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Craft2Success

Enabling Women's Economic Empowerment Through Artisan Crafts

Your Voice, Your Brand: Digital Strategies for Women Entrepreneurs

adolescere

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Zone Femmes

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communication plan and will have received group feedback that will boost her confidence, creativity and entrepreneurship within the project of economic empowerment, social inclusion and preservation of cultural heritage promoted by the European Union.

4. Main Content Sections

A) Theoretical Background

Personal storytelling means sharing the moments and values that make your brand unique. Think of it as the "why" behind what you create. When you talk about a childhood memory that inspired your craft or a family tradition you honour, you connect emotionally with customers. This connection builds trust and makes people more likely to choose your work over mass-produced goods. In this section, we'll explore simple ways to dig into your roots, pick out the stories that matter most and turn them into clear, two-sentence brand messages.

Once you know your story, you need to show it online. Digital content includes photos, captions and short videos you share on social media. Key terms: "natural-light photography" (using sunlight to get bright, clear images) and "editing app" (a free service like Canva or VSCO that tweaks brightness, contrast and adds text). You'll learn how to frame a product shot, write a catchy caption and use simple tools to polish your images so they stand out in a crowded feed. Your digital presence is how you look and interact online—your profile photo, bio, posts, and how you reply to messages. A "professional bio" is a short description (under 150 characters) that tells who you are and what you offer. You'll get practical tips on crafting a bio, choosing a consistent colour palette for posts and managing customer inquiries with warmth and clarity. These small touches make your brand feel reliable and approachable.

Micro-influencers are creators with 1K–10K followers who share niche interests. Collaborating with them can quickly introduce your work to a targeted audience. We'll cover how to find the right influencer, write a brief collaboration pitch and track results (like new followers or sales). Terms defined: "engagement rate" (likes + comments ÷ total followers) and "collaboration brief" (a short document outlining goals, timeline and deliverables).

B) Practical Guidance

1. **Map Your Story (Storytelling)**

    - Create your **"Roots Map" template**.

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Example:

Origin (Where you learned your craft)	Defining Moment (A turning point)	Core Value (Your guiding principle)
•Grandmother's loom in her kitchen	• First sale at a local market aged 16	•Authenticity in every piece
• Childhood visits to textile fairs	• Instagram inquiry from a boutique owner	•Sustainability using upcycled materials
•Self-taught dyeing techniques from books	• Winning a youth craft competition	•Community support and cultural pride

- Fill in three sections: origin (where you learned your craft), defining moment and core value.
- Write two sentences combining these elements (e.g., "I'm Ana, a potter inspired by my grandmother's garden; I shape clay to bring her colourful blooms to your home.")

2. **Create & Edit Visuals (Photography & Editing)**

- Open **Canva** or **VSCO** on your phone.
- Take 3–5 photos in soft natural light (near a window).

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- In the app, adjust brightness and contrast, then add a one-line caption overlay (use a legible font).
- Export and save to your gallery.

3. **Set Up a Cohesive Profile (Digital Presence)**
   - Use the **Profile Checklist**:
     - Profile Photo: clear headshot or logo.
     - Bio: two sentences from your Roots Map.
     - Link: to your shop or WhatsApp Business.
   - Schedule one introductory post using **Buffer** or **Hootsuite** free plan.
4. **Pitch a Micro-Influencer**
   - Find 3 local micro-influencers (check hashtags like #handmadehome).
   - Use the **Collaboration Brief** template: introduce yourself, explain what you offer, propose a simple exchange (free product + honest review).
   - Send via DM or email and note follow-up dates in a calendar.

C) Case Studies or Success Stories

Fatima, Portugal (single mother): *Fatima began posting short videos of her silver-clay jewelry on Instagram Stories, using the **Roots Map** to guide her captions. Within three weeks, her follower count jumped by 60%, and inquiries for custom orders doubled.*

Amina, Morocco (rug weaver): *By opening an Etsy shop and sharing behind-the-scenes photos edited in Canva, Amina saw a 300% increase in sales over two months. She tagged her listings with "handmade rug" and "boho home," which led boutique stores in Europe to place bulk orders.*

D) Exercises / Activities

Exercise 1: Identify Your Core Story

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Task: In small groups of three, use the "Roots Map" template to list:

- one defining personal moment,
- your cultural or family origin and
- a core value.

Then, craft a two-sentence brand story combining these elements.

Tools: Roots Map, paper, pens.

Objective: Pinpoint a clear, emotionally resonant narrative you can use in your bio and social-media posts.

Example Post:

Brand Story (2 sentences):

"I'm Maria, a hand-weaver carrying on my grandmother's legacy by dyeing each scarf with eco-friendly pigments. Every piece tells the story of Portuguese tiles and supports local women in my village."

Exercise 2: Draft Your First Social Media Post

Task: Following the "3-Step Post Checklist," each participant will:

- Select one edited photo of their product.
- Write a two-sentence story based on their Roots Map.
- Add a direct shop link or contact info.

Tools: Smartphone with edited image, Canva (free app), Buffer or Hootsuite free plan.

Objective: Practice turning your story into engaging digital content and scheduling it for posting.
Example Post:

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Description	Example
Show product in use	Photo of Maria wearing the scarf at sunrise
Add a one-line story	"Dyeing this thread reminded me of my childhood."
Include a direct shop link	"Shop now: etsy.com/shop/MariasWeaves"

Exercise 3: Customer Service Role-Play

Task: In pairs, one person plays a customer asking about price and shipping options; the other responds using empathy, clear information and a simple closing question ("Would you like to order today?"). Switch roles after 5 minutes.

Tools: Customer-service prompt cards with sample inquiries.

Objective: Build confidence handling real-world questions and converting inquiries into sales.

5. Visuals and Tools

A. Roots Map Template

Type: Printable worksheet (one-page PDF)

Description: Three connected circles labeled "Origin". "Defining Moment" and "Core Value". Under each circle, space for a short bullet list.

Use: Distributed during the "Identify Your Core Story" exercise to guide personal reflection and two-sentence story drafting.

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B. Step Post Checklist Infographic

Type: Vertical infographic (PNG)

Description: Three numbered boxes with icons:

1. "Product in Use" – Small camera icon (📸)
2. "One-Line Story" – Speech-bubble icon (💬)
3. "Shop Link" – Chain-link icon (🔗)

Use: Displayed on screen and handed out as a quick-reference card during the "Draft Your First Social Media Post" exercise.

Example:

Description	Example
Show product in use	Photo of Maria wearing the scarf at sunrise
Add a one-line story	"Dyeing this thread reminded me of my childhood."
Include a direct shop link	"Shop now: etsy.com/shop/MariasWeaves"

Profile Optimisation Checklist

Type: Two-column table (PDF handout)

Description: Left column lists profile elements (Photo, Bio, Link, Highlights); right column has checkboxes and brief tips (e.g., "Use a clear logo or headshot," "Keep bio

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under 150 characters").

Use: Provided in the "Building Your Digital Presence" section for participants to mark off as they update their profiles.

Example:

Element	Tip
Profile Photo	Professional headshot in natural light.
Bio	"Maria • Eco-weaver • €40-scarf • Inspired by Portuguese tiles."
Link	Add a direct link to Etsy shop or WhatsApp Business.
Highlights	Save "Behind the Scenes," "New Arrivals," "Customer Love."
Color Palette	Earth tones: terracotta, teal and cream for all post overlays.

Canva/VSCO Editing Demo Screenshot

Type: Annotated screenshot (JPEG)
Description: A mobile-app screenshot showing brightness/contrast sliders, with arrows and labels explaining each control.
Use: Projected during the live "Photography & Editing" demonstration to illustrate where to tap and what each adjustment does.

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Example:

Control	Slider Position	Function
Brightness	75 %	Lighten image to highlight texture
Contrast	60 %	Deepen colors so dye patterns pop

Collaboration Brief Template

Type: Fillable one-page form (Word or PDF)

Description: Sections for "Project Overview", "Deliverables", "Timeline" and "Compensation/Exchange". Includes example text in grey placeholder fields.

Use: Distributed in the "Pitch a Micro-Influencer" activity so participants can draft and refine their outreach message.

Example:

Section	Details
1. Project Overview	Maria's hand-dyed scarves blend tradition and sustainability. Collaboration to spotlight eco-fashion.

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2. Deliverables	• 2 Instagram posts• 3 Instagram Stories demoing the dye process
3. Timeline	• Draft by June 10• Posts go live June 15–17
4. Compensation/Exchange	• 2 free scarves• 15% commission on sales via influencer code
5. Contact Information	• Maria Silva – @MariasWeaves• maria@example.com• Follow-up by June 1

Customer-Service Prompt Cards

Type: Small printed cards (business-card size)

Description: Each card has a sample customer question on one side (e.g.: "Do you offer express shipping?") and space on the back for notes.

Use: Handed out during the "Role-Play: Customer Service Simulation" so partners can draw a prompt at random and practice responses.

Example:

Customer Question	Sample Response Notes
"Do you offer express shipping?"	"Yes—ships in 1–2 days for €10 extra. Would that work for you?"

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"Can I customise the colour or size?"	"Absolutely—choose any of our 5 dye colours. Which shade do you prefer?"
"What's your return policy?"	"You may return within 14 days for a full refund—no questions asked."
"How long does it take to make my order?"	"Each scarf takes 3 days to weave and dye; plus 1 day for shipping prep."

Self-Assessment: Reflecting on Your Learning

1. Quiz

What is one free app you feel confident using to edit your product photos?

Write your answer:

2. Reflection

What part of your personal story do you think connects most with potential customers?

Write 1–2 sentences:

3. Checklist

Tick the actions you feel confident doing after this workshop:

- ☐ Taking a well-lit photo of my product.
- ☐ Editing an image using a free app.
- ☐ Writing a short brand story for social media.
- ☐ Responding to customer messages professionally.
- ☐ Creating a basic influencer collaboration idea.

4. Reflection

Name one thing you plan to improve or try next week in your digital profile or marketing.

Write your answer:

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6. Summary

The workshop guided participants through a structured process for defining and communicating an authentic brand narrative. Beginning with the Roots Map exercise, key personal and cultural experiences were distilled into concise two-sentence stories. Hands-on sessions demonstrated how to capture products in natural light, apply simple edits with free apps like Canva or VSCO, and transform those visuals into engaging social-media posts. A cohesive digital profile was then built using optimised bios, consistent imagery and empathetic customer-service techniques practiced through role-play.

Finally, collaboration with micro-influencers was introduced as a targeted strategy for expanding reach. By combining storytelling, practical digital skills, scheduled content management and real-world communication exercises, the workshop equipped participants with a clear roadmap for enhancing online visibility and fostering sustainable artisan enterprises.

7. Resources and Further Reading

1. How To Take Gorgeous Photos Using Only Your PHONE: https://www.youtube.com/watch?v=uZeRLXODK5w
2. How To Publish Canva Designs To Instagram: https://www.youtube.com/watch?v=grzJCiO6fnY
3. How to edit photos on VSCO for INSTAGRAM: https://www.youtube.com/watch?v=7vTmPcityf4

8. Evaluation / Self-Assessment Questions

True/False Questions

Q1. Only big companies can benefit from influencer marketing.

☐ True.

☐ False

Q2. A professional profile bio should only include personal facts.

☐ True.

☐ False.

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Q3. Responding to customer comments with empathy can improve sales.

☐ True.

☐ False.

Multiple-Choice Questions

Q1. Which of these apps is ideal for editing photos easily on a phone?

A) Microsoft Word.

B) Canva.

C) Dropbox.

D) Google Translate.

Q2. What is the purpose of micro-influencer marketing?

A) Eliminate competitors.

B) Go viral without effort.

C) Collaborate with people who have specific communities.

D) Replace direct customer service.

Answers:

True/False Questions:

1) Correct Answer: False
2) Correct Answer: False
3) Correct Answer: True

Multiple Choice Questions:

1) Correct Answer: B – Canva is a free and easy app for designing images and attractive posts
2) Correct Answer: C – Micro-influencers help reach niche audiences with more trust.

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