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**HOW BUSINESS  
COACHING  
SKYROCKETED SALES  
FOR POKE CRAFT CO.  
BY 450%**

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**“OUR GOAL IS TO BE THE PREMIER CRAFT SHOP FOR ANY WEDDING OR EVENT PLANNING; THE GO-TO BRAND NAME THAT PEOPLE LOOK TO. WE WENT FROM \$790 IN SALES TO OVER \$3.5K IN SALES! WE WOULD HAVE NEVER GOTTEN THERE WITHOUT LIZ’S HELP.”**

-Seth Hofmann (owner, Poke Craft Co.)

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Seth and Kristin Hofmann own a craft store called Poke Craft Co. They have big dreams for their online business and wanted to scale further than selling to just family and friends.

## THE CHALLENGE:

**HOW TO TRANSFORM A HOBBY INTO A  
SUCCESSFUL, THRIVING, ONLINE BUSINESS  
WHILE STILL WORKING FULL TIME.**



Seth and Kristin needed help to brand their Etsy store and give it a professional feel.

They needed to streamline their systems and come up with solid business and social media strategies.

Branching out from selling to family and friends was not that easy, especially when both husband and wife were working full time jobs and caring for their toddler son.

Etsy

Search for anything

Holiday Shop

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding



## PokeCraftCompany

Purveyors of the highest quality event crafts & clothes

West Chester, Pennsylvania | On Etsy since 2020

127 Sales | ★★★★★

Favorite shop (13)



Home sweet home sign | housewarm...

PokeCraftCompany

\$50.00



Trump Pharamceuticals! | funny gift |...

PokeCraftCompany

\$25.00



Bridesmaid makeup bag | bridesma...

PokeCraftCompany

\$10.00

# B E F O R E



Home sweet home sign | housewarm...  
PokeCraftCompany  
**\$50.00**



Trump Pharamcneuticals! | funny gift |...  
PokeCraftCompany  
**\$25.00**




Bridesmaid makeup bag | bridesmai...  
PokeCraftCompany  
**\$10.00**



Mother's Day Mom EST. Shirt | Moth...  
PokeCraftCompany  
**\$25.00**

# A F T E R





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As a designer, Kristin knew her craft and equipment well, but she didn't know how to run a business, how to sell or price items, or even how to advertise them.

**The couple needed an expert's marketing guidance and direction.**

During their coaching sessions with Liz, the couple learned just how involved it is to run a business in today's visual and social media age. Together they turned their business vision into a reality.

# B E F O R E



**Website**



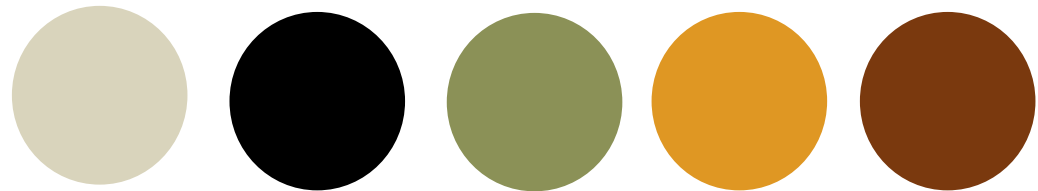
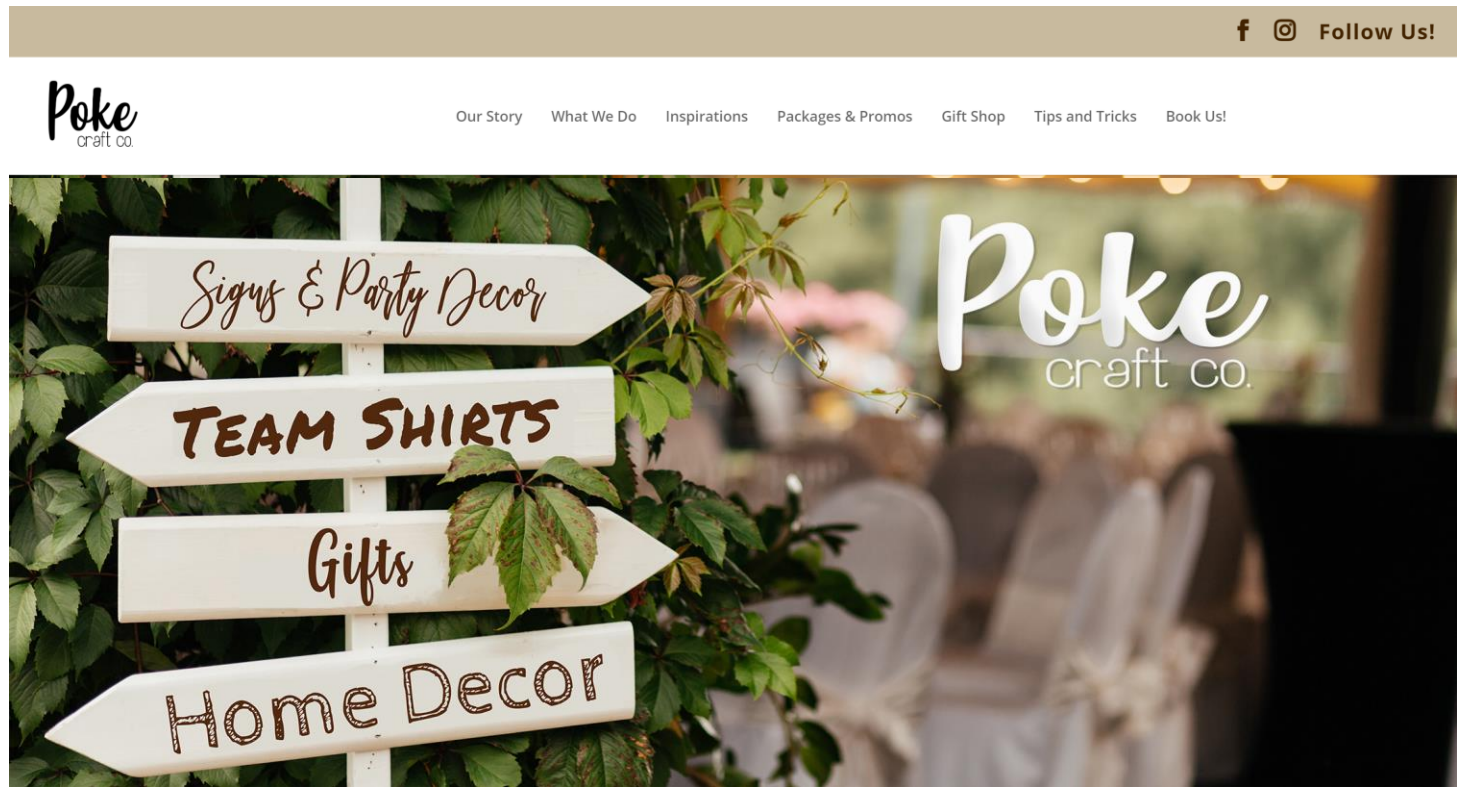
**Social Media**

**Poke Craft Co. was facing a brand identity crisis, with varying logos, fonts, and color schemes from platform to platform.**

**They needed help developing brand continuity and a solid design scheme that would be scalable and recognizable across multiple channels.**



A  
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Primary Font style: *Missus*  
secondary font style: *artesana*



**“THERE WERE SO MANY BUSINESS ASPECTS THAT WE FELT INTIMIDATED BY.  
THAT’S WHERE LIZ REALLY HELPED US BREAK IT DOWN. SHE HAS THE  
AMAZING ABILITY TO TURN COMPLEX THINGS AND MAKE THEM SIMPLE FOR  
US.”**

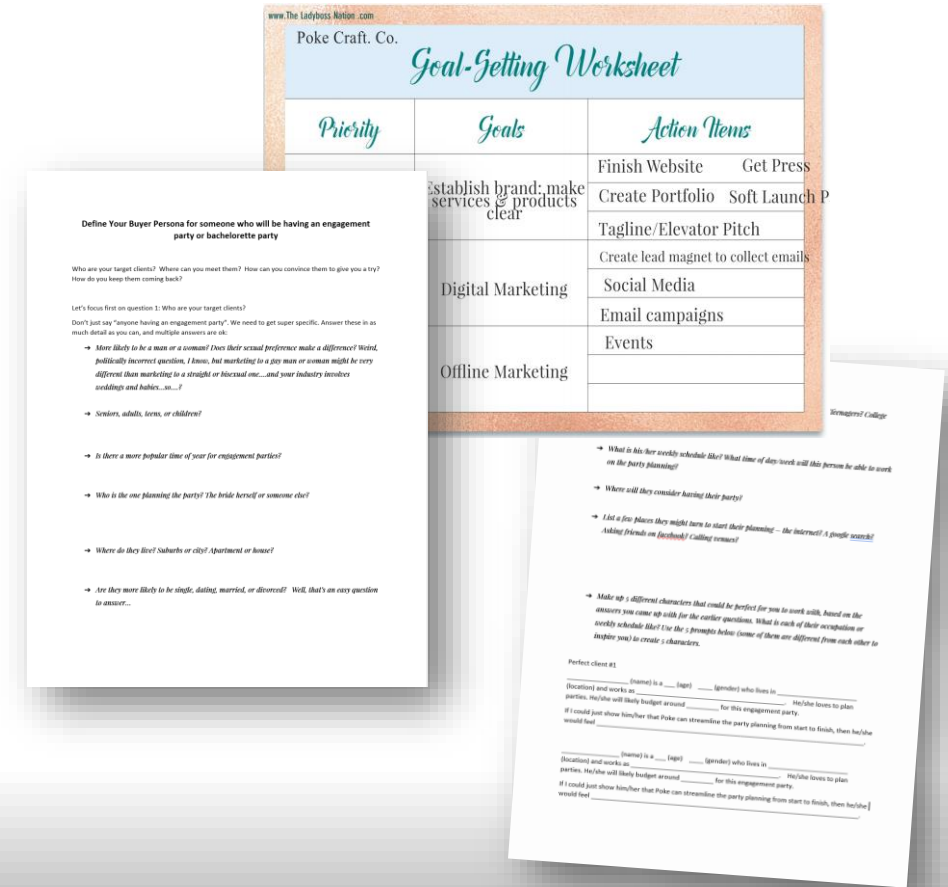
-Seth Hofmann (owner, Poke Craft Co.)

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With various worksheets focused to help structure their business from within, Liz worked with them on goal-setting and yearly projections. She also worked on optimizing their Etsy site and social media strategy, including the use of the right hashtags to bring people in. The 1:1 coaching sessions allowed Liz to unravel their thoughts and turn those into an actionable to-do list.

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**“LIZ TAUGHT ME HOW TO DESIGN FOR MARKETING PURPOSES. SHE GIVES ME HOMEWORK AND HAS DEADLINES FOR ME. IF WE WERE ON OUR OWN, WE WOULDN'T HAVE THOSE GOALS OR TARGETS TO REACH.”**

– Kristin Hofmann

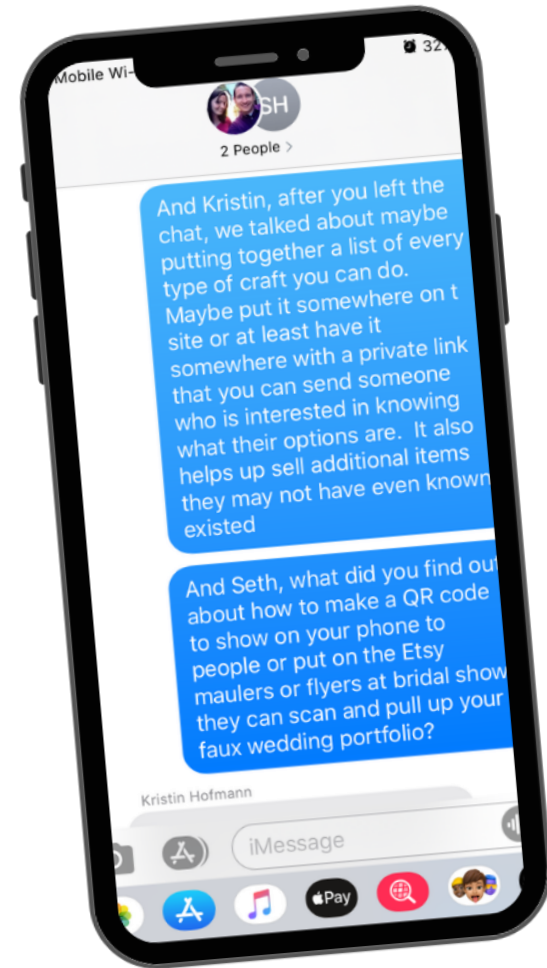


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**BUSINESS COACHING IS AN ASPECT THAT IS OFTEN MISUNDERSTOOD BY MANY SMALL BUSINESS OWNERS. THEY MIGHT FEEL INTIMIDATED OR THINK IT'S COSTLY FOR A SESSION AND COACHING CALLS. THE REALITY, HOWEVER, IS VERY DIFFERENT. TEAM POKE CRAFT CO. CONTINUES TO HAVE A VERY GOOD EXPERIENCE WITH LIZ LONDON.**

“For someone who is just starting out, it’s so overwhelming put yourself out there. Liz’s ability and personality lets us continue to work with her. She is incredible with being able to take something complex and make it simple for us to understand. The best feature about her business is her accessibility. Her response is almost immediate!”

–Kristin



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**“We started to get a ton of Etsy orders from people we didn’t know. Our last 30 days were our best 30 days!”**

With the plans set in motion by Liz, Team Poke started to see a rise in sales and much more engagement from their online audience. Liz strategically ran their promotions and business campaigns to help build that momentum.

Poke Craft Co. now receives international orders too. They are confident in their ability to sell. Due to the corona virus and global pandemic, they have had to pivot and shift their business to focusing it more online.

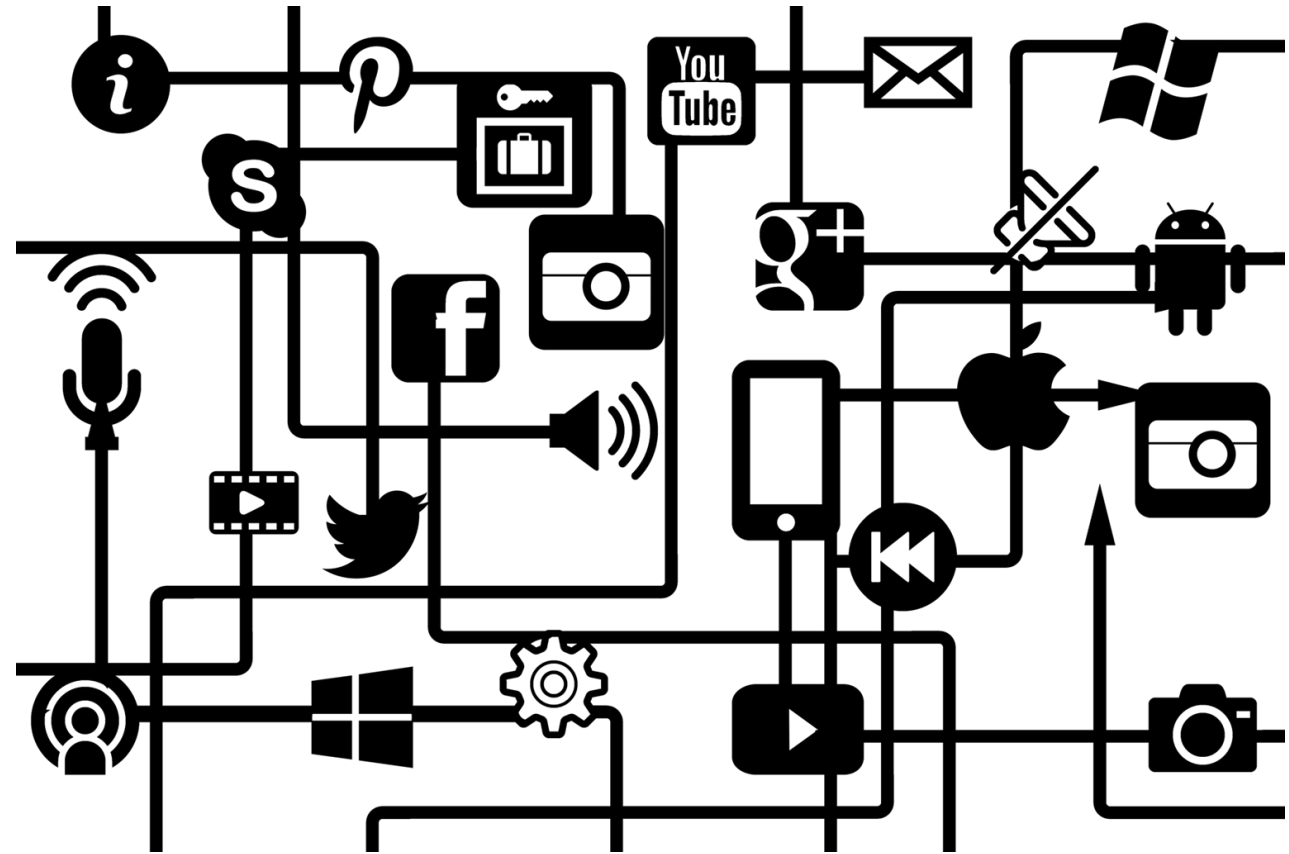
**“We recently had a sale from the UK. Liz ran a contest, and we also donated a product that is going out to Australia.” – Seth Hofmann**

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LIZ HELPED US COME UP WITH A SALES LEAD MAGNET TO ATTRACT OUR TARGET AUDIENCE: COUPLES PLANNING THEIR WEDDING.

SHE HELPED US START-TO-FINISH: SOCIAL MEDIA POSTS, EMAIL SUBSCRIPTION FORM, WRITING THE GUIDE ITSELF, AND PHRASING EMAILS TO INTRODUCE OUR SERVICES TO THOSE COUPLES.





Lead Magnet  
For  
Poke Craft Co.



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# Love in the Time of COVID

## Top 20 Planning Tips for a 2021 Wedding

By Kristin Hofmann, [Poke Craft Co.](#)

Little did couples know when they put a ring on it in 2019 that 2020 would usher in a year of cancelled and postponed wedding plans. In fact, 65% of happy couples decided to postpone their wedding plans during the coronavirus pandemic until the CDC agreed it was a safer time to have small gatherings.

Now, we are happy to report that most of those couples are moving forward with their wedding plans for 2021 – but with the pandemic still raging, weddings of 2021 will see some changes.

So, what can we expect of the 2021 wedding? And how can you ensure that your COVID wedding is the best possible way to celebrate your nuptials "during these difficult times?"



### Trend 3: The Virtual Ceremony

And of course, there are still many couples holding their entire ceremony online for guests to join them from the comfort of their own couch. Some are doing a hybrid event – a small gathering for close family with the rest of the guests able to view the event virtually. Virtual weddings come with a new set of difficulties in planning and executing, so be sure to read for tips!

If you're trying to navigate the unique challenges of re-planning your wedding, here are a few tips we've rounded up to ensure every guest, whether 6 feet away or 600 miles away, will feel a part of your special day.



### Tips for Minimonies & Micromonies (In-Person)

- Have an outdoor event.** Open-air venues with plenty of space will minimize the risk of COVID transmission by almost 18 times. Poor ventilation and crowding indoors increases the risk of transmitting COVID.
- Have a drive-in wedding.** Many churches are offering drive-in services these days, so follow their cue. Coordinate a large parking lot rather than a venue – or book a local drive-in theatre and offer a projection of the ceremony on a large screen, using an AM radio station for each guest to hear from the safety of their car.
- Do a tailgate receiving line.** Have guests line a closed street or parking lot and sit on their tailgate while the bride and groom walk down the "aisle." This will give guests a chance for face time with the happy couple from a safe distance.
- How to plan for physical distancing at a traditional venue:** Spread out chairs. Use a variety of furniture styles, like couches, poufs, benches, and tables spread out around your venue to avoid the stark, sterile look of white chairs evenly spaced apart. Just keep in mind how much extra space and seating you'll need: a traditional 10-seat table will only accommodate 5 or less during proper social distancing. Add signage for reminders not to congregate around entrances, restrooms, bars, and the guest book. *Need some great ideas for elegant signage for your COVID wedding? We can help with that! Just send us your theme, and we can mock-up a few different examples for you to choose from or customize your own!*
- Veto the dance floor.** You can create small dance spaces around the edges of your venue, but keep in mind that close contact and aerobic activity increases the spread of germs.
- Tag everyone's glass in advance.** Eliminate the risk of accidentally sharing drinks or the tacky need to ask your guests to use a marker to write their names on plastic cups (not to mention sharing that marker). Again, we can help you coordinate stemware tags or tumbler flags seamlessly with the décor.
- Avoid a buffet.** Consider cute food trucks that offer guests' option to collect their own food rather than sharing buffet tables or having catering staff handle plates. Or check with the venue or catering team to make sure they are trained in COVID-safe procedures.
- Work plenty of bottles of hand sanitizer into your table décor.**

### Let Poké Craft Co. Help Personalize Your Party

We are thrilled to hear that couples are ready to burst out of quarantine with flair in celebrating their nuptials in unique ways that this hellish year could inspire. Poké Craft Co. is getting our design tools ready to help brides and grooms think outside the box with unique personalization ideas to make virtual weddings and minimonies the talk of the century.

Whether you need coordinated decorative items to create an elegant Zoom crowd or personalized masks, décor, and gifts for an in-person celebration, we're ready to personalize your party! All you have to do is send us your vision and date, and we'll put together bridal packages to suit any budget.

Visit our page <http://www.PokeCraftCo.com>

Visit our Etsy gift shop [PokeCraftCompany.Etsy.com](https://www.etsy.com/shop/PokeCraftCompany)

Contact us to discuss your wedding décor:  
1-484-301-3199  
[seth@pokecraftco.com](mailto:seth@pokecraftco.com)

Thanks!  
Kristin & Seth Hofmann,  
Poke Craft Co.

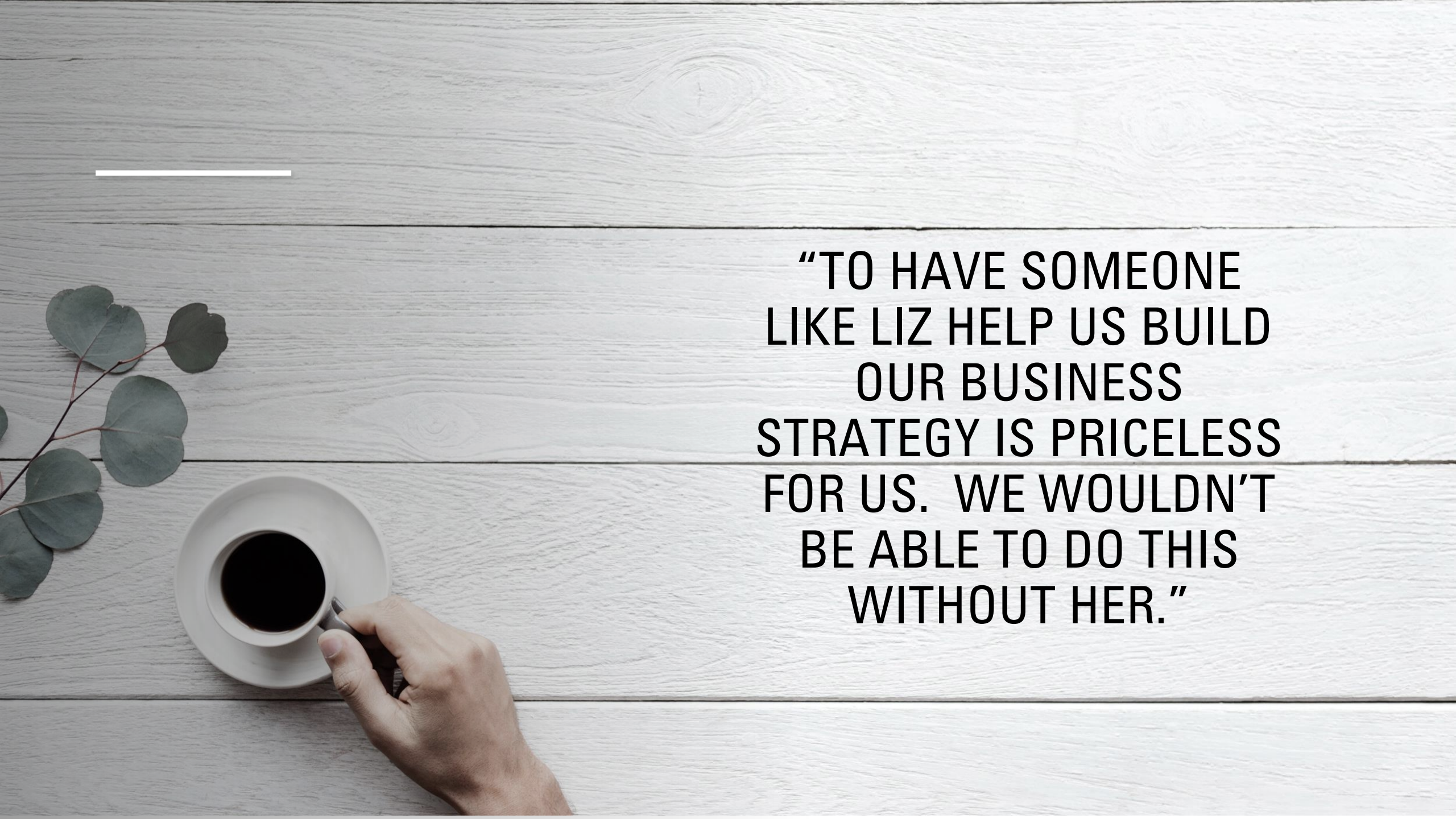


**WITH HER GUIDANCE, POKE  
CRAFT CO. HAVE BUILT  
SOMETHING THAT THEY ARE  
PROUD OF – A LEGITIMATE  
ONLINE BUSINESS.**

**THERE IS MUCH MORE WORK  
TO BE DONE AND THE  
COUPLE IS EXCITED TO  
CONTINUE WITH LIZ AND  
HER BUSINESS COACHING.**



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**“TO HAVE SOMEONE  
LIKE LIZ HELP US BUILD  
OUR BUSINESS  
STRATEGY IS PRICELESS  
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**“LIZ IS THE RIGHT PERSON, AND REALLY TAKES ALL OF YOUR FEARS, ALL OF THE TASKS YOU HAVE AND JUST WRAPS IT UP AND MAKES IT INTO A NEAT LITTLE PRESENTATION. YOU CAN DEPEND ON HER. SHE IS SIMPLY AMAZING AND HAS GONE ABOVE AND BEYOND FOR US! WE WOULDN'T BE WHERE WE ARE IN OUR BUSINESS WITHOUT HER.”**

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