

#meet-THE-maker-WEEK-

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Use this 6 day photo challenge to tell your business story in the run up to Small Business Saturday and to allow new customers to learn about your business just in time for Christmas. (Ensure you have a link to your amazing products/shop in your Instagram bio!)

Print this planner sheet for the 2018 challenge to help you to make notes and to plan your daily post/s in advance.

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 26th - Product or range

Select a particular product or range and introduce it to the world. Who is it aimed at? What is it for? What does it do?

Tues 27th - What inspired it?

Where did the idea come from?

Is there a story behind it?

Show your initial drawings, experiments or prototypes?

Weds 28th - Making process

How is it made? Is there a special process? What tools and materials do you use? Show a small section of how it's made? You don't have to give away the whole process!

Useful Hashtags:

#MeetTheMakerWeek #PsiMadeThis
#EtsyShop #EtsyShopOwner
#EtsySeller #HandMadeLove
#HandMadeShop #Hyperlapse
#SmallBusiness #WorkInProgress
#SmallBusinessOwner
#BehindTheScenes #Maker
#Makersgonnamake #InAction
#ActionShot #HowItsMade
#HowItsDone #HandMade
#HandMadelBetter #HandMadeGifts
#ShopIndependent #ShopSmall
#ShopSmallBusiness #ShopLocal

Thurs 29th - Detail or variant

Show an interesting detail of your product? How about an interesting angle? Or perhaps a variation such as colour, size, texture or material? Or even a super close up shot showing a specific detail.

Fri 30th - What do you make?

What other products or services do you make/provide? Do you accept custom orders or personalisation? Do you have any other designs?

Sat 1st - Where can we buy?

Where can people buy your goods? Online? Local shop? Craft fair? Share a glowing review? Or highlight one of your stockists?