



6 SYSTEMS
YOU SHOULD
SET UP IN YOUR
HANDMADE
BUSINESS



Systems Save Time

- They streamline your work
- They save brainpower and willpower
- They make it easier to outsource
- They ensure you don't forget important steps!



Ideally, you
would record the
steps in your
system.

- You can write them in a document.
- You can keep them in something like Trello.
- You could record yourself going through the process using a screencap software like Loom.
- This makes it easy for you to go back and reference your system steps each time you do the task.
- It also makes it easier to teach the task to someone else.



5 Minute Activity

- **Do you already have systems in place?**
- Chances are that you do - you may just not have formally thought of them as such, or recorded them anywhere outside of your head.
- Brainstorm the tasks you do regularly - do you have a habitual way of doing these things?
- Make a list of the things you do regularly in your biz that you think you could systematise.



Let's Discuss 6

These are 6 examples of systems I think every handmade business should have in place.

1. Listing a Product

- There is more to listing a product for sale than just creating the listing in your sale software.
- There's the pre work - planning, making, photographing the product, editing photos, researching keywords.
- Then there's the listing itself.
- Then there is the post work - marketing the product, checking on SEO, etc.
- Put together a system from the beginning to end, and you won't forget any part of this quite long process!

2. Bookkeeping

- This is a big one so many people ignore!
- How are you keeping track of your numbers?
- How often are you looking at your profit and loss?
- How are you storing and cataloging receipts?
- Is there a list of additional expenses that you need to keep to send to your accountant each year (rent/mortgage, electricity, internet etc.)
- At the least, you should be using a spreadsheet. Also consider some form of bookkeeping software to save you a lot of time.

3. Order Processing

- What is your process from getting an order to completion?
- Is completion when you send the order out, or do you have follow-up systems?
- How do you keep track of the elements of each design?
- How do you ensure the right thing is made/gets sent to the right person?
- How do you keep track of what you sent and when?
- There's a podcast link at the end of this workshop where I outline my own system.

4. Weekly Marketing

- What are you doing every week to get the word out about your work?
- Do you release new products regularly?
- Do you update SEO on underperforming listings?
- Do you post to social media or Pinterest?
- Do you run ads?
- Do you reach out via PR?
- You should schedule some form of regular marketing into your schedule - don't treat it as separate or an afterthought - make it a system/habit.

5. Product Photography

- As far as possible, you want all your photos to look as similar as possible.
- Similar backgrounds, and lighting, and editing.
- How do you keep track of this?
- Do you have a lighting setup?
- Do you have a consistent set of angles or styling props?
- Do you have a consistent editing protocol you use on all your photos?

6. Message Management

- We get messages from lots of different places - how do you keep track of everything to ensure you haven't missed important messages?
- How often do you check and reply to messages?
- Do you have a system in place to educate your customers about how to contact you?
- What notifications (if any) do you allow?

Further Resources

Workshops & Podcasts

Create & Thrive

- [\[202\] How & Why to Document your Business Systems](#)
- [\[146\] Set up Good Systems with Marina Darlow](#)
- [#MakingItPodcourse: Business Management | Lesson 26: Manage Your Workflow & Business Systems](#)

The Business of Making

- [95: systems – why they'll make your life easier \(& some examples!\)](#)
- [96: systems: order processing](#)
- [97: systems: how to create them \(with minimum headaches\)](#)



CREATE A BIZ STYLE GUIDE USING CANVA