



The 5 Ways Makers Make More Money

WITHOUT MAKING MORE STUFF!



Video Companion Workbook



suzanne booth
CRAFT BUSINESS STRATEGIST



Before we start

ABOUT THIS WORKBOOK

This workbook accompanies my free video training “The 5 Ways Makers Make More Money (Without Making More Stuff!)” It’s designed for makers who are done with the make-sell-repeat cycle and ready to think differently.

You don't need to do all five of the income streams in this workbook; you just need to find your one next step, the income stream that fits your skills, your life, and your confidence level right now.

Work through each page being as honest with yourself as possible. The questions are designed to help you think about the possibilities, what suits you and your business, and to help you gain some clarity on the ways you could add more income to your craft business.

By the end, I hope you'll have a map of what's possible, and I'd love you to aim to make one specific next step and commit it to paper.

If you haven't already watched it, start with the VIDEO first, which walks you through everything, then use this workbook to brainstorm all the ideas.

If you need any help or have questions, please always feel free to reach out.

Suzanne x



Teaching | Sharing Experience

Getting paid to share what you already know

What is it?

Running workshops, courses, or sessions where people pay to learn from you. This can be in person, online, or pre-recorded. This is the most accessible first step for most makers because you already have the knowledge, skills and lived experience to share.

Does this sound like me? *(tick any that apply)*

- ☐ I've been making my craft for more than two years.
- ☐ People ask me how I make things, or how I learned.
- ☐ I've thought about running a workshop before, but talked myself out of it.
- ☐ I feel like I'm not "qualified" to teach.
- ☐ I've watched someone else teach something I could have taught and thought, "I could do that"

What do I already know that someone else would pay to learn?

Think about: techniques, shortcuts, tools, materials, common mistakes to avoid, the feel of the craft, where to source things and how to get started and make notes or make a mind map below.

Teaching | Sharing Experience

Getting paid to share what you already know

In my business this could look like *(tick any that apply)*

- ☐ A local in-person workshop
- ☐ An online Zoom session
- ☐ A pre-recorded course
- ☐ A in-person workshop for a corporate event
- ☐ Guest teaching within an organised programme
- ☐ Something else... jot your ideas down below:

What's stopping me pursue this idea?

Be honest! This is for you and not anyone else

A note from me...

You don't need formal training or qualifications to run a craft workshop. You need knowledge, your personal experiences, enthusiasm, and people to show up for. You already have the first three, and I can help you with the last one, creating workshops and courses that people will love and enjoy.

Digital Products

Make it once. Sell it again and again!

What is it?

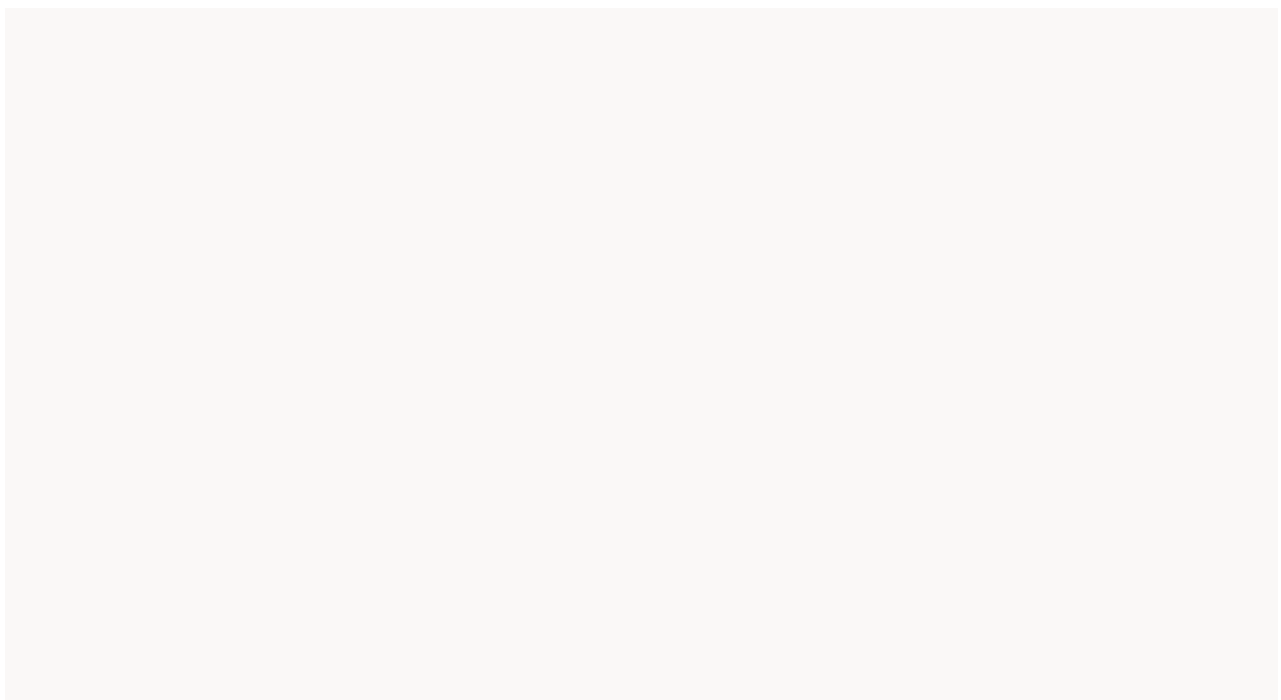
Selling something you create once, like a pattern, a tutorial, a guide or a template, is something that people buy and download without needing your time. No materials, postage, packaging or constant making.

Does this sound like me? *(tick any that apply)*

- ☐ I design my own makes and have patterns or methods I could sell.
- ☐ I've been asked to share my patterns or instructions before.
- ☐ I sell something that has a method behind it that others would want to follow.
- ☐ I like the idea of earning money while I sleep!
- ☐ I've bought a PDF pattern or tutorial online myself and thought, "I could make something like this"

What digital product could I create from what I already do?

Think about: patterns, tutorials, guides, templates, how-to PDFs, e-books, instructional videos.

A large, empty rectangular box with a light beige background, intended for the user to write their answer to the question "What digital product could I create from what I already do?".

Digital Products

Make it once. Sell it again and again!

In my business this could look like *(tick any that apply)*

- ☐ A PDF pattern of some sort
- ☐ A step-by-step tutorial PDF
- ☐ A Printable guide to something - this could be about equipment, specialist language for your craft, or how to set something up, for example.
- ☐ A short video tutorial
- ☐ An e-Book
- ☐ Something else... jot your ideas down below:

What's stopping me?

A note from me...

The makers I see who do best with digital products start with one thing, one pattern, one tutorial and build from there. Also, having good systems like using Pinterest and YouTube to do the heavy lifting of making your product searchable, this has worked brilliantly for me, meaning I get sales every day without relying on social media.

Licensing & IP

Your designs and Intellectual Property working for you.

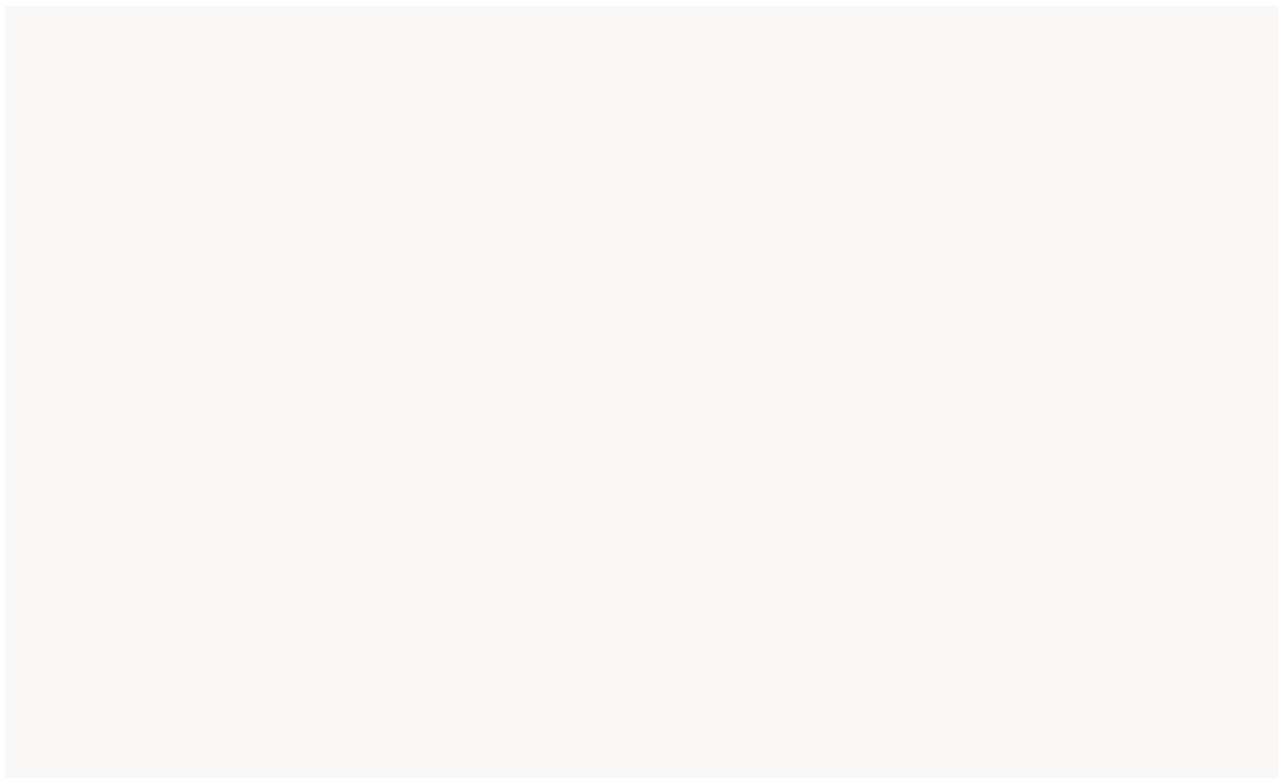
What is it?

Licensing allows another company or publisher to use your designs, patterns, or artwork in exchange for a fee or royalty, so your creative work earns without your time. This can also apply to creating multiple products from a single design using systems like Print-on-Demand (POD).

Does this sound like me? *(tick any that apply)*

- ☐ I design my own surface patterns, motifs, or textile prints.
- ☐ I create original artwork that has a distinctive visual style.
- ☐ I've seen products in shops and thought, "I could do that".
- ☐ I'm interested in my work reaching a wider audience without me having to make every single item.
- ☐ I've heard of print-on-demand but never looked into it properly.

What designs or creative work do I already have that could be licensed or used?

A large, empty rectangular box with a light beige background, intended for the user to write their answers to the question above.

Licensing & IP

Your designs and Intellectual Property working for you.

In my business this could look like *(tick any that apply)*

- ☐ Licensing a design to company to use on their products
- ☐ Submitting patterns to a publisher
- ☐ Creating a Print On Demand account to add more products from one design
- ☐ Producing greeting cards or notebooks with my design
- ☐ Something else... jot your ideas down below:

What's stopping me?

A note from me...

Licensing can take longer to build than the others. But if you're already creating original designs, you may be sitting on income you haven't thought to claim yet. Even one print-on-demand product is a start.

Community & Memberships

Income that comes back every single month

What is it?

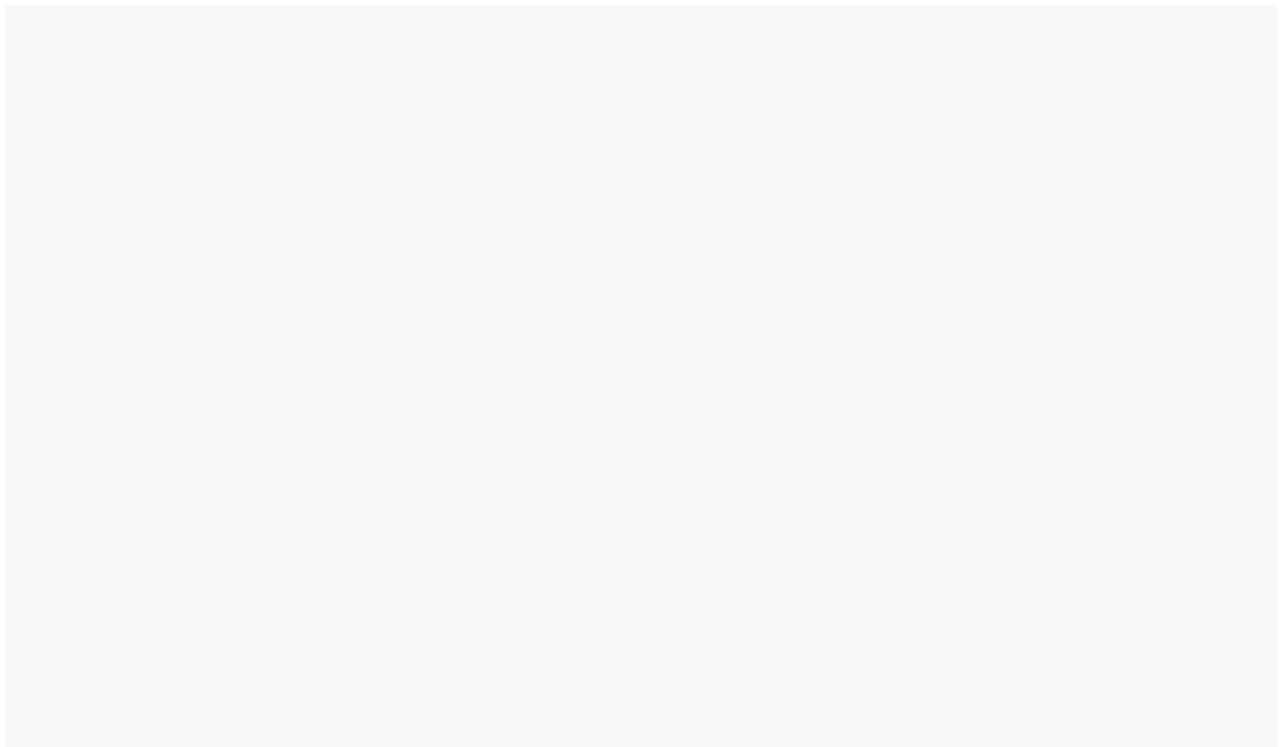
Building a group of people who pay a regular monthly amount to be part of something you host or provide, for example, a craft-along, a learning community, a digital subscription or a guild-style group.

Does this sound like me? *(tick any that apply)*

- ☐ I have (or would like) a community of people who love the same craft I do.
- ☐ I like the idea of recurring income.
- ☐ I enjoy hosting, facilitating, or bringing people together around a shared interest
- ☐ I've thought about running a monthly craft-along or online club.
- ☐ I could create a physical product - like a subscription box or mail.
- ☐ I follow or belong to memberships myself and understand the value they offer.

What could my community be built around?

Think about: your craft, a specific skill level, a project type, a shared creative interest, a learning journey - brainstorm some ideas below.

A large, empty rectangular box with a light beige background, intended for the user to brainstorm ideas for their community.

Community & Memberships

Income that comes back every single month

In my business this could look like *(tick any that apply)*

- ☐ A monthly craft along, with a pattern or project
- ☐ A paid Skool or Circle community
- ☐ A digital subscription with monthly content drops
- ☐ An online Maker's group
- ☐ Paid subscription to a publication you write for, e.g. Substack

Brainstorm more ideas below:

What's might stop me from trying these ideas...

A note from me...

You don't need thousands of followers to build a membership; you just need the right people and something worth showing up for, and a willingness to show up consistently to give your members value and something worth hanging around for.

Visibility & Authority

Income that comes to you because of the platform you've built.

What is it?

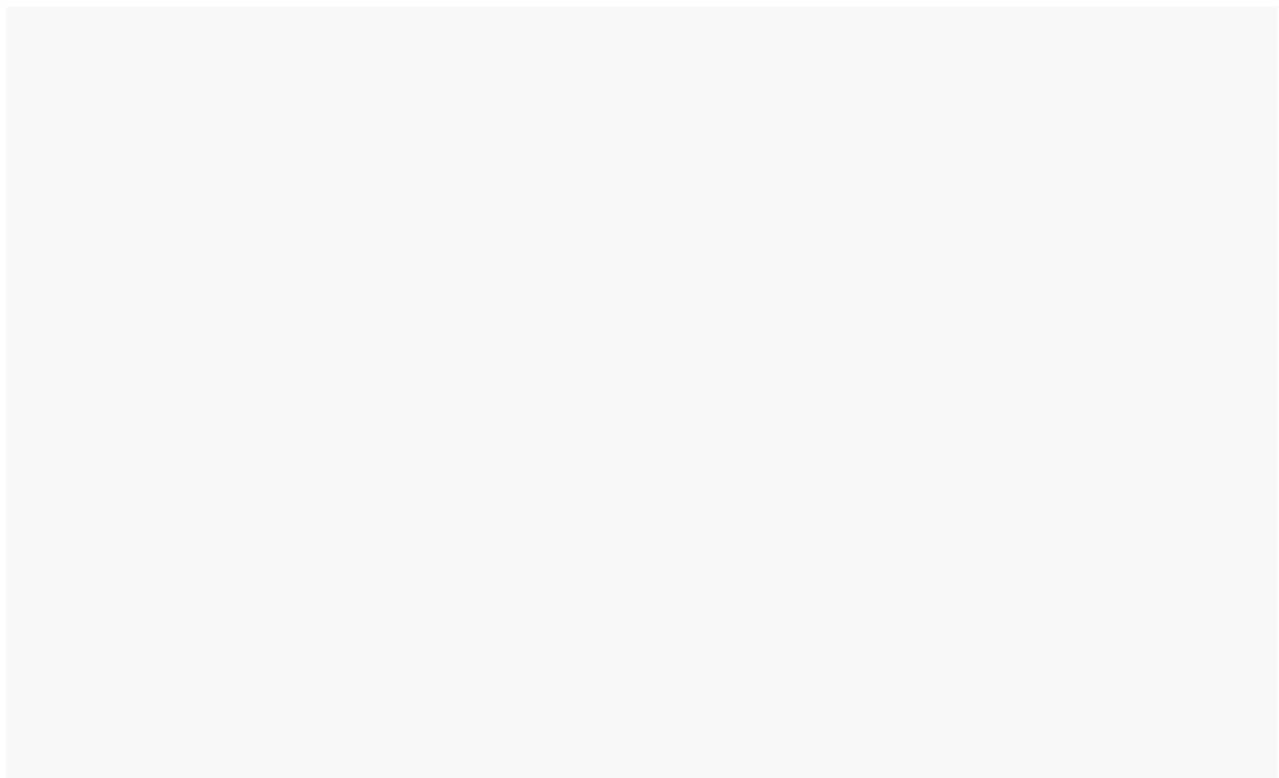
Getting paid because of who you are and the reputation you've built, through brand partnerships, affiliate income, speaking, writing, or consultancy. This one is earned over time, not built from scratch today. But it's worth knowing it's coming.

Does this sound like me? *(tick any that apply)*

- ☐ I'm building (or want to build) a social media presence around my craft.
- ☐ I talk about the tools, materials, or suppliers I use, and people ask for recommendations
- ☐ I've been asked to speak, appear, or collaborate based on my expertise.
- ☐ I'd love to write about my craft or be featured in a magazine or publication.
- ☐ I can see a future version of me with a platform that creates opportunities.

What am I already known for, or what do I want to be known for?

Mind map some ideas below:

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Visibility & Authority

Income that comes to you because of the platform you've built.

What am I already building?

Think about: your social media presence, the audience you're growing, the expertise people already come to you for, the platforms you show up on consistently. Write your ideas below:

What's might stop me...

A note from me...

Remember! Every piece of content you post, every workshop you run, every person you help is building this! You might not see it yet. But it's compounding, so don't underestimate what showing up consistently does over time.

The Income Layer Map



Instructions:

Here are the five main income streams below. Think about your thoughts from the previous pages and...

- Circle the ones that feel genuinely possible for you right now
- Cross out the ones that don't feel right yet (and that's fine!)
- Put a star next to the one you want to explore first

There's no right answer.

Teaching

Digital Products

Licensing & IP

Community &
Membership

Visibility &
Authority

The one with the star - That's where we're going next!

Your One Next Step



Let's make it happen!

Take some time to think about where to go next, using the following questions to help you think through your next steps!

The income stream I'm going to explore first is...

What would need to be true for me to take a first step in the next 30 days? (Not the whole thing. Just the first step.)

The one thing most likely to stop is:

And instead of letting it stop me, I will:

My first action is: Something specific & time bound!

I will do it by:

What Comes Next?



Let's make it happen!

Writing it down makes it real, but telling someone makes it more real!

If you want accountability or help with any of these five income streams, you are welcome to reach out to me at hello@suzannebooth.co.uk with the subject line 5 Ways and tell me about your plan!

How else I can help....

If teaching feels like your first income stream, and you'd like some guidance on exactly how to make it happen and how to create workshops and courses that sell out every time, I've got something amazing that I'm working on.

It's going to be a live boot camp, with practical sessions to learn and work with me to get everything you need to know to teach your craft, either in person or online.

Keep an eye on your inbox. More soon.

And if you wanted to delve more into pricing for profit here's the mini course details



Inside, I'll guide you through:

- How to actually calculate your pricing in a way that feels clear
- Where most makers unintentionally undercharge (and how to spot it)
- How to factor in your time, skills, and real costs
- How to move from “this feels like a guess” to “this actually works and pays me what I need”
- Provides you with the information to make strategic decisions about your business model
- And some bonus money mindset work,



This is currently on a waitlist

If you join via this QR code link, you'll receive a 25% discount code off the full price of £27 w [Scan here to join the waitlist].

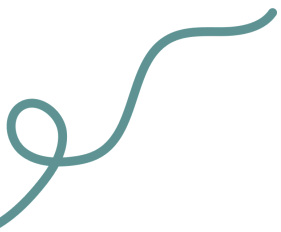


Notes



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Notes



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ABOUT

Suzanne Booth



Suzanne Booth is a Craft Business Strategist who helps makers already selling their craft make more money- without burning out, selling out, or losing the love of what they do.

With a background in woven textile design, over two decades of making experience, a teaching career, and a background in educational publishing, Suzanne brings something most business coaches can't: she has been exactly where you are. She's done the craft fair circuit. She's had the Etsy shop. She knows what it feels like to be constantly busy and still not feel financially secure.

Her journey into this work wasn't accidental. Growing up, creativity was always treated as a hobby, not a serious career, not a real choice. It was during a period of teacher burnout that she discovered crochet, and with it, the transformative power of making. But she also discovered something else: that the makers around her were talented, hardworking, and chronically underearning, not because they weren't good enough, but because nobody had ever shown them a better way.

That's what Suzanne is here to change.

She works with makers who are already selling, women who have built something real but hit a ceiling, who rely on craft fairs and Etsy and know that what they're doing now isn't going to get them where they want to be. Through income stream strategy, practical resources, and experience-led programmes, she helps them build businesses with multiple ways to earn, chosen to fit their life, their skills, and their confidence level.

She believes creativity deserves to be taken seriously. And she's built her work around proving it.

Connect



www.suzannebooth.co.uk

[@suzannebooth.creative](https://www.instagram.com/suzannebooth.creative)

