

Mama Vega®

Now, chew on this®...

# Price It Right

BUSINESS ACADEMY

DIGITAL WORKSHEET VAULT

72  
WORKSHEETS



FOR PEOPLE WHO WANT  
TO DO THE WORK THEMSELVES



Practical worksheets to help you  
price with **clarity, confidence,**  
and **profit.**



Charmène Vega  
MAMA VEGA®

# **Price It Right**

**Business Academy Digital Worksheet Vault**  
For People Who Want to Do the Work Themselves

By **Charmène Vega and Mama Vega**  
Mama Vega® Enterprises  
Now, Chew On This...®

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This workbook is for educational purposes only. It is designed to help readers understand pricing, profit, business costs, and value. It does not replace legal, tax, or financial advice. Please consult a qualified professional when needed.

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# Dedication

**This Digital Worksheet Vault is dedicated to every dreamer, builder, maker, seller, teacher, cook, creator, and service provider who has ever said:**

**“I know I have something valuable, but I don’t know what to charge.”**

**This is for the ones who have worked too hard, charged too little, and carried too much without realizing their time, skill, energy, and wisdom all have value.**

**This is for the woman at the kitchen table with receipts spread out in front of her.**

**This is for the vendor packing products late at night.**

**This is for the caregiver, the entrepreneur, the single mother, the retiree, the side-hustler, and the legacy builder who is ready to stop guessing and start growing.**

**May these worksheets help you see your numbers clearly, price your work wisely, and build something that can bless your family, your community, and the generations coming after you.**

**You are not just filling in blanks.**

**You are building a business foundation.**

**You are claiming the value of your work.**

**You are choosing to stop shrinking your price to make others comfortable.**

**As Mama says:**

**“You can serve people without starving the cook.”**

**With purpose and legacy,**

**Charmène “Mama” Vega  
Mama Vega®**

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## Chapter 1: Stop Guessing Your Price



# Am I Guessing or Pricing? Checklist

Use this checklist before setting a price for any product, service, class, or event.

**Product or Service:** \_\_\_\_\_

**Date:** \_\_\_\_\_

- Did I calculate my real cost?
- Did I include my time?
- Did I include supplies?
- Did I include travel?
- Did I include profit?
- Did I price from confidence or fear?

## Notes

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### Mama Vega® Reminder

A good price is not a guess. A good price is built from clear numbers, clear thinking, and clear confidence.

## Chapter 2: Know Your Real Costs



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## My Real Cost Worksheet

You cannot price it right until you know what it really costs you.

List every cost it takes to create your product, provide your service, or offer your class—nothing left out. The truth in your numbers will lead to profit in your pocket.

DATE: \_\_\_\_\_  
PRODUCT / SERVICE / CLASS: \_\_\_\_\_

COST CATEGORY (What you spend)	DETAILS (Be specific)	COST PER UNIT / ITEM (If applicable)	FREQUENCY (One-time, Weekly, Monthly, etc.)	TOTAL COST (For this product, service, or class)
1. Materials / Supplies				
2. Packaging / Labels				
3. Equipment Use (wear and tear)				
4. Utilities (electricity, water, gas)				
5. Marketing / Advertising				
6. Software / Subscriptions				
7. Business Fees / Licenses				
8. Payment Processing Fees (credit card, etc.)				
9. Delivery / Shipping				
10. Travel / Gas				
11. Booth Fees / Market Fees				
12. Education / Training				
13. Other Costs (List it here)				
<b>TOTAL COST (Add all rows)</b>				<b>\$</b> _____

### TIME IS MONEY TOO!

How much time does it take you?

Prep Time: \_\_\_\_\_ hours

Creation / Service Time: \_\_\_\_\_ hours

Cleanup / Admin Time: \_\_\_\_\_ hours

Total Time: \_\_\_\_\_ hours

What is your desired hourly rate? \$ \_\_\_\_\_

Total Labor Value (Total Time x Hourly Rate): \$ \_\_\_\_\_



### REAL COST SUMMARY

Total Direct Costs (from table above): \$ \_\_\_\_\_

Total Labor Value (from left box): \$ \_\_\_\_\_

Total Overhead / Other Costs (monthly + number of units or classes): \$ \_\_\_\_\_

MY REAL COST PER UNIT / PER SERVICE / PER CLASS:

\$ \_\_\_\_\_

### NOTES / REMINDERS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

“If you do not value your time, nobody else will.”  
– Mama Vega®

Mama Vega® Reminder:



Count the cost. Honor your time.  
Add your profit. Set your price.  
That is how businesses grow.

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## Monthly Profit Review

Review what came in, what went out, what worked, and what to improve next month.



What gets measured gets managed.  
Review your numbers with honesty  
so your business can grow  
with clarity.

DATE: \_\_\_\_\_

MONTH REVIEWED: \_\_\_\_\_

BUSINESS / BRAND: \_\_\_\_\_



**Monthly Profit Formula:** Total Income - Total Expenses = Monthly Profit



OFFER / PRODUCT / SERVICE	INCOME	EXPENSES	PROFIT	NOTES

### MONTHLY NUMBERS

Total Income \_\_\_\_\_

Total Expenses \_\_\_\_\_

Total Profit \_\_\_\_\_

Best-Selling Offer \_\_\_\_\_

Biggest Expense \_\_\_\_\_

### MONTHLY REVIEW

Did I reach my income goal? \_\_\_\_\_

What sold best? \_\_\_\_\_

What cost more than expected? \_\_\_\_\_

What brought the most profit? \_\_\_\_\_

What do I need to improve next month?  
\_\_\_\_\_

### FINAL CHECK

Did I track all income? \_\_\_\_\_

Did I track all expenses? \_\_\_\_\_

Did I review my profit honestly? \_\_\_\_\_



A strong business  
reviews the numbers,  
learns the lesson, and  
plans the next move.



— Mama Vega®

*Mama Vega® Reminder:*



Profit is not what you sold. Profit is what you kept.

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## Price Increase Tracker

Track your price changes with clarity, confidence, and purpose.



Do not raise prices blindly. Track the reason, the timing, and the result so your business grows with confidence.

DATE: \_\_\_\_\_

BUSINESS / BRAND: \_\_\_\_\_

PRODUCT OR SERVICE: \_\_\_\_\_

TRACKING PERIOD: \_\_\_\_\_

PRODUCT / SERVICE	OLD PRICE	NEW PRICE	INCREASE AMOUNT	DATE CHANGED	REASON	CUSTOMER RESPONSE	NOTES

### BEFORE YOU RAISE YOUR PRICE

- Did my costs go up? \_\_\_\_\_
- Did my time or labor increase? \_\_\_\_\_
- Did I improve the product or service? \_\_\_\_\_
- Is demand stronger? \_\_\_\_\_
- Is my profit too low at the current price? \_\_\_\_\_
- Am I pricing from facts, not fear? \_\_\_\_\_

### PRICE CHANGE REVIEW

- Did sales stay steady? \_\_\_\_\_
- Did profit improve? \_\_\_\_\_
- Did customers understand the increase? \_\_\_\_\_
- What happened after the price change?  
\_\_\_\_\_
- What will I do next? \_\_\_\_\_

“

Do not be afraid to raise your price when the value, the cost, or the demand calls for it.

”

— Mama Vega®

Mama Vega® Reminder:



A wise price increase is not greed. It is growth with clarity.

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## Seasonal Income Planning Sheet

Plan for busy seasons, slow seasons, local buyers, tourists, and year-round income.



A seasonal town needs seasonal wisdom. Sell to the visitor, serve the local, build the online option, and tell the community story.

Date: \_\_\_\_\_ Community Name: \_\_\_\_\_

Busy Season: \_\_\_\_\_ Slow Season: \_\_\_\_\_

### 1. Tourist Season Opportunities

Product or Service	Why Tourists Would Buy It	Price

What sells during tourist season? \_\_\_\_\_

### 2. Slow Season Online Opportunities

Product or Service	How It Can Be Sold Online	Price

What can sell online during slow season? \_\_\_\_\_

### 3. Local Pricing Ideas

Local Offer	Local Need It Serves	Price

What can locals afford? \_\_\_\_\_

### 4. Visitor Premium Offers

Visitor Offer	What Makes It Special	Price

What can visitors pay more for? \_\_\_\_\_

### 5. Exclusive Community Product Ideas

Exclusive Product Idea	Local Connection	Price Idea

What product feels exclusive to this community? \_\_\_\_\_

### 6. Seasonal Pricing Plan

Season	Product/Service	Target Customer	Price	Sales Goal
Busy season				
Slow season				
Holiday season				
Event season				

### 7. Bundle Planning

Bundle Name	Items Included	Customer Type	Price
Mini Bundle			
Gift Bundle			
Premium Box			

### 8. Community Consignment Plan

Maker/Product	Selling Location	Retail Price	Maker Share	Location Share

### 9. Cooperative Marketing Plan

Partner	Product/Service	How We Can Promote Together

### 10. Final Reflection

What is the strongest product for tourist season? \_\_\_\_\_

What is the strongest product for locals? \_\_\_\_\_

What can be sold online after visitors leave? \_\_\_\_\_

What product tells the best local story? \_\_\_\_\_

What bundle could bring in higher profit? \_\_\_\_\_

“ Do not let the slow season surprise you. Plan for it while the busy season is blooming. ”  
— Mama Vega®

Mama Vega® Reminder: | A booth should make more money than it costs to show up.

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## Vendor Booth Profit Sheet

DATE: \_\_\_\_\_

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

EVENT TYPE: \_\_\_\_\_



Before you pack the car, count the cost.  
Know what the event must earn  
to make sense.



**Booth Profit Formula:** Actual Sales - Total Event Cost = Actual Profit



EVENT NAME	BOOTH FEE	TRAVEL COST	FOOD / LODGING	PRODUCT COST	TOTAL COST	SALES GOAL	PROFIT GOAL	ACTUAL SALES	ACTUAL PROFIT

### EVENT COST BREAKDOWN

Booth Fee \$ \_\_\_\_\_

Travel Cost \$ \_\_\_\_\_

Food / Lodging \$ \_\_\_\_\_

Product / Sample Cost \$ \_\_\_\_\_

Helper Pay \$ \_\_\_\_\_

Card Fees \$ \_\_\_\_\_

---

**Total Event Cost** \$ \_\_\_\_\_

### SALES GOALS

Profit Per Item \$ \_\_\_\_\_

Items Needed to Break Even \$ \_\_\_\_\_

Desired Profit \$ \_\_\_\_\_

Items Needed to Reach Profit Goal \$ \_\_\_\_\_

---

**Sales Goal** \$ \_\_\_\_\_

### FINAL CHECK

- Did I count all event costs? \_\_\_\_\_
- How many items must I sell to break even? \_\_\_\_\_
- Was this event truly profitable? \_\_\_\_\_



A busy booth is not always  
a profitable booth.  
Count the cost before you  
call it a good event.



— Mama Vega®

Mama Vega® Reminder:



A booth should make more money than it costs to show up.

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## Service Pricing Worksheet

Price your service with clarity. Count your time, preparation, travel, materials, and value.



A clear price starts with clear numbers. Know your costs, value your time, and set a price that supports the business you're building.

DATE: \_\_\_\_\_

SERVICE NAME: \_\_\_\_\_

SERVICE TYPE: \_\_\_\_\_

WHO IS THIS FOR?: \_\_\_\_\_

**Service Pricing Formula:** Time Required + Prep Time + Travel Time + Materials + Desired Hourly Rate = Final Service Price

SERVICE NAME	TIME REQUIRED	PREP TIME	TRAVEL TIME	MATERIALS	DESIRED HOURLY RATE	FINAL SERVICE PRICE
						\$
						\$
						\$
						\$
						\$

### SERVICE COST BREAKDOWN

Time Required \_\_\_\_\_ hours

Prep Time \_\_\_\_\_ hours

Travel Time \_\_\_\_\_ hours

Materials \_\_\_\_\_ \$ \_\_\_\_\_

Desired Hourly Rate \_\_\_\_\_ \$ \_\_\_\_\_

**Final Service Price** \_\_\_\_\_ \$ \_\_\_\_\_

### FINAL CHECK

- Did I include prep time? \_\_\_\_\_
- Did I include travel? \_\_\_\_\_
- Did I include my value? \_\_\_\_\_

“ Do not price your service like a favor. Price it like the value it brings. ”

— Mama Vega®

Mama Vega® Reminder:



A strong service price should honor your time, cover your preparation, include your travel and materials, and leave profit in your pocket.

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## Product Pricing Worksheet

Price your product with clarity. Count your cost, your time, your fees, and your profit.



A clear price starts with clear numbers. Know your costs, value your time, and set a price that supports the business you're building.

DATE: \_\_\_\_\_

PRODUCT NAME: \_\_\_\_\_

PRODUCT TYPE: \_\_\_\_\_

WHERE SOLD: \_\_\_\_\_

**Pricing Formula:** Material Cost + Packaging Cost + Labor/Time Cost + Fees + Desired Profit = Final Selling Price

PRODUCT NAME	MATERIAL COST	PACKAGING COST	LABOR/TIME COST	FEES	DESIRED PROFIT	FINAL SELLING PRICE
						\$
						\$
						\$
						\$
						\$

### COST BREAKDOWN

Materials / Ingredients \_\_\_\_\_ \$ \_\_\_\_\_

Packaging / Labels \_\_\_\_\_ \$ \_\_\_\_\_

Labor / Time \_\_\_\_\_ \$ \_\_\_\_\_

Fees \_\_\_\_\_ \$ \_\_\_\_\_

Desired Profit \_\_\_\_\_ \$ \_\_\_\_\_

**Final Selling Price** \_\_\_\_\_ \$ \_\_\_\_\_

### FINAL CHECK

Did I include all my materials? \_\_\_\_\_

Did I include my time? \_\_\_\_\_

Did I include my profit? \_\_\_\_\_

“ Do not price from fear.  
Price from facts.  
— Mama Vega® ”

*Mama Vega® Reminder:*



A good product price should pay for the cost, honor your time, cover the fees, and leave profit in your pocket.

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## Reflection Questions

Answer these before setting your price.

DATE: \_\_\_\_\_

PRODUCT / SERVICE / CLASS: \_\_\_\_\_

### REFLECTION QUESTIONS

1. Did I count every supply I used?

\_\_\_\_\_  
\_\_\_\_\_

2. Did I include packaging and labels?

\_\_\_\_\_  
\_\_\_\_\_

3. Did I include gas, mileage, or travel time?

\_\_\_\_\_  
\_\_\_\_\_

4. Did I include software, phone, internet, or platform fees?

\_\_\_\_\_  
\_\_\_\_\_

5. Did I include payment processing fees?

\_\_\_\_\_  
\_\_\_\_\_

6. What cost surprised me the most?

\_\_\_\_\_  
\_\_\_\_\_

7. Is my current price high enough to cover these costs?

\_\_\_\_\_  
\_\_\_\_\_

### FINAL THOUGHT

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

“ Clear pricing starts with honest reflection. ”

— Mama Vega<sup>®</sup>

*Mama Vega*<sup>®</sup> Reminder:



A strong price comes from clear numbers and honest answers.

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## Chapter 3: Put a Price on Your Time



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### My Time Value Worksheet

Your time is not free. Put a value on your hours, effort, and expertise.

Use this worksheet before pricing any product, service, class, consultation, event, or workshop. Count the time it really takes, not just the time the customer sees.

DATE: \_\_\_\_\_

PRODUCT / SERVICE / CLASS: \_\_\_\_\_

#### TIME BREAKDOWN

TYPE OF TIME	TIME NEEDED
1. Planning time	
2. Prep time	
3. Shopping time	
4. Cooking / Making time	
5. Setup time	
6. Teaching / Service time	
7. Cleanup time	
8. Travel time	
9. Admin time	
10. Follow-up time	
11. Other time	
12. Total time required	

#### HOURLY RATE & TIME VALUE

My desired hourly rate: \$ \_\_\_\_\_ per hour

Total hours: \_\_\_\_\_

Time Value: \$ \_\_\_\_\_

**Total Hours x Desired Hourly Rate = Time Value**

#### QUESTIONS TO ANSWER

1. How many hours does this really take?

\_\_\_\_\_

2. What hourly rate do I want to earn?

\_\_\_\_\_

3. Did I include prep and cleanup?

\_\_\_\_\_

4. Did I include travel?

\_\_\_\_\_

5. Did I include follow-up?

\_\_\_\_\_

#### FINAL CHECK

- Am I only charging for the time the customer sees? \_\_\_\_\_
- What part of my time have I been forgetting? \_\_\_\_\_
- Is this price fair to me and the customer? \_\_\_\_\_

“ Your time is part of the product.  
Your time is part of the service.  
Your time is part of the result. ”

— Mama Vega®

Mama Vega® Reminder:



Kindness without boundaries becomes burnout. Clear pricing protects your peace.

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# QUESTIONS TO ANSWER



*Know Your Time. Value Your Work. Price with Confidence.*



Take time to answer these questions honestly.  
Your answers will help you build a price that covers all your time  
and helps your business grow.

1

## How many hours does this really take?

Do not only count the time the customer sees.  
Include prep, travel, cleanup, admin, and follow-up.



My answer:

---

---

2

## What hourly rate do I want to earn?

Choose a rate that respects your skill,  
experience, and the type of work  
you are doing.



My answer:

---

---

3

## Did I include prep and cleanup?

Prep and cleanup are work.  
Do not leave them out.



Yes     No     I need to recalculate

Notes:

---

---

4

## Did I include travel?

Include driving time, gas stops,  
loading, unloading, parking,  
and return time.



Yes     No     Not needed for this offer

Notes:

---

---

5

## Did I include follow-up?

Follow-up may include emails, calls,  
notes, links, reminders, documents,  
or next steps.



Yes     No     Not needed for this offer

Notes:

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---



*When you count your time, you protect your peace and your profit.*

REFLECTION QUESTIONS

# REFLECTION

*Answer these before setting your final price.*



Reflection brings clarity.  
Clarity brings confidence.  
Confidence helps you price with peace and purpose.

1

Am I charging for all the time this takes?

---

---

---



2

Am I only charging for what the customer sees?

---

---

---



3

What part of my time have I been forgetting?

---

---

---



4

Is this price fair to the customer and me?

---

---

---



5

What boundary do I need to set around my time?

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*When you honor your time, you build a business that lasts.*

## Chapter 4 Product Pricing Made Simple



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## Final Check

Before you sell this product, answer these questions.

DATE: \_\_\_\_\_

PRODUCT NAME: \_\_\_\_\_

### FINAL CHECK

1. Did I include all materials or ingredients?

---

---

2. Did I include packaging?

---

---

3. Did I include labels?

---

---

4. Did I include my labor/time?

---

---

5. Did I include payment or marketplace fees?

---

---

6. Did I include shipping or delivery costs?

---

---

7. Did I include profit?

---

---

8. Is my price too low, fair, or strong?

---

---

9. Do I need a retail and wholesale price?

---

---

10. What price will I confidently charge?

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### FINAL THOUGHT

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“

Price from facts,  
not fear.

”

— Mama Vega®

Mama Vega® Reminder:



A strong product price covers the cost,  
honors your time, and leaves room for profit.

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## Chapter 5: Service Pricing Made Simple



### CHAPTER 5

# SERVICE PRICE CHECK

Answer these before you give the client your price.

DATE: \_\_\_\_\_  
SERVICE NAME: \_\_\_\_\_


*Count your time. Value your work. Protect your peace. Build your profit. ♥*

- 1 Did I include the full time required?  
\_\_\_\_\_
- 2 Did I include prep time?  
\_\_\_\_\_
- 3 Did I include travel time?  
\_\_\_\_\_
- 4 Did I include setup and cleanup?  
\_\_\_\_\_
- 5 Did I include materials?  
\_\_\_\_\_
- 6 Did I include follow-up?  
\_\_\_\_\_
- 7 Did I include my experience and value?  
\_\_\_\_\_
- 8 Does this price allow me to serve without resentment?  
\_\_\_\_\_
- 9 Is this a one-time price, an hourly price, or a package price?  
\_\_\_\_\_
10. What is the final price I will confidently quote?  
\_\_\_\_\_

**FINAL THOUGHT**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

“ Price the full work, ”  
not just the visible work.  
— Mama Vega®



A strong service price respects your time, your wisdom, and your peace.



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# SERVICE PRICING



*Count your time. Value your work. Protect your peace.  
Build your profit. ♥*



## 1 SERVICE INFORMATION

Service name: \_\_\_\_\_

### Type of service:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Consultation   | <input type="checkbox"/> Speaking       | <input type="checkbox"/> Business support |
| <input type="checkbox"/> Coaching       | <input type="checkbox"/> Cooking demo   | <input type="checkbox"/> Wellness service |
| <input type="checkbox"/> Workshop       | <input type="checkbox"/> Training       | <input type="checkbox"/> Other: _____     |
| <input type="checkbox"/> Teaching/class | <input type="checkbox"/> Product review |   |

## 2 Who is this service for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## 3 What problem does this service solve?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## 4 What result should the client receive?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### Tip from Mama Vega®

The clearer you are about your service, the easier it is to price with confidence and deliver with excellence. ♥



*You can't pour from an empty cup. Price your work with love. ♥*



**CHAPTER 5**



# TRAVEL AND LODGING FEES

*Count your time. Value your work. Protect your peace.  
Build your profit. ♥*



**Travel is work.**

Do not absorb travel costs. Include every cost that takes you away from your time, your home, and your peace.

*Reminder:*

Add these costs to your price. Do not apologize for protecting your time and your business.

TRAVEL FEES MAY INCLUDE:	MY NOTES / MY COSTS
<b>GAS</b> Fuel needed for the trip.	\$ _____
<b>MILEAGE</b> Every mile your vehicle is in use.	\$ _____
<b>DRIVING TIME</b> Time spent driving to and from your destination.	\$ _____
<b>PARKING</b> Parking fees at your destination.	\$ _____
<b>TOLLS</b> Tolls, bridges, or road passes.	\$ _____
<b>MEALS</b> Meals on the road.	\$ _____
<b>LODGING</b> Hotel, Airbnb, or other stays.	\$ _____
<b>EXTRA TRAVEL RISK</b> Unplanned issues, safety, or risk factors.	\$ _____
<b>WEAR AND TEAR ON YOUR CAR</b> Maintenance and vehicle wear.	\$ _____
<b>WEATHER DELAYS</b> Delays or hazards due to weather.	\$ _____
<b>ROAD CLOSURES</b> Detours, construction, or closures.	\$ _____
<b>TIME AWAY FROM HOME</b> Time away from family, rest, and personal responsibilities.	\$ _____



*Tip from Mama Vega®*

If you paid for it, used it, or lost time because of it, it belongs in your price. Do not eat the cost. Your time matters. ♥

**TOTAL TRAVEL & LODGING FEES**

(Add all lines above)

\$





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CHAPTER 5

# What to Include in Consultation Pricing



*Make sure your consultation price covers the full value of your work. ♥*

<b>1</b>		<b>Intake Form Review</b> Time spent reviewing the client's form, background, and needs.	Time: _____ Value: \$ _____
<b>2</b>		<b>Preparation</b> Planning questions, reviewing information, and getting ready for the session.	Time: _____ Value: \$ _____
<b>3</b>		<b>Session Time</b> The actual time spent in the consultation.	Time: _____ Value: \$ _____
<b>4</b>		<b>Notes</b> Writing notes, action steps, or takeaways after the session.	Time: _____ Value: \$ _____
<b>5</b>		<b>Follow-Up Email</b> Sending recap notes, links, reminders, or next steps.	Time: _____ Value: \$ _____
<b>6</b>		<b>Resources</b> Handouts, tools, worksheets, or recommended resources you provide.	Cost/Value: \$ _____
<b>7</b>		<b>Your Experience</b> Your knowledge, training, judgment, and years of experience.	Cost/Value: \$ _____
<b>8</b>		<b>The Value of Clarity</b> The clarity, direction, and confidence the client receives.	Cost/Value: \$ _____

 **Consultation Price Total**  
Add all lines above =  
\$ \_\_\_\_\_

“ Do not price your consultation like a casual conversation. Price it like the clarity it gives. ”  
— Mama Vega®

♥ A consultation is not just the session. It is the preparation, wisdom, follow-up, and result. ♥



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# HOW TO PRICE *a One-Time Service*



*Count your time. Value your work. Protect your peace. Build your profit.* ♥



**You are not “just” helping.**  
**You are providing a solution, saving time, and creating value.**  
Use this guide to make sure your price covers every part of the work.

<b>1</b>		<b>PREP TIME</b> Time spent planning, gathering, organizing, or getting ready.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
<b>2</b>		<b>SERVICE TIME</b> The actual time you spend providing the service.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
<b>3</b>		<b>MATERIALS</b> Supplies, ingredients, tools, or items used for the service.	Total Materials Cost \$ _____
<b>4</b>		<b>TRAVEL TIME</b> Driving time, loading, unloading, parking, and return time.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____ Plus: Gas/Expenses \$ _____
<b>5</b>		<b>FOLLOW-UP TIME</b> Emails, messages, reports, notes, reminders, or next steps.	Hours: _____ x Your Hourly Rate: \$ _____ = \$ _____
<b>6</b>		<b>EXPERIENCE</b> Your skill, knowledge, training, and years of doing this well.	Experience Fee (Value Your Expertise) \$ _____
<b>7</b>		<b>VALUE OF THE RESULT</b> The value, transformation, or solution you provide.	Value/Impact Fee \$ _____
<b>8</b>		<b>PROFIT</b> Your reward for running a business and taking the risk.	Profit Goal (Minimum 20–30%) \$ _____



**YOUR TOTAL PRICE**  
Add all lines above =

\$ \_\_\_\_\_



Tip: Raise your price if it does not feel good and aligned.  
Your price should honor your time, your work, and your worth.

*Charge with confidence.  
Deliver with excellence.  
Rise with purpose.* ♥





# Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.



## Rural Evening Workshop With Travel

*Sample Service Pricing Example*

Item	Amount
Prep time	3 hours
Teaching time	2 hours
Travel time	3 hours
Setup/cleanup	1.5 hours
Follow-up	1 hour
<b>Total time</b>	<b>10.5 hours</b>
Desired hourly rate	\$100
<b>Time value</b>	<b>\$1,050</b>
Materials	\$100
Lodging	\$175
Meals/gas	\$100



**Suggested final price: \$1,425+**



Notes / Reflection:

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*Count the road. Count the time. Count the true cost.*

## Chapter 6: Vendor Booths, Markets, and Events



### CHAPTER 6

# EVENT REVIEW QUESTIONS



*Look back with honesty so the next event can be even stronger. ♡*

Answer these after the event.

- 1 Did I make a profit?  Yes  No Notes: \_\_\_\_\_
- 2 Did I at least break even?  Yes  No Notes: \_\_\_\_\_
- 3 Which product sold best? \_\_\_\_\_
- 4 Which product had the highest profit? \_\_\_\_\_
- 5 Did people ask for something I did not bring? \_\_\_\_\_
- 6 Did I collect emails or contacts?  Yes  No Notes: \_\_\_\_\_
- 7 Did I book any future consultations or orders?  Yes  No Notes: \_\_\_\_\_
- 8 Was this event worth my time and energy? \_\_\_\_\_
- 9 Would I do this event again? Why or why not? \_\_\_\_\_
- 10 What will I change next time? \_\_\_\_\_



#### *Mama Vega® Reminder*

A profitable event should teach you what to repeat, what to improve, and what to leave behind.



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♡

# SALES RESULTS



*Check the truth after the event is over. ♥*



Actual sales made: \$ \_\_\_\_\_

Total event cost: \$ \_\_\_\_\_

Actual profit: \$ \_\_\_\_\_



**Actual Sales - Total Event Cost = Actual Profit**



*What worked best?*

Notes & reflections

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*Mama Vega® Reminder*

Do not call it a good event  
until you check the profit. ♥



*When you honor your time, you protect your peace and your profit.*

# INVENTORY PLAN



*Bring what can actually make the day worthwhile.* ♥

Product	Quantity Brought	Price	Profit Per Item	Quantity Sold	Total Sales	Total Profit
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____
		\$ _____	\$ _____		\$ _____	\$ _____



*Tip from Mama Vega®*

Inventory should not just fill the table. It should feed the profit.



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥

# PROFIT GOAL CALCULATION



*Set the target before the event begins. ♥*



**Total Event Cost + Desired Profit = *Sales Goal***

Total event cost: \$ \_\_\_\_\_

Desired profit: \$ \_\_\_\_\_

Sales goal: \$ \_\_\_\_\_



**Sales Goal ÷ Profit Per Item = *Items Needed to Reach Profit Goal***

Sales goal: \$ \_\_\_\_\_

Profit per item: \$ \_\_\_\_\_

Items needed to sell: \_\_\_\_\_



*Mama Vega® Reminder* 

A sales goal without numbers is just a wish. ♥



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥



# Break-Even Calculation

*Know how many items you must sell before profit begins. ♥*

$$\text{Total Event Cost} \div \text{Profit Per Item} = \text{Items Needed to Break Even}$$



Total event cost:

\$ \_\_\_\_\_



Profit per item:

\$ \_\_\_\_\_



Items needed to break even:

\_\_\_\_\_



*Tip from Mama Vega®*

Break-even is not profit.  
It is simply getting out of the hole. ♥



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥

# Total Event Cost



*Add it all up before you call it a good event.* 

Category	Amount
Booth/setup cost	\$ _____
Travel cost	\$ _____
Food/lodging cost	\$ _____
Product/sample cost	\$ _____
Helper/fee cost	\$ _____

**Total event cost:** \$ \_\_\_\_\_



### *Mama Vega® Reminder*

A booth should make money, not quietly eat it.



*When you honor your time, you protect your peace and your profit.*



# HELPER AND FEE COSTS

*Respect the hands that help and the fees that follow. ♥*

Item	Cost
Helper pay	\$ _____
Card fees	\$ _____
Platform fees	\$ _____
Tips/thank-you gift	\$ _____
Other	\$ _____
<b>Total helper/fee cost: \$ _____</b>	



*Tip from Mama Vega®*

Labor is labor,  
even when someone is helping  
you with love. ♥



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥



# PRODUCT AND SAMPLE COSTS

*Count what you bring, taste, and hand out. ♥*

Item	Cost
Inventory/product cost	\$ _____
Samples	\$ _____
Sample cups/spoons/napkins	\$ _____
Bags	\$ _____
Labels	\$ _____
Packaging	\$ _____
Other	\$ _____
<b>Total product/sample cost: \$ _____</b>	



*Tip from Mama Vega®*

Samples are meant to help sales,  
but they still cost money.



*When you honor your time, you protect your peace and your profit.*

# FOOD AND LODGING COSTS



*Protect your peace and count the full trip. ♥*

Item	Cost
Meals	\$ _____
Snacks	\$ _____
Water/drinks	\$ _____
Lodging	\$ _____
Hotel taxes/fees	\$ _____
Other	\$ _____
<b>Total food/lodging cost: \$ _____</b>	



*Tip from Mama Vega®*

If the event takes you away from home, your food and lodging belong in the price.



*Plan fully.  
Price confidently.  
Protect your peace.*



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥

# TRAVEL COSTS



*Count the road before you count the sales.* 

Item	Cost
Gas	\$ _____
Mileage	\$ _____
Parking	\$ _____
Tolls	\$ _____
Vehicle wear/tear	\$ _____
Other	\$ _____
<b>Total travel cost: \$ _____</b>	



*Tip from Mama Vega®*

Your car, gas, and driving time all matter. Travel is part of the cost.



*When you honor your time, you protect your peace and your profit.*

# BOOTH AND SETUP COSTS



*Track every cost before you show up. ♥*

Item	Cost
Booth fee	\$ _____
Application fee	\$ _____
Table rental	\$ _____
Chair rental	\$ _____
Tent/canopy	\$ _____
Electricity	\$ _____
Insurance/permit	\$ _____
Signs	\$ _____
Displays	\$ _____
Tablecloth	\$ _____
Other	\$ _____
<b>Total booth/setup cost: \$ _____</b>	



*Tip from Mama Vega®*

If you paid for the space and setup, it belongs in your booth cost.



*When you honor your time, you protect your peace and your profit.*

Mama Vega® ♥

# VENDOR BOOTH

## Profit Sheet



*Plan with purpose. Price with confidence. Profit with peace.* 



### 1 EVENT INFORMATION

Event name: \_\_\_\_\_

Event date: \_\_\_\_\_

Location: \_\_\_\_\_

Event time: \_\_\_\_\_

Setup time: \_\_\_\_\_

Breakdown time: \_\_\_\_\_

Expected attendance: \_\_\_\_\_

#### Type of event:



Farmers market



Community event



Vendor fair



School event



Festival



Church event



Pop-up



Senior event




Conference

Other: \_\_\_\_\_



#### Tip from Mama Vega®

The more prepared you are,  
the more profitable and peaceful  
your event experience will be. 



Your time is valuable.  
Your work is valuable.  
Price it accordingly.



*When you honor your time, you protect your peace and your profit.*







Mama Vega® 



Use this worksheet to create a simple profit plan for the next 30 days.

## Sample Vendor Booth Example

Event: Community Market

Cost Item	Amount
 Booth fee	\$75
 Gas	\$40
 Food	\$20
 Samples	\$25
 Table supplies/signs	\$30
 Card fees	\$10
<b>Total event cost:</b>	<b>\$200</b>



Now, let's say your product profit is \$5 per item.

### Break-even

$$\$200 \div \$5 = 40 \text{ items}$$

You must sell 40 items just to break even.



### Profit goal

You want to make a \$300 profit.

$$\$200 \text{ event cost} + \$300 \text{ desired profit} = \$500 \text{ sales goal}$$

$$\$500 \div \$5 \text{ profit per item} = 100 \text{ items}$$

You must sell 100 items to cover costs and reach your profit goal.



Plan it. Price it. Promote it.  
Track it. Improve it. Profit!



## Chapter 7: Pricing for Rural and Seasonal Communities

Mama Vega®

### CHAPTER 7

# SEASONAL INCOME PLANNING SHEET



## Part 8: Bundle Planning

Create bundles for locals, tourists, and online customers.

Bundle Name	Items Included	Customer Type	Price
Mini Bundle	_____ _____	Local	\$
Gift Bundle	_____ _____	Tourist	\$
Premium Box	_____ _____	Tourist/Gift Buyer	\$
Online Bundle	_____ _____	Repeat Customer	\$
Holiday Bundle	_____ _____	Gift Buyer	\$



**Question:** What bundle could bring in higher profit?

My answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### Tip from Mama Vega®:






*Bundles help customers buy faster, raise your average sale, and make your offers feel more complete and giftable.*



# Part 7: Seasonal Pricing Plan



Plan your pricing by season so you can earn more during busy times and stay steady during slow times.

Season	Product/Service	Target Customer	Price	Sales Goal
 Busy season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Slow season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Holiday season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Event season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____
 Online/ off-season	_____ _____ _____	_____ _____ _____	\$ _____ \$ _____ _____	_____ _____ _____

**Question: What is your seasonal pricing plan?**

My answer: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# SEASONAL INCOME PLANNING SHEET



## Part 6: What Product Feels Exclusive to This Community?

Think about what makes the town special.

**Consider:**

- ✦ Local history
- ✦ Local food
- ✦ Local scenery
- ✦ Local makers
- ✦ Local stories
- ✦ Local ingredients
- ✦ Local events
- ✦ Local culture
- ✦ Local pride

Exclusive Product Idea	Local Connection	Price Idea
		\$
		\$
		\$
		\$
		\$

**Question:** What product feels exclusive to this community?

**My answer:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Tip from Mama Vega®:**

*A product feels exclusive when it carries the place, the people, and the story.*



# SEASONAL INCOME PLANNING SHEET



## Part 5: What Can Visitors Pay More For?

Visitors may pay more for giftable, exclusive, local, or premium items.

1. Visitor Offer	2. What Makes It Special	3. Possible Price
		\$
		\$
		\$
		\$
		\$

Question: What can visitors pay more for?

My answer: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Tip from *MamaVega*®: Think about products that feel local, giftable, memorable, limited, or easy to take home.



# SEASONAL INCOME PLANNING SHEET



## Part 4: What Can Locals Afford?

Create offers that locals can use and afford without hurting your profit.

Local Offer	Local Need It Serves	Possible Price
		\$
		\$
		\$
		\$
		\$

**Question:** What can locals afford?

**My answer:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Tip from Mama Vega®:**

*Think about smaller sizes, basic versions, bundle savings, and local pickup options that meet local needs without draining your profit.*



# SEASONAL INCOME PLANNING SHEET



## Part 3: What Can Sell Online During Slow Season?

List products or services that can be sold when fewer people are visiting.

Product or Service	How It Can Be Sold Online	Possible Price
		\$
		\$
		\$
		\$
		\$

**Question:** What can you sell online during the slow season?

My answer:

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### Tip from Mama Vega®:

Think about products that are easy to deliver digitally, easy to ship, or easy to reorder after tourist season ends.

# SEASONAL INCOME PLANNING SHEET



## Part 2: What Sells During Tourist Season?

List products or services that tourists may buy during the busy season.

Product or Service	Why Tourists Would Buy It	Possible Price
1		\$
2		\$
3		\$
4		\$
5		\$

**Question:** What sells during tourist season?

My answer: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**Tip from Mama Vega®:**

*Tourists often buy items that feel local, meaningful, giftable, and easy to take home.*



# SEASONAL INCOME PLANNING SHEET

Use this worksheet to plan products, services, and pricing for rural, seasonal, or tourism-based communities.



## Part 1: Community Information

Community name: \_\_\_\_\_

Main busy season: \_\_\_\_\_

Slow season: \_\_\_\_\_

### Main visitor type:

- Tourists
- Campers
- Vacation homeowners
- Festival visitors
- Outdoor recreation visitors
- Retirees
- Families
- Other: \_\_\_\_\_

### Main local customer type:

- Seniors
- Families
- Makers
- Small business owners
- Workers
- Students
- Caregivers
- Other: \_\_\_\_\_



### Tip from Mama Vega®:

*Know who comes to your community, who lives there, and when money moves. That is how smart seasonal planning begins.*



# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 2: My Price

What will I charge?

My price: \$ \_\_\_\_\_

Is this price:

- Introductory
- Regular
- Premium
- Discounted for a short time
- Other: \_\_\_\_\_

Why is this price fair?

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*Clarity creates confidence. Plan it. Price it. Profit from it.*





# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 1: My Product or Service

What am I going to sell this month?

**My product or service:**

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**Type of offer:**

- |   |  |
|---|--|
| <input type="checkbox"/> Digital product  | <input type="checkbox"/> Service         |
| <input type="checkbox"/> Physical product | <input type="checkbox"/> Product bundle  |
| <input type="checkbox"/> Consultation     | <input type="checkbox"/> Premium package |
| <input type="checkbox"/> Class/workshop   | <input type="checkbox"/> Other: _____    |

**Notes or reflections:**

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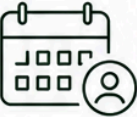



*Clarity creates confidence. Plan it. Price it. Profit from it.*



# Weekly Tracking Example



Track your numbers every week.  
What gets tracked gets improved.

Item	Number
 <p>Workbook sales</p>	12
 <p>Consultation bookings</p>	2
 <p>Total money earned</p>	<b>\$718</b>
 <p>Ads or fees spent</p>	<b>\$40</b>
 <p>Net income</p>	<b>\$678</b>

Your Notes / Reflections




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**Track it. Learn it. Grow it.**

Small numbers. Consistent action.  
Big impact.



*You are building something  
powerful for yourself and your community.*



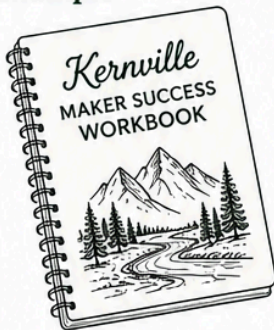
# Premium Offer Examples



Premium offers provide deeper support, more time, and more value. Price your time. Price your knowledge.

Offer	Possible Price
 60-minute consultation	<b>\$197</b>
 90-minute deep-dive session	<b>\$297–\$397</b>
 3-session package	<b>\$497–\$750</b>
 Half-day workshop	<b>\$1,500–\$3,500</b>
 Community training series	<b>\$5,000+</b>

## Example



Your low-price offer may be the **\$27 workbook**.

Your premium offer may be:



**Business Clarity Consultation — \$197**

- ♥ The workbook helps them **understand** the basics.
- ♥ The consultation helps them **apply** it to their actual product, service, or class.



## Your Notes / Ideas




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**High value creates high impact.**

You change more lives when you offer real transformation.

*Serve deeply. Price confidently. Make a bigger difference.*



# Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.


## Example 4: Digital Storytelling Products




Digital storytelling products let people sell knowledge, history, and creativity without needing physical inventory.




### Examples include:

- Local recipe ebook 


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- Audio story collection 


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- Printable walking guide 


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- Local history PDF 


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- Digital postcard pack 


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- Craft tutorial 


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- "Stories from Kernville" booklet 


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- Senior Wisdom Cookbook 

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- Family recipe collection 

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- Other idea: \_\_\_\_\_ 

### Pricing should include:

- ♥ Writing time \$ \_\_\_\_\_
- ♥ Editing \$ \_\_\_\_\_
- ♥ Design \$ \_\_\_\_\_
- ♥ Photos \$ \_\_\_\_\_
- ♥ Formatting \$ \_\_\_\_\_
- ♥ Platform fees \$ \_\_\_\_\_
- ♥ Marketing \$ \_\_\_\_\_
- ♥ Knowledge value \$ \_\_\_\_\_
- ♥ Profit (Your Goal) \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Suggested Retail Price \$ \_\_\_\_\_

### Notes / Ideas




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### Why Digital Storytelling Works

- ♥ No shipping.
- ♥ No storage.
- ♥ People can buy and download instantly.
- ♥ It preserves stories, skills, and local history.
- ♥ It helps seniors and makes share their voice with the world.



### Your Idea

What digital product could you create and sell?

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Your stories are valuable. Your knowledge matters. Share it, sell it, and keep it alive.

Think Local. Sell Local. Share Kernville.



# Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.

## Example 3: Jams and Sauces



Jams and sauces are excellent local products when done safely and legally.



### Pricing should include:

- ♥ Fruit or vegetables \$ \_\_\_\_\_
- ♥ Sugar or sweetener \$ \_\_\_\_\_
- ♥ Vinegar or acid \$ \_\_\_\_\_
- ♥ Spices \$ \_\_\_\_\_
- ♥ Jars \$ \_\_\_\_\_
- ♥ Lids \$ \_\_\_\_\_
- ♥ Labels \$ \_\_\_\_\_
- ♥ Seals \$ \_\_\_\_\_
- ♥ Cooking time \$ \_\_\_\_\_
- ♥ Cleanup time \$ \_\_\_\_\_
- ♥ Testing \$ \_\_\_\_\_
- ♥ Booth fees \$ \_\_\_\_\_
- ♥ Payment fees \$ \_\_\_\_\_
- ♥ Profit (Your Goal) \$ \_\_\_\_\_

-----  
Total Cost \$ \_\_\_\_\_

Suggested Retail Price \$ \_\_\_\_\_

### Product ideas:



- Summer peach jam  
\_\_\_\_\_
- Berry River Jam  
\_\_\_\_\_
- Spicy mountain sauce  
\_\_\_\_\_
- Apple cinnamon jam  
\_\_\_\_\_
- Holiday sauce trio  
\_\_\_\_\_
- Other ideas:  
\_\_\_\_\_  
\_\_\_\_\_

### Notes / Ideas



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Smart pricing idea



Create seasonal flavors and limited batches.

Example:

*"Only 50 jars made this season."*  
Limited supply can increase urgency.

\_\_\_\_\_  
\_\_\_\_\_



**Think Local. Sell Local. Share Kernville.**  
Make it meaningful. Make it giftable. Make it you.

\_\_\_\_\_  
\_\_\_\_\_



# Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.



## Example 2: Baked Goods



Baked goods can sell well at events, but sales must be closely monitored.

### Pricing should include:

- ♥ Ingredients \$ \_\_\_\_\_
- ♥ Packaging \$ \_\_\_\_\_
- ♥ Labels \$ \_\_\_\_\_
- ♥ Kitchen time \$ \_\_\_\_\_
- ♥ Baking time \$ \_\_\_\_\_
- ♥ Cooling time \$ \_\_\_\_\_
- ♥ Cleanup \$ \_\_\_\_\_
- ♥ Food safety supplies \$ \_\_\_\_\_
- ♥ Booth fees \$ \_\_\_\_\_
- ♥ Permits, if needed \$ \_\_\_\_\_
- ♥ Profit (Your Goal) \$ \_\_\_\_\_

-----  
Total Cost \$ \_\_\_\_\_

Suggested Retail Price \$ \_\_\_\_\_

### Product ideas:



- Cookies  
\_\_\_\_\_
- Biscuits  
\_\_\_\_\_
- Muffins  
\_\_\_\_\_
- Sweet breads  
\_\_\_\_\_
- Mini pies  
\_\_\_\_\_
- Local fruit desserts  
\_\_\_\_\_
- Holiday baked boxes  
\_\_\_\_\_
- Other ideas:  
\_\_\_\_\_

### Notes / Ideas



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Think Local. Sell Local. Share Kernville.**  
Make it meaningful. Make it giftable. Make it you.



\_\_\_\_\_  
\_\_\_\_\_

# Kernville-Style Examples



These examples can be used in rural, mountain, river, farming, tourism, or small-town communities.



## Example 1: Handmade Soaps



Handmade soaps can sell well when they feel local and giftable.

### Pricing should include:

- ♥ Soap base or ingredients \$ \_\_\_\_\_
- ♥ Scents \$ \_\_\_\_\_
- ♥ Herbs \$ \_\_\_\_\_
- ♥ Molds \$ \_\_\_\_\_
- ♥ Labels \$ \_\_\_\_\_
- ♥ Wrapping \$ \_\_\_\_\_
- ♥ Cure time, if applicable \$ \_\_\_\_\_
- ♥ Labor \$ \_\_\_\_\_
- ♥ Display materials \$ \_\_\_\_\_
- ♥ Fees \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Profit (Your Goal) \$ \_\_\_\_\_

**Suggested Retail Price** \$ \_\_\_\_\_

### Product ideas:



River Rock Lavender Soap  
 \_\_\_\_\_  
 \_\_\_\_\_

Mountain Mint Soap  
 \_\_\_\_\_  
 \_\_\_\_\_

Wildflower Honey Soap  
 \_\_\_\_\_  
 \_\_\_\_\_

Campfire Cedar Soap  
 \_\_\_\_\_  
 \_\_\_\_\_

Local gift soap trio  
 \_\_\_\_\_  
 \_\_\_\_\_

Other ideas:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Notes / Ideas



\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**Think Local. Sell Local. Share Kernville.**

Make it meaningful. Make it giftable. Make it you.

\_\_\_\_\_  
 \_\_\_\_\_















# Teaching Seniors and Makers How to Sell What They Know









Many seniors and makers have skills they do not know how to turn into income.  
They have wisdom, experience, and talent that people need and will pay for.


## They may know how to:

- |  |  |   |
|--|--|---|
|  Cook   |  Repair       |  Teach a skill         |
|  Bake   |  Tell stories |  Preserve food         |
|  Sew    |  Make jewelry |  Care for others       |
|  Garden |  Make soap    |  Create family recipes |
|  Build  |  Paint        |  Share local history   |


  
These skills have value. These skills solve problems. These skills build community.


But they may not know how to package, price, market, or sell that knowledge.  
That is where teaching becomes powerful.

<p><b>1. What skills do I have?</b> </p> <p>List the things you already know how to do well.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>2. Who needs this?</b> </p> <p>Think about who could benefit from your skills.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>3. How can I share it?</b> </p> <p>What is one way you could teach, show, or create your knowledge?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p><b>4. What can I sell?</b> </p> <p>List products, classes, services, or digital items based on your skills.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>5. How can I package it?</b> </p> <p>What is included? How will people receive it?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>6. How can I price it?</b> </p> <p>What feels fair for you and valuable for others?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>


 **Reflection**    What is one skill I want to turn into income first?



\_\_\_\_\_

\_\_\_\_\_ 

 **My Commitment**    I will take one step this week to share my skills with the world.

\_\_\_\_\_



\_\_\_\_\_ 

 **Your knowledge is valuable. Your story matters. Your skills can change lives.**   
You just need a plan, a little help, and the courage to start.



Every maker should understand the rules before products are listed, sold, and paid out.

Rule	My Notes / Agreement
1. Who sets the price	<hr/> <hr/>
2. What percentage does the maker receive	<hr/> <hr/>
3. What percentage does the store keep	<hr/> <hr/>
4. When payouts happen	<hr/> <hr/>
5. Who handles damaged items	<hr/> <hr/>
6. Who handles refunds	<hr/> <hr/>
7. Who provides packaging	<hr/> <hr/>
8. Who ships the item	<hr/> <hr/>
9. How long do products stay listed	<hr/> <hr/>
10. What happens if the item does not sell	<hr/> <hr/>


**Do not skip the rules.**
  
**Clear rules protect relationships.**

What rules do I need to make clear before we begin?

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# What the Store Must Track



The store should track:

- ♥ Maker name
- ♥ Product name
- ♥ Product price
- ♥ Quantity received
- ♥ Quantity sold
- ♥ Date sold
- ♥ Customer name
- ♥ Payment received
- ♥ Fees taken
- ♥ Maker payout
- ♥ Store commission
- ♥ Remaining inventory



**This keeps everybody honest and organized.**

No guessing. No confusion. No "I thought you said."

**Write it down, baby. Paper remembers what people forget.**

Date	Maker Name	Product Name	Product Price	Qty Received	Qty Sold	Date Sold	Customer Name	Payment Received	Fees Taken	Maker Payout	Store Commission	Remaining Inventory

**Notes / Reminders**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Why This Matters**



- ♥ It builds trust with makers.
- ♥ It keeps the store running smoothly.
- ♥ It helps us plan better.
- ♥ It makes payouts quick and fair.
- ♥ It helps us grow together.

My commitment: I will track everything and keep our store honest and organized.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ 

# Support Areas: We Can Help!



Seniors and makers may need help with many parts of selling online and getting their products in front of buyers. Use this page to plan what help you need and what support is available.

<p><b>1</b>  <b>Photos</b> Good photos help sell your products. We can help with lighting, setup, and taking clear pictures.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>	<p><b>2</b>  <b>Pricing</b> We can help you set fair prices that cover costs and still make a profit.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>
<p><b>3</b>  <b>Product Descriptions</b> We can help write clear, friendly descriptions that tell your product story and attract buyers.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>	<p><b>4</b>  <b>Online Payments</b> We can help set up safe and easy ways for customers to pay online.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>
<p><b>5</b>  <b>Shipping</b> We can help you understand shipping options, costs, and how to send packages safely.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>	<p><b>6</b>  <b>Packaging</b> We can help you choose strong, beautiful, and budget-friendly packaging.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>
<p><b>7</b>  <b>Marketing</b> We can help plan how to tell people about your products and reach more customers.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>	<p><b>8</b>  <b>Social Media</b> We can help you use social media to share your story, show your products, and grow your audience.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>
<p><b>9</b>  <b>Customer Follow-Up</b> We can help you thank customers, ask for reviews, and keep in touch for repeat sales.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>	<p><b>10</b>  <b>Other Support I Need</b> List any other help that would make it easier to grow my business.</p> <p>What help do I need? _____</p> <p>Who can help me? _____</p>

## Reflection

What is the one area I want to focus on getting help with first?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# WHAT TO COLLECT DURING THE BUSY SEASON

  
*During tourist season, collect:* 



Email addresses

.....



Phone numbers,  
if appropriate

.....



Social media  
follows

.....



Customer reviews

.....



Photos of  
happy buyers

.....



Product  
feedback

.....



Preorder  
interest

.....




Gift order  
requests

.....



*Tip from Mama Vega®*

The information you collect today helps you  
build relationships and increase sales tomorrow. 



*Notes & Ideas:*

.....  
.....  
.....

# ONLINE SALES MAY INCLUDE:



*Sell beyond your location. Serve more people. Build a lasting brand.*

1



### WEBSITE STORE

Your own online shop open 24/7. Customers browse, order, and pay with ease.

6



### HOLIDAY BOXES

Curated boxes for holidays and special occasions. Easy to gift and popular every year.

2



### DIGITAL DOWNLOADS

Sell printables, guides, recipes, templates, or digital art. No shipping needed!

7



### SUBSCRIPTION BOXES

Monthly or seasonal boxes that keep customers coming back. Build loyalty and steady income.

3



### EMAIL OFFERS

Send special deals, new product alerts, and exclusive offers to your email list.

8



### LOCAL PICKUP ORDERS

Offer online ordering with local pickup. Convenient for customers and saves on shipping.

4



### SOCIAL MEDIA SALES

Sell directly through platforms like Facebook, Instagram, and TikTok. Show, share, and sell!

9



### SHIPPED GIFT SETS

Beautifully packaged gift sets shipped right to their door. Perfect for any occasion.

5



### PREORDERS

Take orders before your product is ready. Great for new items, limited runs, or busy seasons.

10



### SEASONAL PRODUCT DROPS

Launch new products in limited quantities for a specific season or time of year. Create excitement and urgency!

#### TIPS FOR ONLINE SUCCESS



 Use clear photos and honest descriptions.

 Share your story and what makes your products special.


 Collect reviews and kind words from happy customers.

 Ship with care and package beautifully.

 Stay in touch and build relationships.



#### Tip from Mama Vega®

Online sales are more than transactions—they are connections. People buy from people they trust. 

*Make it easy.  
Make it personal.  
Make it local.*



Keep showing up. Keep creating. The world is ready for what you offer. 

# WHAT MAKES A PRODUCT FEEL EXCLUSIVE?



It should have at least one of these:

<p><b>1</b></p> <p><b>LOCAL NAME</b></p>  <p>A name that represents your town, river, mountains, or community.</p> <p>Examples: <i>Kern River Spice, Mountain Mama Honey, Kernville Campfire Jam</i></p>	<p><b>2</b></p> <p><b>LOCAL INGREDIENT</b></p>  <p>Made with ingredients grown, gathered, or produced locally.</p> <p>Examples: <i>Kern River honey, local citrus, wild herbs, local chili</i></p>	<p><b>3</b></p> <p><b>LOCAL STORY</b></p>  <p>A story about your community, your family, or your inspiration.</p> <p>Examples: <i>Family recipe, riverside roots, multi-generational tradition</i></p>	<p><b>4</b></p> <p><b>LOCAL ARTWORK</b></p>  <p>Artwork created by a local artist or inspired by your area.</p> <p>Examples: <i>Local drawings, river scenes, mountain views</i></p>
<p><b>5</b></p> <p><b>LOCAL MAKER</b></p>  <p>Made by someone from the community with skill and care.</p> <p>Examples: <i>Handmade in Kernville, Made by a Local Mama</i></p>	<p><b>6</b></p> <p><b>LOCAL PACKAGING</b></p>  <p>Packaging that reflects your community and feels personal.</p> <p>Examples: <i>Kern River label, mountain colors, local photos</i></p>	<p><b>7</b></p> <p><b>LOCAL THEME</b></p>  <p>Designed around what your area is known for.</p> <p>Examples: <i>River life, fishing, hiking, camping, small town charm</i></p>	<p><b>8</b></p> <p><b>LIMITED AVAILABILITY</b></p>  <p>Available for a short time, in small batches, or only in one place.</p> <p>Examples: <i>Seasonal flavors, limited batches, only sold at local events or shops</i></p>

ADDITIONAL THINGS THAT MAKE A PRODUCT FEEL EXCLUSIVE



**Small-batch or handmade**

Produced in small amounts with care.



**High quality ingredients**

Better ingredients create more value.



**Personal touch**

A handwritten thank-you, hand-packed, or personal note.



**Sustainable and local**

Eco-friendly practices add value.



**From a special place**

People love products tied to a place they visited.



**Perfect for gifting**

Beautiful, useful, and easy to give.



**Tip from Mama Vega®**

Tourists don't just buy products. They buy experiences, memories, and a piece of the place they love.

*Make your products unforgettable.*



☆ When your product feels local, meaningful, and special, people remember it—and come back for it.

# EXCLUSIVE LOCAL PRODUCTS MAY INCLUDE:




	Local food items		Local honey
	Handmade crafts		River-themed gifts
	Local art		Mountain-themed products
	Small-batch sauces		Historical storytelling products
	Seasonal jams		Community recipe books
	Spice blends		"Only in Kernville" items

*Your products tell the story of your place.  
That's what makes them unforgettable.*



### Tip from Mama Vega®

Lean into what makes your community unique. When your products are rooted in your place, tourists will value them more. 

Local pride.  
Local stories.  
Lasting value.





# TOURISTS WILL PAY MORE FOR WHAT FEELS SPECIAL



*Tourists are often willing to pay more for something that feels special, local, and meaningful.*



## TOURIST PRICING MAY INCLUDE:



Premium packaging



Limited-edition products



Only sold here items



Gift boxes



Travel-size products



Souvenir bundles



Story cards



Higher-priced giftable items



Shipping options for reorders



### Mama Vega® Reminder

When a product feels local, memorable, and meaningful, visitors are often happy to pay more.













# PRICING FOR TOURISTS



♡  
 ✨ Tourists often buy differently than locals. ✨

## THEY MAY WANT:

	Souvenirs
	Gifts
	Local food
	Handmade products
	Specialty items
	Something they cannot get at home
	A memory of the trip
	A story behind the product
	Convenient packaging
	Premium gift items



### Tip from Mama Vega®

Tourists pay for experience, quality, and meaning. Show the value, tell the story, and price with confidence. ♡

Your product is more than an item— it's a memory they'll take home. ♡



CHAPTER 7

A RURAL COMMUNITY MAY HAVE:



- Local customers with fixed incomes
- Tourists with more spending money
- Seasonal workers
- Retirees
- Vacation homeowners
- Weekend visitors

- Craft makers
- Food makers
- Service providers
- Small shops
- Farmers markets
- Local festivals



Know your community. Serve your people. Grow your business. ♥

CHAPTER 7

BUSY TIMES & SLOW TIMES



BUSY TIMES

SLOW TIMES

Summer

Holidays

Festivals

River season

Fishing season

Camping season

Winter months

School season

Bad weather

Road closures

Off-season weeks

Weekdays

After holidays

Vacation weekends

Special events

Snow or mountain season, depending on the area



Plan with the seasons. Prepare with purpose. Profit with peace. ♥

CHAPTER 7

LOCAL PRICING MAY INCLUDE:



Smaller sizes

Basic versions

Monthly specials

Loyalty cards

Community discounts

Senior-friendly prices

Bundle savings

Subscription options

Pay-in-advance packages

Local pickup instead of shipping



Price for your people. Provide real value. Build lasting loyalty. ♥

# UNDERSTANDING SEASONAL INCOME

*Busy times and slow times help shape smart rural pricing.*

BUSY TIMES	SLOW TIMES
<ul style="list-style-type: none"><li>✓ Summer</li><li>✓ Holidays</li><li>✓ Festivals</li><li>✓ River season</li><li>✓ Fishing season</li><li>✓ Camping season</li><li>✓ Vacation weekends</li><li>✓ Special events</li><li>✓ Snow or mountain season, depending on the area</li></ul>	<ul style="list-style-type: none"><li>✓ Winter months</li><li>✓ School season</li><li>✓ Bad weather</li><li>✓ Road closures</li><li>✓ Off-season weeks</li><li>✓ Weekdays</li><li>✓ After holidays</li></ul>

## Mama Vega® Reminder

Know when money moves fast and when it slows down, so you can plan for both seasons.



Mama Vega®

PRICE IT RIGHT. PROFIT WITH PURPOSE.

CHAPTER 7



## A rural community may have:

✓ Local customers with fixed incomes

✓ Tourists with more spending money

✓ Seasonal workers

✓ Retirees

✓ Vacation homeowners

✓ Weekend visitors

✓ Craft makers

✓ Food makers

✓ Service providers

✓ Small shops

✓ Farmers markets

✓ Local festivals



*Mama Vega® Reminder:*

Know who lives there, who visits there, and who buys there.





# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 4: My Monthly Income Goal

How much money do I want this offer to bring in this month?

My monthly income goal: \$ \_\_\_\_\_

Use this formula:

 Monthly Income Goal ÷ Price = Number of Sales Needed

My monthly income goal: \$ \_\_\_\_\_

My price: \$ \_\_\_\_\_

Number of sales needed: \_\_\_\_\_

Notes or reflections:

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*Know your goal. Count your sales. Build your income.*





# My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 3: My Weekly Sales Goal

How many do I want to sell each week?

Week	Sales Goal	Income Goal
Week 1	_____	\$ _____
Week 2	_____	\$ _____
Week 3	_____	\$ _____
Week 4	_____	\$ _____

Total 30-day sales goal: \_\_\_\_\_

Notes & Ideas



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**Plan it. Track it. Grow it.**

Small steps today  
create big results tomorrow.





# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 2: My Price

What will I charge?

My price: \$ \_\_\_\_\_

Is this price:

- Introductory
- Regular
- Premium
- Discounted for a short time
- Other: \_\_\_\_\_

Why is this price fair?

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*Clarity creates confidence. Plan it. Price it. Profit from it.*



# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 1: My Product or Service

What am I going to sell this month?

**My product or service:**

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**Type of offer:**

- |   |  |
|---|--|
| <input type="checkbox"/> Digital product  | <input type="checkbox"/> Service         |
| <input type="checkbox"/> Physical product | <input type="checkbox"/> Product bundle  |
| <input type="checkbox"/> Consultation     | <input type="checkbox"/> Premium package |
| <input type="checkbox"/> Class/workshop   | <input type="checkbox"/> Other: _____    |

**Notes or reflections:**

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*Clarity creates confidence. Plan it. Price it. Profit from it.*



# My 30-Day Profit Plan

*Small Steps. Smart Plan. Stronger Business.*

Name: \_\_\_\_\_ Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_



Focus on progress, not perfection. In the next 30 days, I will take intentional actions that bring in more income, lower my costs, and increase my profit.

## 1. MY 30-DAY PROFIT GOAL

My Profit Goal for the Next 30 Days:

\$ \_\_\_\_\_

Why this goal matters to me:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 2. MY TOP 3 FOCUS AREAS

I will focus on:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 3. DAILY ACTION PLAN

What 3 actions will move me closer to my goal EACH DAY?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Small actions daily = Big results*

## 4. 30-DAY ACTION CALENDAR

Check the box each day you take action.

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	12	13	14	15
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	17	18	19	20
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	22	23	24	25
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	27	28	29	30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. 30-DAY PROFIT TRACKER

Week	Income Goal	Actual Income	Expenses	Profit (Income - Expenses)	What Worked Well?
<b>Week 1</b> Days 1-7	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
<b>Week 2</b> Days 8-14	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
<b>Week 3</b> Days 15-21	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____
<b>Week 4</b> Days 22-30	\$ _____	\$ _____	\$ _____	\$ _____	_____ _____

## 6. MONEY CHECK

At the end of 30 days:

Total Income: \$ \_\_\_\_\_

Total Expenses: \$ \_\_\_\_\_

**Total Profit:** \$ \_\_\_\_\_

Did I reach my goal?  Yes  Not Yet

What did I learn? \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

## 7. CELEBRATE & PLAN AHEAD

I celebrate this win:

\_\_\_\_\_  
 \_\_\_\_\_

Next step (What I will do next):

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## REMEMBER

Profit is not an accident.  
 It is planned, tracked, and protected.  
 Keep showing up for your dream.  
 You are building something  
 that matters.

*I am capable. I am committed.  
 I am building my legacy.*



ONE DAY. ONE ACTION. ONE STEP CLOSER TO A STRONGER BUSINESS.

**Mama Vega®**



# Worksheet: My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 4: My Monthly Income Goal

How much money do I want this offer to bring in this month?

My monthly income goal: \$ \_\_\_\_\_

Use this formula:

  $\text{Monthly Income Goal} \div \text{Price} = \text{Number of Sales Needed}$

My monthly income goal: \$ \_\_\_\_\_

My price: \$ \_\_\_\_\_

Number of sales needed: \_\_\_\_\_

Notes or reflections:

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*Know your goal. Count your sales. Build your income.*



CHAPTER 7

A RURAL COMMUNITY MAY HAVE:



- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Local customers with fixed incomes</li> <li>• Tourists with more spending money</li> <li>• Seasonal workers</li> <li>• Retirees</li> <li>• Vacation homeowners</li> <li>• Weekend visitors</li> </ul> | <ul style="list-style-type: none"> <li>• Craft makers</li> <li>• Food makers</li> <li>• Service providers</li> <li>• Small shops</li> <li>• Farmers markets</li> <li>• Local festivals</li> </ul> |
|--|---|



Know your community. Serve your people. Grow your business. ♥

CHAPTER 7

BUSY TIMES & SLOW TIMES



BUSY TIMES	SLOW TIMES
Summer	Winter months
Holidays	School season
Festivals	Bad weather
River season	Road closures
Fishing season	Off-season weeks
Camping season	Weekdays
	After holidays
	Vacation weekends
	Special events
	Snow or mountain season, depending on the area



Plan with the seasons. Prepare with purpose. Profit with peace. ♥

CHAPTER 7

LOCAL PRICING MAY INCLUDE:



Smaller sizes	Senior-friendly prices
Basic versions	Bundle savings
Monthly specials	Subscription options
Loyalty cards	Pay-in-advance packages
Community discounts	Local pickup instead of shipping



Price for your people. Provide real value. Build lasting loyalty. ♥



# What Can Be Sold in the Online Store



Use the list below to spark ideas for your online community store.  
Circle the items you want to sell. Add your own ideas, too!

### The online community store may include:

- ♥ Handmade soaps
- ♥ Local honey
- ♥ Woodwork
- ♥ Jewelry
- ♥ Baked goods, if allowed by law
- ♥ Jams and sauces, if properly permitted
- ♥ Local art
- ♥ Books
- ♥ Recipe cards
- ♥ Gift baskets
- ♥ Digital downloads
- ♥ Local story guides
- ♥ Community history booklets
- ♥ "Only in Kernville" gift boxes

### Other ideas I want to add:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Product or Item	Why It's a Good Fit for Our Community	Who Will Buy It (Locals, Tourists, Online Customers)	Notes / Ideas	Price Idea (optional)

### What will make our online store special?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





Use this worksheet to create a simple profit plan  
for the next 30 days.

## Part 10: What I Will Improve Next Month

At the end of 30 days, answer these questions.

1 What sold best?

\_\_\_\_\_

2 What did people ask about most?

\_\_\_\_\_

3 What price worked best?

\_\_\_\_\_

4 Where did most sales come from?

\_\_\_\_\_

5 What message got the most attention?

\_\_\_\_\_

6 What confused people?

\_\_\_\_\_

7 What should I improve next month?

\_\_\_\_\_

8 Should I raise the price, keep it the same, or create a bundle?

\_\_\_\_\_

9 What premium offer can I add next?

\_\_\_\_\_

10 What is my next 30-day income goal?

\$ \_\_\_\_\_



Reflect. Learn. Improve.  
Keep building your business.  
*You've got this!*





# My 30-Day Profit Plan



Use this worksheet to create a simple profit plan for the next 30 days.

## Part 8: My Weekly Promotion Plan

Day	What I Will Do
Monday	_____
Tuesday	_____
Wednesday	_____
Thursday	_____
Friday	_____
Saturday	_____
Sunday	_____

### Promotion ideas

- Make one social media post
- Send one email
- Record one short video
- Text or message 5 warm contacts
- Post in a local group
- Add the offer to my thank-you page
- Mention it during a class
- Share a customer story
- Offer a deadline
- Invite people to book a consultation

### Notes & Ideas

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Plan it. Promote it. Profit.**

Consistent action creates results.

*You've got this!*





Use this worksheet to create a simple profit plan  
for the next 30 days.

## Part 7: What I Will Say to Promote It

Write a simple message you can use in a post, email, or conversation.

### Simple Promotion Script

"I created this for people who \_\_\_\_\_.

It helps them \_\_\_\_\_.

The price is \$\_\_\_\_\_.

You can get it here: \_\_\_\_\_."

### My promotional message:

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### Notes & Ideas



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**Clear message. Right people.**

Consistent sharing.

*More sales. More impact.*






# About the Author


*Charmène Vega*  
Mama Vega®

*Price It Right Business Academy*



 Charmène Vega, known as Mama Vega®, is a 4th-generation nutritionist, educator, chef, speaker, and business mentor. Through Price It Right Business Academy, she helps entrepreneurs, makers, and service providers stop guessing and start pricing with clarity, confidence, and profit.

 Known for her practical teaching style and real-world examples, Charmène breaks complex pricing into simple steps people can actually use. Her work blends wisdom, strategy, and empowerment so business owners can create offers that support both income and legacy.

 Whether teaching workshops, creating digital tools, or guiding clients one step at a time, her mission is to help people value their work, honor their time, and price for sustainability.

  
Knowledge to  
nourish.  
Strategy to grow.  
Legacy to leave.

*Helping you price with clarity, confidence, and profit.*



MamaVega.com



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