

# 30-DAY MARKETING PLAN

## FOR YOUR LASER BUSINESS

### WEEK 1: THE PROFIT FOUNDATION

#### FOCUS: PRODUCT & PRICE

**My Hero Product:** \_\_\_\_\_

**My Primary Sales Channel:** \_\_\_\_\_

**My Revenue Goal for the Month:** \$\_\_\_\_\_

01

**The Audit.** Pick one best seller that has high margins and high demand. Brainstorm 3 other ways to position this product.

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02

**The Math.** Calculate material cost + laser run time + labor. Ensure you are profitable.

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**The Gap.** Research 3 competitors. Find one thing they don't do that you can.

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**The Visuals.** Take 5 "lifestyle" photos and 1 "process" video of your Hero Product.

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**The Pitch.** Write a 2-sentence hook: What problem does this product solve? \*Use Page 2 Guide

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06

**The Reset.**

07

Organize your design files and get ready for week 2.

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**NOTES:**

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### DAY 5 GUIDE - FOCUS: PRODUCT & PRICE

When people buy laser-cut items, they are trying to solve one of two problems:

- The Gift Gap:** "I need a meaningful gift for someone who has everything."
- The Brand Gap:** "I want my business/home to look professional and unique."

**The "One-Thing" Rule:** Pick one specific problem. If you try to solve every problem for every person in one post, it gets ignored.

**Use Comparison:** Use words like "Instead of..." or "Better than..." to highlight why your laser business is the superior choice over big-box retailers.

**The Power of the DM:** For new businesses, getting people into the DMs is the fastest way to build up your "Process" and "People". It builds a relationship before the sale even happens.

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#### "Problem/Solution" Pitch Example

Suggested Photo/Video: A "Side-by-Side" or a "Before & After."

Example: A generic store-bought item vs. your beautifully engraved custom version.

The Caption:

You want to be the gift-giver that gets the "Oh wow!" reaction, right?

If a [Birthday/Wedding/Closing/Event] is coming up, you want to give a gift that actually means something—not just another generic gift card that ends up in a junk drawer.

That's exactly why I created the [**Name of your Hero Product**].

Most [**Products**] are mass-produced and forgettable. Mine are:

- ✓ Personalized: Designed specifically for [**Name/Date/Occasion**].
- ✓ Built to Last: High-quality [**Material**] that becomes a keepsake.
- ✓ Hand-Finished: I personally inspect and clean every single piece that leaves my laser bed.

Stop settling for "off-the-shelf." Let's create something they'll actually keep forever.

Click the link in my bio to browse the collection, or send me a DM with the word "CUSTOM" and let's brainstorm your next big gift!

#CustomGifts #LaserEngraved #[**YourProductType**] #ShopLocal  
#[**YourCity**]Maker #GiftIdeas2026

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### WEEK 2: GETTING NOTICED

#### FOCUS: PLACE & PROMOTION

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**The "Home" Base.** Optimize your chosen sales channel (Etsy, Shopify, or Local FB).

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**The SEO Audit.** Update titles with keywords people actually search for.

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**The Local Hunt.** Identify 5 local spots (realtors, shops) who need your work personally, by wholesale or consignment. Alternatively, find & schedule Craft Shows.

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**The Intro Post.** Post a "Hello, I'm [Name]" post on your primary channel. \*Use page 4 guide

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12

**The Outreach.** Send a friendly DM or email to one local spot from Day 10.

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**The Review.**

Which photo or post got the most interactions or questions? Double down on it.

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**NOTES:**

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### DAY 11: THE "MEET THE MAKER" INTRO TEMPLATE

In the "7 P's," this covers People. Customers in the maker space don't just want a product; they want to know who is running the machine. Use this for Instagram, Facebook, or even a "Meet the Maker" section on a website.

#### Intro Example

Suggested Photo: A high-quality photo of YOU in your workspace holding your "Hero Product," or a photo of you standing next to your laser (extra points if it's running in the background!).

The Caption:

Hi everyone! 🙋 I've noticed some new faces around here lately, so I thought I'd take a second to step out from behind the laser and say hello.

I'm [**Your Name**], the hands (and safety goggles!) behind [**Your Business Name**].

I started this journey because [**Personal Why: e.g., I couldn't find high-quality personalized gifts for my family / I've always been obsessed with the precision of wood-cutting / I wanted a creative outlet that actually paid for itself**].

When I'm not watching the laser beam do its magic, you can usually find me [**One fun personal fact: e.g., chasing my two dogs / hunting for the perfect cup of coffee / binge-watching 80s movies**].

My goal with [**Your Business Name**] is to help you [**The Problem You Solve: e.g., give gifts that people actually keep / add a custom touch to your home decor / create professional branding that stands out**].

I'd love to get to know you, too!

What's one thing you've always wondered about how laser engraving works? Ask me anything in the comments! 🙋

#MeetTheMaker #LaserBusiness #CustomMade #[YourCity]Maker  
#SmallBusinessOwner

**Don't overthink the photo:** You don't need a professional photoshoot. Just clean your camera lens and find some natural light. People want to see the real you.

**Reply to every comment:** When people ask questions or say hi, reply! This builds the "People" and "Process" parts of your marketing.

**The "Safety Goggle" Trick:** If you're shy, wear your safety glasses or a shop apron. It acts like a "uniform" and makes you feel more like the professional business owner you are.

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### WEEK 3: BUILDING THE TRUST

#### FOCUS: PEOPLE & PROCESS

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**The "Why."** Write and post your origin story. Why did you start this laser biz?

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**The Workflow.** Map your customer journey from "Paid" to "Delivered." \*Use page 6 worksheet

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**The Touchpoint.** Create/Order custom thank-you notes or branded packaging.

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**Social Proof.** Reach out to 3 past customers for a photo/review.

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**The "Behind the Scenes."** Post a video of the laser firing. People love the "glow."

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**The Unboxing.** Test your packaging. Does it feel like a gift?

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### DAY 16 : THE "NO-STRESS" WORKFLOW MAP

When your process is messy, you make mistakes, waste material, and miss deadlines. When it's mapped out, you can scale without the headache.

#### Phase 1: The "Order Received" Stage

How does a customer give you money, and how do you stay organized?

- Confirmation: Do they get an automatic receipt or a manual "Got it!" message?
- File Prep: Do you have a specific folder for "To Be Cut" files?

#### Phase 2: The "Production" Stage

How do you ensure every piece is perfect without wasting time?

- Material Check: Do you have wood/acrylic in stock, or do you order per job?
- The "Double-Check": What is your one rule for checking spelling/dates before you hit 'Start'? (e.g., "I read it out loud three times.")
- Cleaning: What is your process for removing char marks or masking tape?

#### Phase 3: The "Packaging" Stage

This is where "Process" meets "Physical Evidence."

- The Branding: What goes in the box besides the product? (Business card, thank you note, care instructions)
- The Protection: What are you using to make sure it doesn't break in the mail?
- The Final Look: Does the unboxing experience make them want to take a photo for Instagram?

#### Phase 4: The "Fulfillment" Stage

The job isn't done until the customer knows it's coming.

- Shipping Notification: How do you send the tracking number?
- Pickup (If Local): Where is your designated pickup spot? Is it safe and professional?
- Follow-Up: Set a reminder to check in with the customer 3 days after delivery.



#### Identify the "clogs" in your business pipe:

1. What is the most annoying part of your current process?  
(e.g., "Answering the same 5 questions in DMs.")
2. How can you automate or "template" that step?  
(e.g., "Create a FAQ highlight on Instagram.")
3. What is one thing you can do to shave 5 minutes off every order?  
(e.g., "Pre-masking my wood in bulk.")

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### WEEK 4: MOMENTUM & SCALING

#### FOCUS: PHYSICAL EVIDENCE & PROMOTION

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**Data Dive.** Which platform is driving the most traffic?

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**The Upsell.** Create a \$5-\$10 add-on for your Hero Product.

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**Content Batch.** Take 10 photos today for next month's posts.

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**The Follow-Up.** Re-message anyone who asked a question but didn't buy. \*Use page 8 worksheet

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**Analyze Past Data.** Revisit Week 1 checklist. Analyze any changes needed and get ready to reset for next month.

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**The Sprint.** Schedule out those 10 photos or videos from before throughout the coming weeks. Replicate

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previous successful posts with other products.

NOTES:

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**Relax.** Take a break. You deserve it.



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### DAY 25 : THE "FORTUNE IS IN THE FOLLOW-UP"

This is where the money is made. Many new laser owners feel like they are bugging people by following up, but in reality, most customers just get busy and forget.

#### Part 1: The Follow-Up Hit List

Look back at your messages, emails, and comments from the last 14 days. Write down 5 people who showed interest but haven't bought yet.

#### Part 2: The "Non-Salesy" Scripts

Choose the script that fits the situation. The goal is to be helpful, not pushy.

##### Option A: The "Just Checking In" (For DMs/Comments)

"Hi [Name]! I was just getting my laser bed ready for a batch of [Hero Product] and remembered you were interested in one last week. I wanted to see if you had any other questions I could answer for you before I start this run!"

##### Option B: The "Local Node" Follow-up (For Realtors/Shops)

"Hi [Name], I sent over some info last week about those custom [Product, e.g., closing gifts], and I know how busy things get! I'd love to drop off a physical sample for you to see the quality in person—would Tuesday or Wednesday morning work better for a 2-minute drop-off?"

##### Option C: The "Value-Add" (The 'Did You See This?' approach)

"Hey [Name]! I actually just posted a video of how those [Products] are made and thought you'd like to see the process since you asked about them. [Link to post]. Let me know if you want to get on the schedule for this week!"

#### Part 3: The Follow-Up Strategy Audit

Answer these to refine your Process (one of the 7 P's):

- What is the #1 reason people might "ghost" you? (Too expensive? Not enough info? Just busy?)
- How can you solve that in your first message next time? (e.g., "If it's too expensive, I can offer a smaller size.")
- Where are you tracking these leads? (A notebook? A spreadsheet? A sticky note?) Be consistent.

#### Meredith's "No-Cringe" Follow-Up Rule:

If you are following up to help them solve a problem (like getting a late birthday gift sorted), you aren't being annoying—you're being a lifesaver. Change your mindset from 'selling' to 'serving' and the cringe disappears.