

Overview of the Process

By Chloe Elise Levy

What did you build or complete this week?

- Basic Sketch outlines
- Google Folder Build Out
- Creating Bundles
- Deciding on Games
- Invitation Designs (X3)
- Thank You Card Designs(X3)
- Colors for Each Bundle
- Designated Fonts

What % of your product would you say is done?

The first 25% of this process was all about laying the foundation and figuring out the basics. I believe the next chunk of work will carry me through the next 50%, where most of the real building and creating will happen. That middle stretch is where the bulk of progress takes shape, even if it feels the hardest to push through.

Include screenshots, drafts, or links to show progress

Game Package

- ↳ 10 Games
 - ↳ 5 Kids
 - ↳ 5 Adults

* Kids Party (2 Boys + 2 Girls)

- Planner
 - Kids Games
 - Decor
- } 4x Kids Parties

* Baby Showers (Blue/Pink)

- Planner
- Baby Games
- Decor
- Food Labels + Toppers

* Bridal Shower (Two Themes)

- Planner
- Games
- Invites/Thank you
- Decor
- Food Labels + Toppers

Bachelorette Party?

- Halloween
- xmas
- Thanksgiving
- 4th of July
- New Years
- ↳ Games
- ↳ Decor
- ↳ Food Labels

Party Planner

Cover

- ↳ Event Name
- ↳ Date
- ↳ Location
- ↳ Color

Guest Tracker (Printable Invites)

- ↳ Name
- ↳ RSVP Status
 - ↳ Plus 1
 - ↳ Dietary Needs
- ↳ Thank you sent

Budget Planner

- ↳ Venue
- ↳ Food & Drinks
- ↳ Decor
- ↳ Games/Entertainment
- ↳ Favors
- ↳ M's

To Do List:

- ☐
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Menu Planner

- ↳ App/Main/Dessert/Drinks

Basic Package

- Planner
 - ↳ To Do List
 - ↳ Date/Time/Location
 - ↳ Budget
 - ↳ Guest list (Invites)
 - ↳ Food/Drinks (Menu)

Decor

- ↳ Food Cards

- ↳ Banners

- ↳ Signs

Games

- ↳ 2 Easy Games

Etsy Page:

Google

Basic Party Planner
With Guidance

Birthday Planner
Guide

- ↳ Adults
- ↳ Kids

Wedding Planner

- ↳ Winter
- ↳ Spring
- ↳ Summer
- ↳ Fall

Holiday Party Planner

- ↳ xmas
- ↳ Halloween
- ↳ New Years
- ↳ Thanksgiving

Bachelorette
Planner

Invites (5x)
Editable/E-vite

Thank You (5x)

Games

Include screenshots, drafts, or links to show progress



Party Planner

Event Name

Date

Location

[illegible]

This is a minimalist wedding invitation card template. The design features a light beige background adorned with large, soft-edged circles and stylized leafy branches in muted green and brown tones. The central text area is defined by several overlapping rectangular blocks in a warm terracotta color. At the top, a wide rectangle serves as a header. Below it, the date "Sunday July 28" is prominently displayed, with "July" and "28" in a bold, black sans-serif font, while "Sunday" is in a smaller, white serif font. Further down, contact information is provided in a clean, black sans-serif font: "123-456-7890", "@reallygreatsite", and "123 Anywhere st., Any City". Near the bottom, two small rectangular boxes offer options for "Going" or "Not Going". The final element is a large rectangle at the very bottom labeled "RSVP Date".

[illegible]

What tools or platforms did you use this week?

PDFescape

- I use PDFescape to figure out my printable downloads more user-friendly by adding fillable fields

Canva

- I use Canva to design and format my printable downloads because it gives me easy-to-use templates, drag-and-drop features, and a clean workspace that helps me bring ideas to life quickly without needing advanced design skills

Google Drive

- I use Google Drive to store and organize all my printable files design drafts, finished PDFs, and mockups so everything is backed up, easy to find, and accessible from anywhere when I'm working on new products.

What worked smoothly? What didn't?

I think the idea of bundling products seemed like it would work out, but every time I started putting pieces together, I found myself second-guessing what the audience would actually want. Instead of rushing, I spent a good amount of time exploring different possibilities and weighing what made sense. In the end, I focused on creating the best combinations that not only felt appealing for potential buyers but were also realistic and feasible for me to design and deliver.

Any new tools or techniques you discovered?

I used PDFescape.com to turn my printable file into a fillable version, giving people the option to use it in two different ways. They can either print it out and write on it by hand, or fill it in digitally for a more convenient, paper-free experience.

Challenges + Problem-Solving

What was harder than expected?

Designing the layouts turned out to be much harder than I expected. Choosing a theme was simple enough, but creating a blank template that worked for everyone was a real challenge. I wanted the design to feel fun and inviting while still being practical for different ways of thinking. To make sure it could be genuinely useful, I researched best practices for planning sheets and focused on building something that would work for the widest possible audience.

Did you hit any blocks? How did you move past them?

I think working with Canva can be difficult at times because, while it's the easier and more user-friendly software, my background in Illustrator makes me constantly aware of what's possible there. In comparison, Canva sometimes feels limiting, especially when it comes to depth, flexibility, and the finer details I know I could achieve with more advanced tools.

Did you make any pivots or changes to your original idea?

My original idea was to focus on small bundles, but I've since adjusted the approach. Now, people have the option to purchase just the planner or just the food labels, without needing to buy everything together. This makes it more flexible and allows customers to choose exactly what they want.

Reflection

What are you most proud of this week?

Honestly, this was a week where I felt the most overwhelmed by this assignment, and that sense of pressure led to a lot of procrastination as I kept putting off tasks I didn't feel ready to tackle. Even though I tend to be more of a type-A person who usually likes having control and structure, that didn't stop me from struggling to organize everything all at once, and I found myself constantly rethinking how I should approach each step. Still, I'm proud of what I did manage to accomplish despite the challenges and the moments of self-doubt.

What do you still need to finish or improve?

I still need to fully flesh out the designs and make sure every element is polished, cohesive, and functional, so that the final products run smoothly and are easy for customers to use. Once that's done, I can test everything thoroughly to catch any issues and ensure a seamless experience from start to finish.

What's your next step going into the following week?

Once the bundles and links are set up, I can review everything to make sure the presentation is clear, the downloads work correctly, and the overall experience feels seamless for anyone using the products.

Progress Summary

What did you build or complete this week?

This week, I conducted a thorough review of all design files to ensure that each bundle is complete, cohesive, and market-ready. I then organized the Google Drive folders to establish a logical structure that supports clear user flow and accessibility. In addition, I evaluated options for PDF file customization. Based on this review, I determined two approaches:

1. A tutorial video guiding customers on how to download and customize the files independently.
2. An optional paid customization service completed by me, with a 2–3 day turnaround time.
3. Emails and Messages Send to Customers after Purchase

A draft of the tutorial video was completed, and initial usability testing was performed to confirm clarity and ease of understanding for customers.

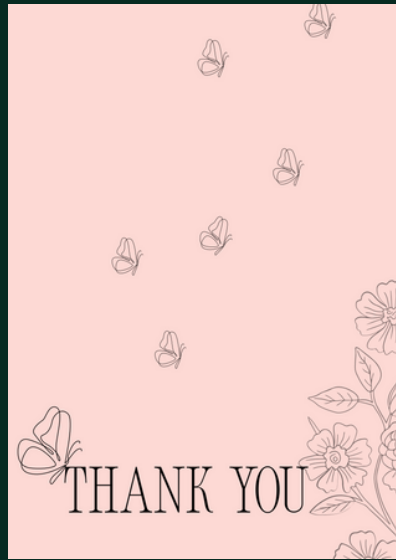
What % of your product would you say is done?

Currently, approximately 75% of the product development is complete, with the majority of designs finalized and tested for likeability through feedback from friends and family. In addition to design progress, I drafted the overall promotional video and advertisements in preparation for the upcoming product launch scheduled for next week.

Based on research, Thursday was identified as the optimal launch day to maximize visibility and engagement. To further support the launch, I plan to establish both an Instagram page and a YouTube channel featuring videos and examples of the work, which will help drive traffic to the Etsy shop.

The next immediate tasks include drafting the Etsy shop page, incorporating the assets already created, finalizing setup, and preparing for the official launch.

Include screenshots, drafts, or links to show progress.



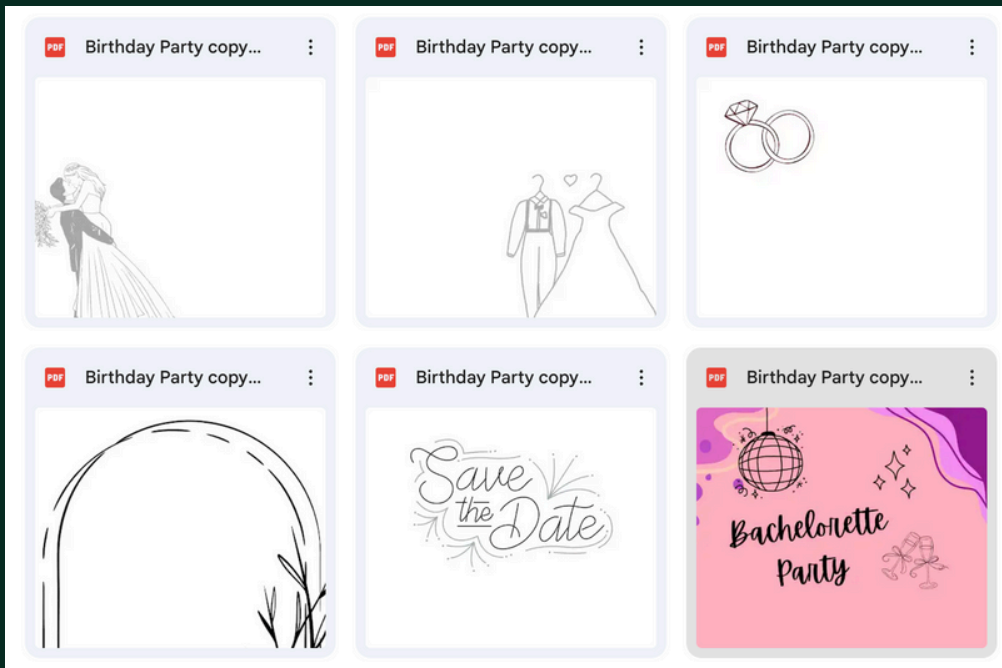
ALL LISTINGS IN MY SHOP ARE SOLD AS DIGITAL DOWNLOADS

! NO PHYSICAL ITEM WILL BE SHIPPED !

ONCE YOUR PURCHASE IS COMPLETE, A DOWNLOAD LINK WILL BE SEND
TO YOUR ETSY ACCOUNT (IN PURCHASE AND REVIEW SECTION)
AND TO THE MAIL ASSOCIATES WITH YOUR ETSY ACCOUNT

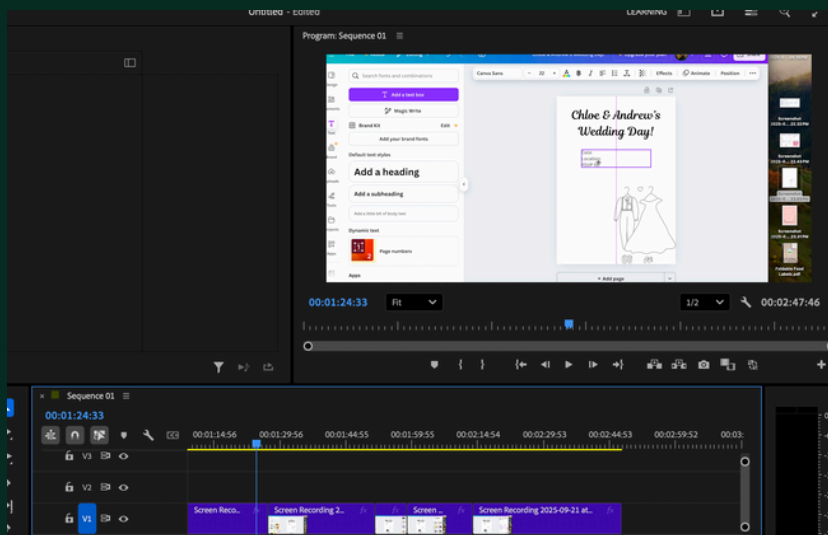
PLEASE SEE DESCRIPTION FOR MORE INFO
AND LINK TO MY SHOP WHERE YOU CAN FIND MORE PRINTS :)

THANK YOU



Font Options

- 1 *Chloe & Andrew* Aniyah
- 2 *Chloe & Andrew* Eyesome Script
- 3 *Chloe & Andrew* The Youngest Script
- 4 *Chloe & Andrew* The Season
- 5 *Chloe & Andrew* Magnolia Script



Email Receipt

Digital downloads

File delivery

Your files will be available to download once payment is confirmed.

Returns and exchanges

Contact us on instagram or youtube or the Etsy Messaging System if you have any problems with your order.

Digital items aren't eligible for returns or exchanges on Etsy because of the nature of these items.

Message on the App to Get help with your order

Message After Order

Thank you so much for supporting our shop! We hope your purchase makes planning, celebrating, and creating even more fun and inspiring.

Be sure to check your order confirmation email or the product page for details about your purchase.

If you have any questions or concerns, don't hesitate to reach out we're always happy to help!

Party/Event Planners, Invitations & So Much More!

FOLLOW US @LevyitalltoMe FOR EXCLUSIVE DISCOUNT CODES, PLANNING TIPS, AND SNEAK PEEKS!

Message For Customization Orders

Hi [Customer's Name],

Thank you so much for your order! We're excited to start creating your customized [planner/invitation/design]. To make sure everything is perfect, please reply with the following details:

1. Names / Wording you'd like included
2. Event details (date, time, location, etc. if applicable)
3. Color preferences or theme (if any)
4. Font
5. Any other notes or special requests

Once we receive your info, we'll get to work and send you a proof for approval before finalizing your file.

We can't wait to bring your vision to life!

— Levy It All To Me

ALL LISTINGS IN MY SHOP ARE SOLD AS DIGITAL DOWNLOADS

No physical items will be shipped

Once your purchase is complete, a download link will be sent to your Etsy account (found in the Purchases & Reviews section) and to the email associated with your Etsy account.

Please check the item description for additional details.

Visit my shop to explore more prints and designs! :)

Thank you for supporting my shop!

Toolset + Workflow

What tools or platforms did you use this week (e.g., Canva, Notion, Google Sheets, Gumroad)?

This week, I focused on advancing the visual and promotional components of our project. I primarily used Canva to review and refine existing designs, ensuring they were visually cohesive and appealing. In parallel, I worked in Adobe Premiere to create promotional videos for upcoming launches, integrating motion graphics and sequencing to highlight key features. Additionally, I utilized Adobe Illustrator to develop supplementary assets, including icons, graphics, and visual elements for marketing materials. By combining these tools, I was able to enhance both the aesthetic quality and overall presentation of our promotional content, while streamlining the workflow for future campaigns.

What worked smoothly? What didn't?

The biggest challenge I encountered this week was creating editable PDFs that would display correctly and maintain the desired design, particularly for items like wedding invitations. After exploring several options, I determined that Canva would be the most effective platform to achieve the look I wanted. However, because the customization process in Canva might be slightly confusing for some users, I created a video explanation to guide clients through the process. Additionally, I decided that offering a higher-priced option for me to fully customize invitations and thank you cards provides greater versatility for clients, while fairly compensating the time and effort required to deliver polished, personalized products.

Any new tools or techniques you discovered?

I discovered that simpler designs tend to be more broadly appealing and accessible to a wider audience. To inform my design approach, I spoke with someone currently planning their wedding to learn what tools and resources they were using and what they wished they had access to. This feedback helped me refine my overall design style, ensuring that the products I create are both functional and aesthetically appealing for clients.

Challenges + Problem-Solving

What was harder than expected?

I spent time understanding all the aspects of the project that needed to be completed and learning how to clearly articulate these details to a broad audience. I also focused on figuring out the logistics of the product launch, including planning how it would be presented and determining the most effective ways to promote and generate awareness for the shop.

Did you hit any blocks? How did you move past them?

I believe the biggest challenge I faced was creating an editable PDF that was both user-friendly and visually aligned with my design goals. I also wanted to offer a customization feature that allows clients to feel confident they can get exactly what they want when working with me, which required balancing ease of use with design flexibility.

Did you make any pivots or changes to your original idea?

Ultimately, I decided to shift from using PDFEscape to Canva in order to provide more options for fonts and overall editability, ensuring a better experience for clients. I also made key decisions regarding how the promotional materials and product launch would be presented, defining the overall look and strategy for getting the word out about the shop.

Did you run any test sessions, share with friends, or post online?

I shared my designs with friends and family who are planning parties, including bachelorette parties, weddings, baby showers, first birthdays, and other events, to gather feedback on which designs were most appealing and user-friendly. Similarly, I tested the video explanation with the same group to ensure that it was clear and easy to follow, confirming that clients would be able to understand and use the customization features effectively.

What feedback did you receive?

The most significant feedback I received was that busy or overly complex designs were less appealing, while simpler, more classic designs were preferred. This insight helped me understand that a clean, minimalist approach resonates better with a wider audience, making my products more versatile and broadly appealing. Additionally, I learned that filled-in checklists were more practical and desirable for users compared to blank versions, as they offer guidance and save time, enhancing the overall usability of the product. This feedback has been invaluable in shaping the direction of my designs and ensuring they meet the needs and preferences of potential clients.

Reflecting on this feedback, I gained a clearer perspective on what needs to be fixed and how to grow my offerings moving forward. It highlighted the importance of balancing aesthetics with functionality, and of continuously testing designs with real users. By implementing these insights, I can refine my product line, improve the client experience, and better position my digital downloads and customization options to meet market expectations.

What changes did you make (or plan to make) as a result?

Moving forward, I plan to focus on creating more basic, classic designs for thank you cards and invitations, as these have proven to be the most appealing to users. I also intend to develop additional checklists and planning tools to enhance the overall usability of each bundle. Through conversations and feedback, I have discovered that many people struggle with knowing where to start in the party planning process, so providing resources that bring more structure and guidance will be especially valuable for clients.

These improvements will not only make the products more functional and user-friendly but also position the bundles as a comprehensive solution for party and event planning, helping clients feel confident and organized from start to finish.

Reflection

What are you most proud of this week?

This week, I was most proud of how much I have learned over the past year in this program and how I was able to apply that knowledge to better understand my target audience. I feel that I effectively incorporated feedback from friends, family, and potential clients, adjusting my designs and approach accordingly. This process reinforced my ability to combine creativity with user-centered design, ensuring that the products I develop are both appealing and practical for my audience.

What do you still need to finish or improve?

Looking ahead, I still need to create my Etsy shop and upload all the digital products and assets developed this week. Additionally, I need to polish the videos and other promotional materials to ensure a cohesive and professional presentation for the product launch scheduled for next week. Completing these final steps will be critical to successfully introducing the shop and maximizing client engagement from the outset.

What's your next step going into the following week?

In preparation for the product launch, I plan to polish the videos, create Etsy pages, and add all relevant pictures and videos to showcase the products effectively. I will also attach all assets to ensure easy downloads and review the entire shop experience to make sure the overall user flow is intuitive for anyone accessing the products. These steps are essential to provide a seamless and professional experience for clients and to maximize engagement during the launch.

Financial Understanding

Digital download products designed for parties and events, with optional customization features, have a wide range of standard pricing depending on the type and complexity of the item. Digital planners for party organization, event timelines, and guest tracking are typically priced between \$14.95 and \$20, with examples including Bloom Planners and Passion Planner. These planners often include event checklists, budget trackers, and detailed scheduling layouts to streamline party planning.

Digital food labels for catering, party favors, or themed events are generally priced between \$2.25 and \$6.50, offering editable templates for easy customization.

Digital invitations for birthdays, weddings, baby showers, or other events typically range from \$1.50 to \$18, depending on the level of personalization and design.

Thank you card templates are commonly sold for \$1.70 to \$6, allowing hosts to add personalized messages and match event themes.

Printable checklists including event planning timelines, party setup guides, and guest management sheets generally range from \$1.50 to \$18.99 and are frequently offered in bundles for added value.

Printable party games, such as Bingo, Scattergories, and trivia games, are typically priced between \$1.50 and \$5 per game, with pricing influenced by design quality, number of variations, and included instructions.

Products with customization features, such as editable invitations, labels, or planners, may include additional costs.

Offering bundles that combine planners, checklists, invitations, and printable games can enhance convenience for buyers, provide additional value, and support slightly higher price points while remaining competitive in the digital downloads market for party and event planning.

Based on the value of the products and the time invested in creating them, single printables such as checklists, labels, or games will be priced around \$2 each, while bundles that combine multiple items will be offered at \$8 to provide additional value. Customization for invitations and thank you cards, which requires extra design work and personalization, will be priced at \$18. These prices reflect both the quality of the digital downloads and the convenience offered to buyers, ensuring fair compensation for the time and effort invested in creating each product.

Marketing Plan Report

To successfully launch and promote the digital download products, the marketing plan will focus on multiple channels and trend-driven strategies to reach the target audience effectively. YouTube promotions will include short, engaging videos demonstrating the products, showing how to customize invitations, checklists, and party games, and highlighting the ease of use for clients. These videos will serve both as tutorials and promotional content to increase awareness and build trust with potential buyers.

Instagram will be a key platform for visual marketing, leveraging reels, stories, and carousel posts to showcase product designs, bundles, and customer experiences. The focus will be on creating content that aligns with seasonal and trending party themes, as well as current aesthetic trends in event planning.

Engaging posts and tutorials will encourage shares and interaction, further expanding reach.

A strategic component of the marketing plan is trend analysis. By identifying popular themes and products each year, such as trending colors, party concepts, or game styles, the shop can develop specialty bundles, including a potential 2026 Popular Bundle featuring the most in-demand designs, games, and planning tools. This approach ensures products remain relevant, appealing, and positioned to capitalize on emerging trends in party and event planning.

Overall, the marketing strategy combines platform-specific promotion, trend-informed product development, and educational content to drive engagement, boost sales, and create a loyal customer base for the digital download shop.

Progress Summary

What did you build or complete this week?

This week, I made significant progress pulling everything together by reviewing all the bundles in detail. I also created my Etsy page and began shaping the overall look and feel of the shop. While my original marketing designs didn't turn out the way I envisioned, I decided to pivot and try a new approach. To guide this shift, I researched what other successful sellers are doing and reflected on the elements that seem to work best.

In addition, I started outlining what I want to record more of and planning how I'll approach the content for publishing. Overall, this week was about refining, regrouping, and setting a clearer direction for launch.

What % of your product would you say is done?

At this stage, I would say my overall product is about 95% complete. As a creative person, I constantly think of new ideas and additions, which makes it difficult for me to ever say something is 100% finished. While that can feel a little overwhelming at times, it's also what keeps my work evolving and exciting.

The main focus now is refining the overall look of my Etsy page and planning how I want to market the launch. These last steps will help tie everything together and ensure the final presentation reflects the effort I've put into the product.

Include screenshots, drafts, or links to show progress.

How It Works – Step by Step

1. Instant Access After Purchase

Once your order is complete, you'll receive an email containing a link to your Google Drive folder. This folder holds all the files included in your bundle, giving you immediate access no waiting for shipping or physical delivery.

2. Easy Downloading

Inside the Google Drive folder, all files are clearly labeled so you can quickly find what you need. You can choose to download the entire bundle or just the specific items you want to use. Everything is organized for convenience, reducing the time you spend searching and helping you get started faster.

3. Full Customization in Canva

Many of the files are Canva compatible, meaning you can click the links provided to open the designs directly in Canva. Here, you can:

Edit text, names, dates, and other details

Adjust colors, fonts, and layouts

Add or remove elements to match your personal style

No advanced design skills are needed everything is pre-formatted for ease of use, so you can create professional-looking invitations, thank-you cards, party signs, and more in minutes.

4. Flexible Printing Options

After customizing your designs, you have two ways to print:

Print at Home or Local Print Shop: Download the finalized files and print them using your own printer or take them to a local printing service. This is perfect if you want immediate results or like to have full control over the materials.

Canva Print Service: For convenience, you can use Canva's built-in printing option. Canva prints your items at high quality and ships them directly to you at some of the lowest prices available. This is ideal for invitations, banners, and other party essentials.

5. Designed for Everyone

This system is built with all users in mind. Whether you're tech-savvy or prefer simplicity, the files are intuitive and easy to navigate. Clear labeling, step-by-step instructions, and optional tutorial videos ensure that anyone can download, customize, and print without frustration.

6. Why You'll Love It

With this process, you get the flexibility to personalize your party items while saving time, money, and effort. The combination of instant digital access, editable Canva designs, and affordable printing options makes planning your event smoother and more enjoyable than ever.

Include screenshots, drafts, or links to show progress.

Planning a party just got easier! With our fully customizable digital bundles, you can design professional-quality invitations, decorations, and party essentials in minutes without any stress or hassle.

Instant Access

Right after your purchase, you'll receive an email with a link to your Google Drive folder. All your files are ready to go no waiting for shipping, no lost packages. Everything is organized and clearly labeled so you can find exactly what you need in seconds.

Fully Editable in Canva

Want to make it personal? All files are Canva-compatible, giving you complete control to:

Change names, dates, and details

Adjust fonts, colors, and layouts

Add your own creative touches

Even if you've never used Canva before, our easy-to-follow instructions and optional tutorial videos make customizing your party items simple, fast, and fun.

Print Your Way

Once your designs are ready, you have multiple printing options:

At Home or Local Print Shop: Print instantly using your own printer or a nearby shop.

Canva Print Service: Have your items professionally printed and shipped to your door at some of the lowest prices available.

Why Customers Love It

Save time and money with instant downloads

Create a clean, professional, and stylish party look

Perfect for everyone from DIY beginners to party planning pros

Endless personalization without any complicated software

Get ready to wow your guests with a beautifully coordinated party that looks like it took hours but didn't! Your dream party starts here simple, stylish, and stress-free.

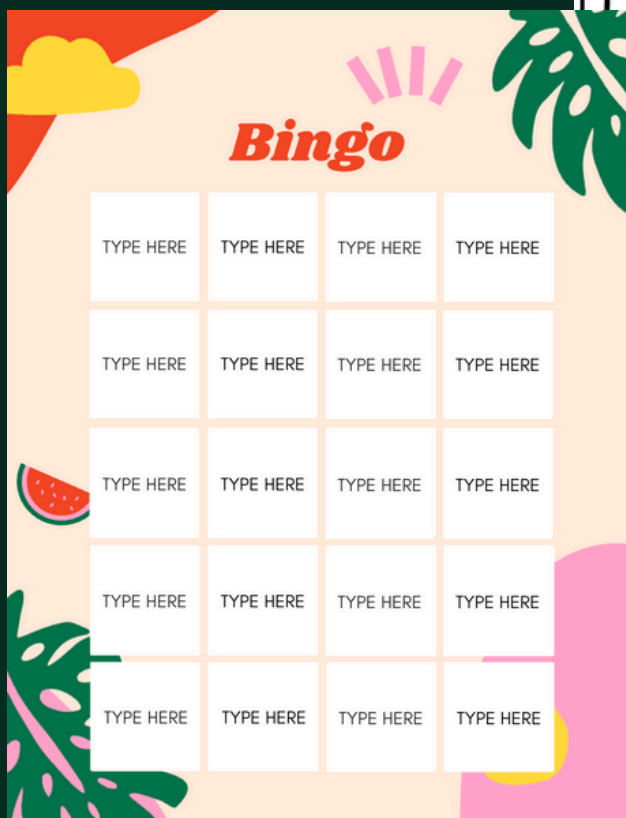
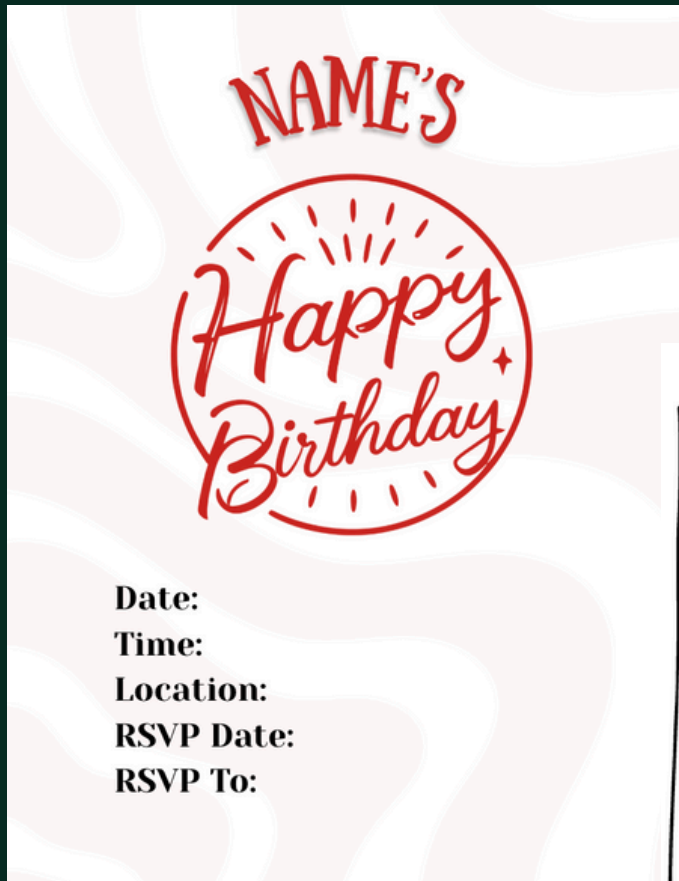
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Include screenshots, drafts, or links to show progress.



Toolset + Workflow

What tools or platforms did you use this week (e.g., Canva, Notion, Google Sheets, Gumroad)?

This week, I focused heavily on design work, spending most of my time in Canva and Illustrator. I cleaned up and refined my existing designs, making sure everything felt cohesive and polished. In addition, I started building promotional assets that I'll be able to use for my Etsy shop and other marketing efforts. These steps are helping me solidify both the creative and strategic sides of the launch.

What worked smoothly? What didn't?

Working through the bundles this week was a challenge because the pages really started to add up, and keeping track of what was included in each set became overwhelming at times. I had to stay very focused to make sure everything that needed to be there was accounted for and organized correctly.

On the positive side, I found success using Illustrator to refine the look of my promotional materials for the website. This gave me a clearer, more polished direction for how I want the shop and marketing assets to come together.

Any new tools or techniques you discovered?

While not necessarily a new discovery, I found that using a drop shadow in Illustrator for my promotional materials was a real game changer. It was the first time I truly saw the images stand out from the page and pop to my eye. This small design detail gave the visuals a more professional, polished feel, and I believe it will help capture attention and draw customers in.

Challenges + Problem-Solving

What was harder than expected?

Like I mentioned before, the hardest part for me was keeping track of everything in the bundles and making sure each file was ready for download. This week involved a lot of scrolling, checking, and testing to ensure nothing was missing.

Looking back, if I could start over, I would definitely organize the bundles differently from the beginning. Having a clearer system in place would have saved time and frustration, and it's something I'll carry forward into future projects to make the process smoother.

Did you hit any blocks? How did you move past them?

Originally, I hit a big roadblock in figuring out how to make the bundles user-friendly. I wanted customers to be able to self-edit if they chose, but also have the option to simply type in a name without worrying about formatting, fonts, or layout issues. This took a lot of trial and error to get right, but in the end, I believe I found the best download method to accommodate all types of users.

Did you make any pivots or changes to your original idea?

The biggest pivot I made was deciding what to include in each bundle and how to decorate each piece. Through this process, I realized that less is more this applied not only to the overall design but also to font choices. I had to remind myself to pull back and recognize that the simplest approach is often the most effective. A clean and effortless aesthetic is ultimately what people are looking for.

Did you run any test sessions, share with friends, or post online?

I tested the download features from Google Drive with a variety of people to see how different users would experience them. This included my mom, who isn't very comfortable with technology, my fourteen-year-old cousin, and my brother, who is more tech-savvy. From this testing, I learned how to explain the process clearly without overexplaining, making the instructions flow smoothly for everyone regardless of their comfort level with technology.

What feedback did you receive?

The main feedback I received was to clearly label everything and provide straightforward directions on how to access, use, and print the files. This reinforced the importance of simplicity and clarity, ensuring that customers can easily navigate the bundles without confusion.

What changes did you make (or plan to make) as a result?

I wrote up clear descriptions for each component of the bundles and added images to guide users through the process. This visual support helps users who might get confused or need extra clarity. Including these details addressed a gap in my original plan and improved the overall user experience, ensuring that customers can navigate and use the bundles with confidence.

Packaging & Delivery (Week 5 focus)

Is your product organized, named clearly, and ready for launch?

After this week, I feel confident that my product now has clear instructions, is easy to navigate, and can be used by all types of people. The bundles are organized, accessible, and designed with both simplicity and functionality in mind, ensuring a smooth experience for every user.

Did you write a ReadMe file, create a “Getting Started” page, or include usage instructions?

I wrote scripts for a few explanation videos to guide users through the product, and I also created detailed usage instructions covering downloads, edits, and printing. These resources ensure that users can fully understand how to work with the bundles and make the process as smooth and intuitive as possible.

Where are you hosting/delivering your product?

I have created an Etsy page, which will serve as the initial platform for sales. I’ve also considered the potential to expand to my own website in the future, remaining open to exploring additional avenues for growth and broader reach.

Reflection

What are you most proud of this week?

I'm really proud of how well I stayed organized throughout this process and how I learned to clearly explain steps for a wide range of users. This experience has strengthened both my project management and communication skills, ensuring that the product is accessible and user-friendly for everyone.

What do you still need to finish or improve?

I still need to create the full explanation videos for the bundles, and I plan to continue expanding the ideas and offerings. My goal is to ensure that anyone visiting my page can easily find something that suits their needs, making the shop as versatile and accessible as possible.

What's your next step going into the following week?

My immediate next steps are to ensure everything is fully organized and completed. I also plan to incorporate all the learning materials and marketing assets I've created to promote the site effectively. This will help ensure a smooth launch and a strong presentation for potential customers.

Brand Voice: Friendly, organized, encouraging, with a touch of simplistic to helping you plan beautiful events stress-free.

Audience:

- Women 20–60 planning weddings, bachelorettes, and other holiday parties.
- Parents who love printable planners to stay organized for kids parties.
- DIY brides who want elegant templates fast so send out invites and thank you cards

Unique Selling Point:

Beautiful, easy-to-edit printable templates that make planning stylish and stress-free.

Including templates that are filled in to help some of the brain fatigue to make sure everything is remembered.

I plan to officially launch my website next Friday, featuring a curated collection of printable planners, checklists, invites, and event templates designed to make planning simple, stylish, and stress-free. The launch will highlight themed bundles for weddings, parties, and seasonal events each crafted to help customers stay organized while adding a personal touch to their celebrations. The goal is to create a smooth, inspiring shopping experience where visitors can easily find everything they need to plan their next big event.

My initial plan is to promote my shop through Facebook groups, focusing on communities for parents and brides who are actively planning events. By sharing helpful tips, showcasing my printable planners, and engaging with members in a genuine way, I'll build brand awareness and trust. From there, I plan to expand promotion across other social media platforms to reach a wider audience of party planners, event hosts, and busy individuals looking for stylish, easy-to-use printables.

The core of the sales strategy focuses on showcasing the convenience and value of our pre-filled, editable templates positioning them as the perfect time-saving solution for busy planners.

Marketing will emphasize how our checklists, planners, and organizers take the guesswork out of event prep, helping customers feel confident and stress-free from start to finish. Soft visuals and short demo videos on social media will highlight how easy it is to customize and print each template, appealing to both first-time users and seasoned planners.

To encourage repeat customers, we'll build a strong seasonal promotion cycle that keeps shoppers coming back for new designs tied to upcoming holidays and celebrations.

Email and social media campaigns will announce fresh holiday party games, decor, invites, and thank-you cards, paired with limited-time discounts or bundle deals for returning customers. We'll also include small "next time" incentives in download files like exclusive promo codes or sneak peeks of upcoming collections to foster loyalty. Over time, this approach creates a steady rhythm of engagement, making our shop the go-to destination for beautifully designed, ready-to-use printables for every occasion.

Social Media Marketing

Primary Platforms: Instagram, Pinterest, Youtube and TikTok.

Content Ideas:

- Reels/TikTok:
 - Before/after event setups using your templates. (Holiday Bomb Video Idea)
 - "Plan with me" planner demos (Mini Series On Planning a Bachelorette Party)
 - Wedding timeline tips using the printables (How to Print on Canva to save)
- Static Posts:
 - Lifestyle mockups with text overlays (Making Life Easier one Print At a time)
 - Carousel posts showing Bundles
- Pinterest:
 - Pin every product image with keyword titles 'Modern Wedding Planner Printable'
 - Link every pin back to your Etsy or website.
- Hashtags: #PrintablePlanner #WeddingPlanning #DigitalDownloads #EventOrganizer #PrintableInvites
- Youtube:
- Make videos on how best to use the product and to let them work for you

Say "I do" in style! ✨

From beautiful wedding invites to heartfelt thank you cards, TYPEADREAM has all the printable stationery you need to make your big day unforgettable. 💕🎉

Shop now and start personalizing today!

[#WeddingInvites](#) [#ThankYouCards](#)

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EDITABLE INVITES & THANK YOU CARDS



Etsy shop

<https://www.etsy.com/shop/TypeADream>

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Get your Holiday Party Planning Kits from TYPEADREAM and stay organized from invites to menus and games. ✨🎉

Save 20% now with code HOLIDAY20 plan your perfect celebration today!

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20% OFF ALL PARTY PLANNING DOWNLOADS



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Let Us Know in the Comments What's Your Fav Summer Menu Item?

Like the design for your next party, Come Shop at

<https://www.etsy.com/shop/TypeADream/editable>

for all your customizable menu's for all occasions!

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SEO Titles:

- Editable Wedding Planner Printable Invites and Thank You Cards
- Bachelorette Invitation Template with Planners
- Filled in Event Planners

Descriptions:

- Plan your event with confidence using this clean, easy-to-print set no design skills needed!
- Filled in printable Party Planners to help making planning a breeze

Mockups:



Email Marketing Strategy

Goal: Build a repeat buyer base by sending out updates on new bundles for different events

Action Steps:

- Add Free Items (Decor, menus, Etc.) with the repeat purchase of a bundle
- Use email automation:
 - Welcome Series: Introduce brand → share freebie → offer discount on first purchase.
 - Follow-Up: Recommend matching products (“You downloaded the bridal checklist here’s a matching thank-you card set!”).
 - Monthly Newsletter: Feature new products, planning tips, and seasonal bundles.
- Add a discount code for subscribers

