

# #meet-THE-maker-WEEK - @JOANNEHAWKER

Use this 6 day photo challenge to tell your business story and allow new customers to learn about your business just in time for the run up to Christmas. (Ensure you have a link to your amazing products/shop in your Instagram bio!) Print this planner sheet for the 2019 challenge to help you to make notes and plan what you say in advance! Remember to use the hashtag #MeetTheMakerWeek

## Useful Apps:

- **Instagram**, you'll need this to take part in the challenge.
- **Boomerang**, an app designed by Instagram to help you make short gif video clips.
- **Hyperlapse**, another app by Instagram that creates super speed video clips. Great for speeding up mundane tasks.
- **Layout**, Instagrams answer to making great looking photo collages.

## Mon 2nd - Your elevator pitch

Who are you and what do you do? It's time to practise your elevator pitch. What makes you, you? What do you love about your niche? What do you make?

## Tues 3rd - Range, collection, makes

Expand on what you make from yesterday. Do you have any ranges or collections? What inspired them? Are they seasonal? Who are they for? Show it from all angles. Answer some FAQ's about your products.

## Weds 4th - Behind the scenes

How is it made? Is there a special process? What tools and materials do you use? The non IG side of it, the nitty gritty. Ideal for timelapse and workspace.

## Taking part:

- Remember to tag your posts with **#MeetTheMakerWeek** so we can all find you.
- Take part on the grid or on Instagram stories, it's entirely up to you!
- Use it as opportunity to really show off. Don't be shy!
- Interpret the prompts as you wish, these are only helpful hints in case you get stuck!
- Tell us YOUR STORY!

## Thurs 5th - Where else

Where else can you be found? Why should people find you there? Newsletter? Website? Facebook? Are you going to be at a market or an upcoming event? What's the benefit to them?

## Fri 6th - Audience interaction

Ask a question, ask for feedback, vote for favourites, create a poll, ask for help, make a quiz, find a way to allow people to interact with your brand.

## Sat 7th - Shopping small

Why is shopping small important? Why should people support indies like you? What are the benefits to them? What is the benefit to you? Share some of your favourite products or even share some makers.