



Finish Your Crafts

Creations by Wendy Renee Adams

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Brand Plan 2024-25

Executive Summary

Finish Your Crafts is a vibrant, creative brand dedicated to inspiring and empowering individuals through crafting, gardening, and DIY projects. Founded by Wendy Adams, the mission is to foster a community of like-minded crafters and DIY enthusiasts by providing high-quality materials, innovative tools, and creative resources. Wendy aims to share her passion for crafting and help others bring their creative visions to life through her website, YouTube channel, and social media platforms.

Board Objectives

1. **Inspire Creativity:** Encourage and empower individuals to explore their creative potential.
2. **Build Community:** Foster a supportive and engaged community of crafters and DIY enthusiasts.
3. **Achieve YouTube Monetization:** Reach 1,000 subscribers and 4,000 watch hours to enable monetization.
4. **Expand Online Presence:** Increase traffic to FinishYourCrafts.com and grow the social media following.
5. **Diversify Revenue Streams:** Develop multiple income sources, including YouTube ad revenue, affiliate marketing, product sales, and AdSense revenue generated from the website.

Brand Leadership

Finish Your Crafts is a family-owned venture deeply rooted in craftsmanship and creativity. Wendy Adams leads the company with a passion for inspiring others through crafting, gardening, and DIY projects. Her extensive background in crafting and educational technology uniquely positions her to cater to the creative community's needs.

Board Members

- **Wendy Adams (CEO - Founder):** With over 50 years of crafting experience, Wendy provides visionary leadership and expertise in crafting and creative projects.
- **Brian Adams (Chief Financial Officer):** Manages financial operations and strategic financial planning to ensure fiscal health and growth.
- **Jon Adams (Chief Marketing Officer):** Leads marketing strategies to expand Finish Your Crafts' online presence and engage with the crafting community.
- **Marissa Adams and Ashley Adams (Creative Team):** They bring innovative product design and market management skills to develop unique crafting experiences and products.

Mission Statement

Finish Your Crafts by Wendy Adams aims to inspire creativity through a passion for crafts. Using high-quality materials, innovative tools, and creative resources, the brand specializes in creating unique and beautiful pieces using yarn, textiles, paint, recycled goods, and vintage items. Each crafted item is made with care and attention to detail, ensuring aesthetic appeal and durability. Completed projects, tips, and techniques are shared through project boards, links, patterns, and DIY tutorials. Connect with Wendy through social media, network with like-minded individuals, and explore the website and Etsy store offerings.

Products and Services

FinishYourCrafts.com offers various services, including:

- Tips and tools
- Free consults
- Service contracts
- Online stores
- Special orders

Market Analysis

Target Audience:

1. **Crafters and DIY Enthusiasts:** Individuals passionate about creating unique pieces using diverse materials.
2. **Gardening Enthusiasts:** People interested in integrating crafting with gardening projects.
3. **Lifestyle Seekers:** Those looking to enhance their homes and lifestyles with creative projects.

Marketing and Sales Strategy

Content Strategy:

1. **YouTube Channel:**
 - **Featured Projects:** Showcase unique creations and provide project tutorials.
 - **Inspiration Boards:** Curate color palettes, tools, and materials for upcoming projects.
 - **Progress Journals:** Document the journey to YouTube monetization and share insights.
2. **Website and Social Media:**
 - **Blog and Newsletter:** Publish quarterly updates, business plans, financials, and project highlights.
 - **Podcasts and YouTube Shorts:** Complement website and YouTube posts with engaging audio and short-form video content.

Financial Plan

Startup Costs:

- Equipment and Materials: \$500 (self-funded with minimal costs)
- Website Development and Hosting: \$200

Monthly Operating Expenses:

- Website Hosting and Maintenance: \$50
- Materials and Supplies: \$200

Revenue Projections:

- YouTube Ad Revenue (once monetization requirements are met): \$100/month
- Affiliate Marketing: \$50/month
- Product Sales: \$200/month
- AdSense Revenue: \$50/month

Goals for 2025

- Develop an online pop-up shop on the website and through social media.
- Batch YouTube video production for 2-3 weekly uploads, with the goal of three posts per week and two extra posts monthly.
- Launch a quarterly newsletter on Substack featuring business plans, financials, progress updates, and insights.
- Integrate podcasts and YouTube Shorts to complement website and video content.