

how to start an online
business while still at
school.





hello.

My name is Maisie, I live in Adelaide, South Australia and I am 15 years old.

In 2012, along with my sister Polly, I started an online jewellery-making business called Maypole Design.

I design and make rope based jewellery and accessories, clay bowls, and wall hangings which I sell through Etsy.com

I have had so many of my friends ask me "how do you do it?" and so I decided to create this eBook - to teach girls how to start up their own online businesses while still at school.

This eBook walks you through the steps of how to start up your business, how to market and expand the business, and most importantly how to start earning money doing something you love.

I wish you every success!

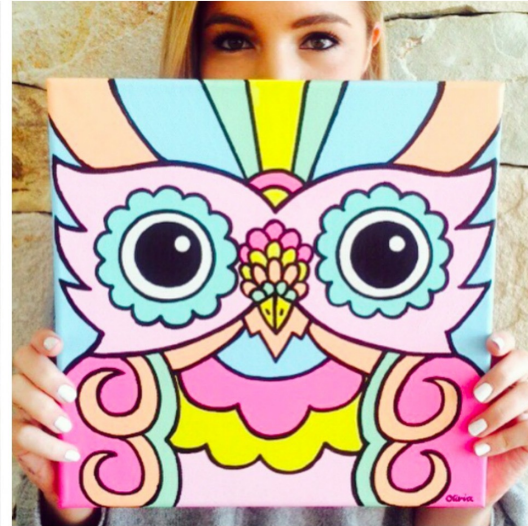
maisie calhoun

xoxo



@maypoledesign

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who are you?

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“ Follow your heart! It's
much easier to be motivated to
work hard if you are doing
something that you enjoy.”

- Amanda Callcott

starting off.



is an online
business
for you?



START HERE

Do you want to make some extra money while still at school?

no

Think of all the things you could buy! Are you sure you couldn't use the extra cash? Are you interested now?

no

Starting a small business is not for you!

yes

yes

Do you have spare time in your weekly schedule?

no

Make a timetable of everything you do in a week. Think about the school holidays and the weekends. Do you have time now?

no

Maybe you should try something else!

yes

yes

Are you good at committing to things once you have started them?

no

What if it was something you really enjoy? Would you keep going?

no

Don't bother reading this eBook!

yes

yes

Are you computer literate and internet savvy?

no

Are you fast at learning how to use new programs and applications?

no

What rock have you been living under?

yes

yes

FINISH

Congratulations! Keep reading...this eBook is for you!

what are you going to sell?

Coming up with a new idea can be challenging, as you may think most of your ideas have already been done by someone else. Start off by thinking about your hobbies, interests and talents, and try to create a potential product around that. For example if you really enjoy cooking and beauty products, you might decide you want to sell organic coffee scrubs. You could also brainstorm different ideas and topics, and then narrow your ideas down to create a shortlist. If you choose to make something that you like and would use, and you enjoy making, then you are more likely to be motivated to make that product. Also be sure your product is not too complicated and time consuming to make.

Here are some ideas to get you started. Remember to make your products unique:

- jewellery
- candles
- coffee scrub
- sewing
- garlands
- beauty products
- art and prints
- accessories
- clay bowls
- wall hangings

Is your idea viable?

Once you have come up with a product idea you need to test the viability of that idea. For example, you will need to work out:

- what is your competition like?
 - who will your customers be like?
 - is your product going to make you money?
 - do you have enough time to make your products?
 - are your product/s stable, are they easily broken, could they spoil etc?
- // If your idea starts to look like a flop, don't worry, it took me a few goes before I got it exactly how I wanted it. Usually your idea just needs to be tweaked or reworked \\\

designing your product range.

Once you have a product idea, you need to work out your product range. This will help you appeal to a wider range of people and help you make sales. You may be wondering what a product range is?

According to Business Dictionary (2015) it is:

1. A set of variations of the same product platform that appeal to different market segments.
2. A complete portfolio of products that a company manufactures and/or markets.

Whilst it may depend on what you are selling, more than likely, you aren't going to have just one style of your product. You will need to offer different colours, sizes, styles and designs.

For example if you are making candles, you will need to design different sized candles, candles with a range of scents and even different coloured candles. Or if you are making polymer clay necklaces you will need to work out if you are going offer different lengths, colours and styles. By widening the options, you will have more items in your store and your customers will have more choice.

Another element you will need to work out is whether or not you will offer 'custom' orders? This means that your customers can personalise your products to suit their needs. Before deciding that you are going to offer custom orders, make sure you have enough time in your week because a custom order could pop up at any time and you will need time to make it.

End of sample.

Thank you for reading!

Purchase full version here: [https://
www.etsy.com/listing/233592083/maypole-
design-ebook](https://www.etsy.com/listing/233592083/maypole-design-ebook)

acknowledgements

Firstly I would like to thank you, for choosing to read my eBook, it means oh so very much to me and I hope it has helped your business to be the best it can be. Next I would like to thank everyone who contributed to this eBook; Tiff Maneull, Olivia Rogers, Celia Cecchi and Amanda Callcott. You have inspired me to not only to make my eBook as good as I can but also to make my business as good as I can. I would like to thank Mabel the Label in particular for contributing to some of the patterns and images. I would also like to thank everyone who has read and edited my eBook, and to those people who have critiqued it for me. Lastly I would like to thank my mum because without her inspiring me to start Maypole, I would not have been on this wonderful journey. Heres to many more years of Maypole Design.

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