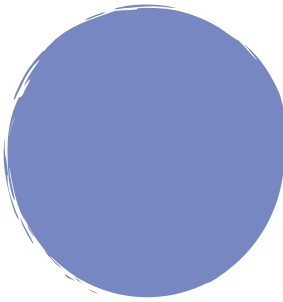
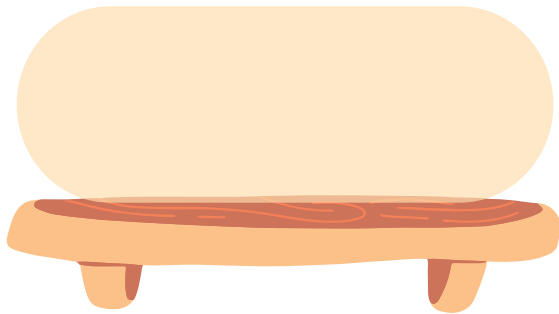
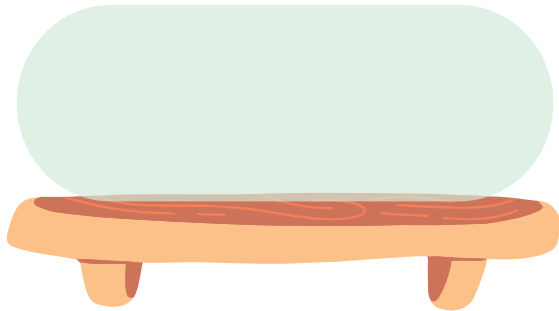
Month:

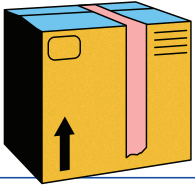
| Date | Item | Amount |
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WISHLIST

P&M

'Store' your most desired items within these shelves and bubbles. Once you got them, just tick, cross out or erase them!





ORDER TRACKER

P&M

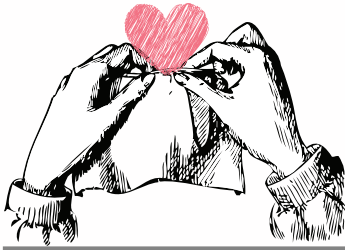
Track all of your orders here!

Month:

| Date | Items | Order Number |
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CUSTOM ORDERS

P&M



Track all your custom orders here!

Month:

| Client | Order specifics | Deadline | Status |
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CUSTOM ORDER DRAWBOARD

P&M

Think about your custom orders in any way you would like: you can draw, write and create further lists.





TIMESHEET

P&M

Keep track of how long your
amazing pieces take to be ready!

Month:

| Date | Time start | Time finish | Total hours | Activity |
|------|------------|-------------|-------------|----------|
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MATERIAL TRACKER

P&M



Start by naming or describing the item that you made, then listing the materials you used, breaking down the cost of your materials and finally calculating the total cost of your materials.

| Item made | Materials used | Material cost | Total cost |
|-----------|----------------|---------------|------------|
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Use this page to help you figure out how much you would like to price your items!





PRICE MAKER

P&M

Write the title of your item here:

Use this page to help you figure out how much you would like to price your items!

Useful Tips


- you can use an online profit margin calculator to find a profitable selling price for your product. And it's free also!
- if you search 'how to price my product' there are various useful websites (such as SUMO and Shopify) with lots of great tips!

©TIMEA KOPPANDI

list anything else that you think it's important in determining a price

| What to consider | Cost |
|---|------|
| Cost of Materials | |
| Packaging | |
| Shipping | |
| Promotional materials | |
| Time spent <small>considering your hourly rate</small> | |
| Profit margin | |
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Final Price:



*"Your passion is waiting for
your courage to catch up."*

ISABELLE LAFLECHE

MY BRAND

B

This page is dedicated to various aspects of your brand such as: *name, logo, colour scheme and unique selling point*. If you already have all of these figured out, then it's a great space to *store* this info, but if you're in the process of figuring them out, then this will *help you think* about what you're trying to achieve.

Name

think about how you discovered your business' name and what it says about it

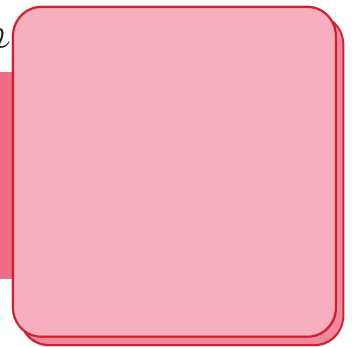


Yellow rectangular area for writing about the brand name.

Logo

what does your logo represent and what is it composed of

Pink rectangular area for writing about the logo.



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Colour Scheme



what does your colour scheme represent and where do you use it

Orange rectangular area for writing about the colour scheme.

write your conclusion here

USP

unique selling point



Green rectangular area for writing about the unique selling point.

Tips on how to figure out your USP: 1. Brainstorm about your services, 2. Identify your customer, 3. Analyze your competitors, 4. List your strengths, 5. Know your weaknesses, 6. Figure out what makes you unique, 7. Translate your USP into the right words (marketing)

MY VISION

B

This page is a space for you to think about all the aspects of your business, and sketch, list, write or draw any of your ideas. Let your vision be seen.

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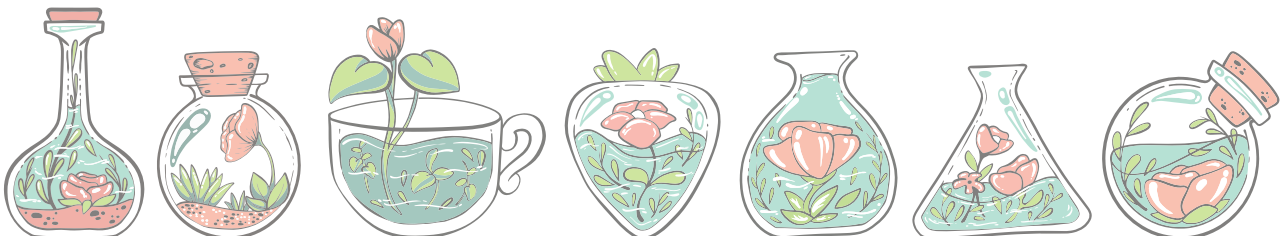


MY GOALS&IDEAS

B

This page is a space for you to list your goals and your ideas on how to make your business grow.

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REFLECTION PAGE

B

Reflect on how far you've come, what you think you have done well, what you can improve on, what you have enjoyed doing the most and what you think you should do more of.

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The background of the entire image is a soft, abstract watercolor wash in shades of pink, magenta, and light orange. The colors are blended together, creating a dreamy, ethereal atmosphere. There are some darker, more saturated areas of pink and orange, particularly towards the top and right edges, which contrast with the lighter, more delicate washes in the center and bottom.

VINCENT VAN GOGH

*“ . . . The more I think about
it the more I feel that there’s
nothing more genuinely artistic
than to love people.”*

MY SOCIAL MEDIA

SM

Keep track of your
social media posting,
and plan future posts
here

Social media schedule

Vertical line for scheduling posts



Write the day of
the week here

List all of your social media accounts here

My social media accounts

Yellow sticky note with horizontal lines for notes.

Add your
notes here

Green sticky note with horizontal lines for notes.

SOCIAL MEDIA CONTENT IDEAS

SM

Jot down your social media content ideas. Think about what kind of posts, reels or videos you would like to make!



Make a note of all the
place that you learn and
draw inspiration from.


MY INSPIRATION

SM

Websites to learn from

Up to you what this is for !

Accounts to follow



*Bring a piece of you
wherever you may go.*

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