



**2025**  
**SPEAKER**  
**PACKET**



# The Makers University



***“Your Path to Creative & Business Success Starts Here.”***

At The Makers University, we believe every maker has the potential to turn creativity into confidence and confidence into a thriving business. Whether you're here to learn new design skills or ready to build a full time income doing what you love, we have the tools, training, and community to guide you every step of the way.

## Who We Are

The Makers University is the leading education and support platform for creative entrepreneurs. We combine expert coaching, proven strategies, and cutting-edge tools to help makers grow from hobbyists to profitable business owners, without overwhelm or guesswork.

We know that success isn't about random tutorials or trying to figure it out all alone. That's why we've built an all-in-one resource for learning, marketing systems, and business tools. Guided by industry experts who have walked the same journey you're on today.

## Our Mission

Our mission is simple: to help you grow your creativity, confidence, and income. Without the overwhelm or guesswork.



# Makers Advisory Board

To deliver on this mission, I created The Makers Advisory Board, a team of seasoned makers and business leaders dedicated to providing the strategies, tools, and support you need to thrive at every stage of your business.

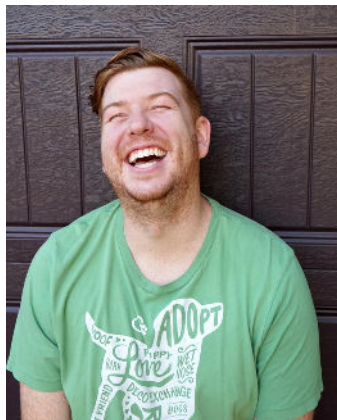
## Who's on The Makers Advisory Board?

*Advisors who've been where you are and know the way forward.*

*Damon*



*Parker*



*Christine*



*Kelea*



*Marissa*



*Tammy*



# Makers Advisory Board

## Who's on The Makers Advisory Board?

*Advisors who've been where you are and know the way forward.*

*Jordan*



*Meghan*



*Melissa*



*Dereka*



*Stacy*



*???*

Could be you  
one day!

When you join The Makers University, you're not just getting classes you're getting access to an elite advisory board that knows what works in today's creative industry.

We help you skip the guesswork and achieve results faster.





# What We Offer

We provide memberships and resources designed to meet you wherever you are on your journey:

## Creative Training

Learn professional design techniques with live classes and a full library of tutorials.

## Business Foundations

Learn professional design techniques with live classes and a full library of tutorials.

## Growth & Scaling Systems

Get access to advanced strategies, weekly coaching, and automation tools inside our marketing software.

## Community Support

Join over 8500 like minded creatives who share your passion and cheer for your success.

# How We Help You Succeed

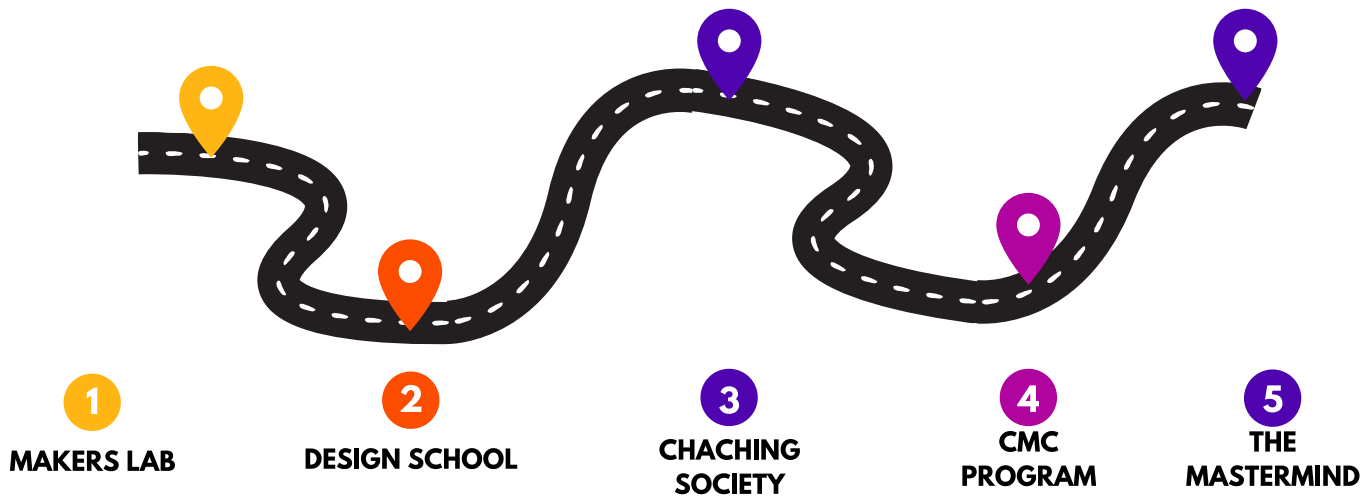
We know that success doesn't happen by accident, it happens with a plan. That's why the Makers University provides:

- **Step-by-step curriculum** tailored to your stage of business
- **Live coaching and Q&A** so you never feel stuck
- **Tools and templates** to simplify marketing and sales
- **Accountability and encouragement** every step of the way

Our goal is simple: to take the overwhelm out of growth and replace it with clarity and confidence



# The Makers University Success Path



Your journey begins where you are and grows with you:

1. **The ChaChing Makers Lab:** Stay inspired with creative tutorials and live classes
2. **ChaChing Design School:** Build design confidence and learn the basics of selling
3. **ChaChing Society:** Add strategy, systems, and coaching for consistent sales
4. **ChaChing Marketing & Conversions:** Scale with automation and advanced marketing
5. **ChaChing Mastermind:** Achieve big results with personalized strategy and in-person retreats.

Whether you're creating for fun or building a business that supports your dreams, The Makers University is here to guide you every step of the way.



Journaling isn't just writing. It's a science backed method for rewiring your brain, aligning emotions, and embodying your future self.

## Key Concepts

- Journaling defined: Writing about life as if your desires have already come true.
- It's:
  - a clarity tool
  - subconscious reprogramming practice
  - manifestation technique
- It's not:
  - a to-do list
  - a prayer request
  - a fantasy journal
- Why Words Matter:
  - Mental Clarity → Direction → Momentum
  - Brain's Filter (RAS) → Spots opportunities
  - Emotional Alignment → Feel first, results follow
  - Identity Reinforcement → Act like your future self

## Science Behind It

Your brain's Reticular Activating System (RAS) filters what you notice based on belief. Journaling tells your brain what matters and actions follow.



## Journaling Formula

1. Start with a clear desire
2. Write as if it's already done
3. Feel the emotions now
4. Skip the "how"
5. Make it believable (60-80%)
6. Add details (dates, feelings, numbers)
7. Bonus: Write it like a letter to your future self

## Practical Tips

- Embody Your Future Self: Move, dress, speak and feel like her today
- Aligned Action: Tiny Steps > Perfect Plan
- Detach to Receive: Let go of "how" or "when"
- Celebrate Everything: Joy reinforces success

## Common Blocks & Fixes

- "What if I can't imagine it?" → Start smaller
- "I feel silly." → Good, that means growth
- "What if it doesn't happen?" → Something better may be coming
- "What will people think?" → Your dream isn't up for debate





# Marissa Sayers

*Your Words Create Your World*

## Future Self Letter Exercise

1. Clarify Your Goal: One thing you want to celebrate a year from now. Be specific. Stretch yourself, but don't make it impossible
2. Write the Letter (5-10 min): Describe it in detail, add emotions.
  - a. What happened?
  - b. How did it feel?
  - c. What surprised you?
3. Put It In The Collection Box: Make sure you address the envelope to yourself and we'll mail it back to you in one year!

**Grab a full copy of Marissa and Julie's presentation by scanning the QR code.**



## Want More from Coach Marissa?

This session was just the beginning! If you're ready to take your business to the next level, Coach Marissa is LIVE every Friday inside of The Makers University.

**Join us today at [WMLMomentumOffer.com](https://WMLMomentumOffer.com)**



# Kelea Newhouse

*A Message from Kelea...*

Wishing each of you a fun and inspiring Wreath Makers Live! My heart is with you as you learn, create, and build friendships that will carry on long after the event ends.

This will be the very first Wreath Makers Live I won't be attending, and the first time I won't be joining you on that stage. While I'll deeply miss the hugs, laughter, and creative energy, I've made the intentional choice to be exactly where I need to be supporting my daughter Kaya on her volleyball journey. She's heading into 10th grade, already exploring college opportunities, and this summer is dedicated to being present for her.

I'm so grateful for this business, the one I've poured love and purpose into. It has given me freedom, flexibility, and the right team to show up fully for my family in this season. If you've been part of the business coaching community, you've likely heard me say: you can build a thriving business and be fully present for the people who matter most.

This is one of those full-circle moments, where all the planning, systems, and support I've put in place are doing exactly what they're meant to, buying back my time so I can show up where I'm most needed.

So, to all of you: soak up the inspiration, learn something new, be bold in making connections, and open your heart to what's possible. I'm cheering for you from the sidelines, believing in your growth, your creativity, and your journey. Create memories you'll treasure and keep building the life and business that you desire.

Have Fun with Flowers,  
Kelea



# Jordan & Tammy

*Deluxe Nutcracker Wreath Supply List*

## Supply List:

- 24" Evergreen Wreath
- 10" red mesh (RE130124)
- 10" green mesh (RE130106)
- 10" cream with gold (RE130172)
- 10" black breeze mesh (XB240710-21)
- 7/8" ribbon (LX32704N)
- 1" ribbon (ds05-0704)
- 1.5" ribbon (LX311936)
- 1.5" ribbon (RGF182124)
- 1.5" ribbon (RGF197002)
- 2.5" ribbon (RGE1429CK)
- 4" ribbon (LX308236)
- 3 Holly Leaf Spray (XS094796)
- 3 Ball Sprays (XS133462)
- 3 Glitter Poinsettia Stems (86068RDGN)
- 3 Velvet Sequin Leaves Spray (8607RGDN)
- 3 Mixed Christmas Sprays (63526-GOLD)
- 3 Honey Locust Spray (XS2482C9)
- Nut Cracker Attachment by Handpicked with Hope on Etsy

## Want More from Coach Jordan & Coach Tammy?

The inspiration doesn't stop here! If you loved today's session and want hands-on creative and business support:

- Coach Jordan goes live every Monday teaching brand-new design tutorials to help you sharpen your creative skills and stay ahead of trends.
- Coach Tammy is live every Friday for Creative Fridays, plus she hosts Daily Q&A Monday-Friday to answer your business questions and keep you moving forward!

**Join us today at [WMLMomentumOffer.com](http://WMLMomentumOffer.com)**



# The Makers University Wreath Listing Tool

*From photo to profit. AI-driven Etsy success for wreath makers.*

How to Use this tool for your Etsy Wreath Listings:

1 Open the Tool by scanning the QR Code with your phone



2. Take a photo of your wreath

3. Upload your wreath photo into the tool (press the + sign, and select your wreath)

4. Ask the tool to help you write the Etsy listing for <style of wreath in the attached photo>

*Example: please help me with my etsy listing for this Christmas Wreath*

5. Let the tool generate your listing information

6. Copy and Paste the information into Etsy



# Melissa Morrow

*Space to take notes during Mel's presentation*

Join us today at [WMLMomentumOffer.com](http://WMLMomentumOffer.com)





# Damon Oates

*From Maker to Marketer Framework*

My Goal for Today: Give you Clarity & Hope with a roadmap that shows you growth is possible.

## What You'll Learn Today

- The #1 reason makers stay stuck (and how to break free)
- How to forgive yourself for the lies you've believed about your business
- The From Maker to Marketer 5-Phase Framework
- Where you are on the Path, and what your next step should be

## BEFORE WE GROW, WE HEAL

"Hey, Gay Boy. You grew up wise beyond your years. Not by choice, but you had to grow up fast for protection. You didn't get to be curious. You didn't get to be chaotic. You didn't get to be wild and free like the others. You had to be careful and you had to be good.

Because being too loud made you a target and being too soft made you a problem. So you made yourself easy to be around. You read the room before you spoke. You made people laugh before they could ask any questions. You kept yourself small so they could never accuse you of being too much. And they praised you for it. They said you were so mature.

They said you were wise beyond your years. But you weren't mature. You were just managing and adapting. Because somewhere deep down, you believed that being yourself would cost you acceptance. You got good at peacekeeping. You got good at adapting, and swallowing the truth just to stay close to people who made you feel far away. And maybe that's why you still apologize for things you haven't done wrong. Maybe it's why you feel nervous and uneasy. Maybe it's why you still feel like you need permission just to be yourself. Because, gay boy, no one ever taught you how to feel comfortable in your own skin, only how to keep everyone else comfortable. But gay boy, here's the truth. You were never too much. Never. You were just operating in a world that asked you to be less. Yes, you grew up fast. Too Fast. But now... Now you get to grow free."



# Damon Oates

*From Maker to Marketer Framework*

If you change the “gay boy” in that story & insert your lie... I bet parts of that story are true for you too.

## The Truth

We were never too much. We were just operating in a world that asked us to be less. But that ends today.

Because the world needs what only you can create.

## Permission To Grow Free

Turn to the person next to you and tell them one thing: The BIGGEST lie you’ve believed about yourself or your business.

The limiting belief that’s been holding you back.

## Starting Today

You are enough.  
*You’ve always been enough.*

And you have everything inside of you to build the business you’ve been dreaming about.

Today we’re starting a shift from playing small to showing up fully.  
From believing the lies to building the life you deserve.



# Damon Oates

*From Maker to Marketer Framework*

The Framework is a clear roadmap that helps creative entrepreneurs grow from hobbyist chaos to confident business owner with consistent revenue. It focuses on building clarity, confidence, and systems. One step at a time.

Most of us struggle because we try doing everything at once without knowing what matters most right now. This framework fixes that by breaking the journey into 5 key phases. Each phase builds on the last and ensures the business grows strategically instead of chaotically.

## The 5-Phase Framework

### Phase 1: Make with Purpose

Find Your ideal customer, make sure you're pricing for a profit

### Phase 2: Brand Everything

Visual branding, shop optimization, trust signals

### Phase 3: Plan Your Content

LKT Method, batching, visibility

### Phase 4: Market With Systems

Automation / Email Marketing / SMS Marketing, Funnels

### Phase 5: Convert & Grow

Recurring Revenue, Launches, Campaigns, Data Tracking



# Damon Oates

*From Maker to Marketer Framework*

Today's Commitment: Action Beats Perfection. Progress Beats Planning Forever

## Phase 1: Make with Purpose

**Goal:** Move from creating for fun to creating for profit

- Define your ideal customer so you stop guessing who to sell to
- Pick a profitable niche instead of making a little of everything
- Price with confidence to ensure your business is sustainable
- Validate that your products solve a real customer desire

**Signs you're here:**

- Struggling with sales because you're unsure who your product is for
- Underpricing or guessing at pricing
- Posting randomly and hoping something sells

**How The Makers University helps:**

- Creative training for design skills
- Business coaching lessons on pricing and identifying your ideal customer
- Community support for validation and feedback

**How the Makers Marketing Hub helps:**

- Product research forms for customer feedback
- Pricing calculators and templates
- Social Media Post Scheduler
- Makers Copy Shop to find your ideal customer & to create content for them



# Damon Oates

*From Maker to Marketer Framework*

Your brand is the promise you make before a customer ever buys.  
Make it bold, make it clear, and make it unforgettable.

## Phase 2: Brand Everything

**Goal:** Build a professional presence so people trust you and feel confident buying from you

- Polish your visual branding (photos, colors, fonts)
- Optimize your Etsy Shop, website, storefront
- Write product descriptions that convert
- Create consistency across social platforms

**Signs you're here:**

- Your shop looks DIY and not professional
- Product photos don't match your pricing or value
- People your stuff but don't purchase... the trust gap.

**How The Makers University helps:**

- Training on product photography, listing optimization, and branding
- Canva templates for branding basics
- ChaChing Society for Etsy visibility and branding

**How the Makers Marketing Hub helps:**

- Website builder to create a professional presence
- Funnel templates for clean, simple sales pages
- Form builder for custom branding elements
- Makers Copy Shop helps you pick your branding elements to match your customer buyer types





# Damon Oates

*From Maker to Marketer Framework*

Consistency is what turns invisible makers into unfrogettable brands.  
Show up, even when it feels small, because small steps create massive momentum.

## Phase 3: Plan Your Content

**Goal:** Create a marketing plan that builds LIKE, KNOW, and TRUST... and drives traffic consistently.

- Learn the LKT Content Method (post that move people toward a purchase)
- Plan 30 days of posts in under 2 hours
- Use batching and scheduling to save time

**Signs you're here:**

- You post randomly and stress over what to say
- You feel stuck in the “social media hamster wheel”
- You rarely talk about your products because you feel salesy

**How The Makers University helps:**

- Content strategy lessons inside of ChaChing Society
- Posting frameworks and calendar templates
- Daily prompts and visibility challenges

**How the Makers Marketing Hub helps:**

- Social media scheduler for Facebook, Instagram, Google, Tiktok
- Content calendar integration
- Post templates and captions make posting easy
- Makers Daily creates & schedules up to 28 posts for you in minutes
- Makers Copy Shop helps you create content that converts



# Damon Oates

*From Maker to Marketer Framework*

Freedom in business doesn't come from working harder or setting goals, it comes from building systems that work you when you can't.

## Phase 4: Market with Systems

**Goal:** Automate and streamline so your business works even when you're not online.

- Capture leads with forms, pop-ups, or quizzes
- Set up email and SMS welcome flows, cart reminders, and post purchase messages
- Implement automation that saves hours and boosts sales

**Signs you're here:**

- You have traffic but no customer lists
- You're manually messaging customers about sales
- Every promotion feels exhausting because nothing is automated.

**How The Makers University helps:**

- Training on email flows, SMS strategy, and automation inside the memberships
- Workshops on building funnels and list growth
- Tech walkthroughs for non-techy makers

**How the Makers Marketing Hub helps:**

- All-in-one CRM to manage leads
- Email and SMS notifications
- A2P Compliant texting set up
- Ready-made templates for websites, funnels, and social media



# Damon Oates

*From Maker to Marketer Framework*

Growth isn't luck. It's the result of repeatable actions done with intention. Master the process, and the results will follow.

## Phase 5: Convert and Grow

**Goal:** Turn your marketing into money with repeatable campaigns and scale.

- Learn how to launch products, run sales, and host events with confidence
- Learn how to have your own in person classes, online classes, subscription boxes or memberships
- Track your data so you know what's working
- Create a growth plan for consistent revenue

**Signs you're here:**

- You're selling but it feels random or seasonal.
- You want to scale but you don't know what levers to pull
- You need a system for launches, promos, and recurring sales

**How The Makers University helps:**

- Advanced business coaching on launches, flash sales, and scaling
- Board of Advisors for access to help on growth and team strategy
- Plug and play promotion calendars

**How the Makers Marketing Hub helps:**

- Analytics dashboard to track results
- automated campaigns for scheduling email/sms promotions
- All in one platform for selling and hosting your classes/membership.



# Damon Oates

*From Maker to Marketer Framework*

How the Framework Connected to Makers University & MMH

**Makers University = Education & Board of Advisors for Coaching**  
Helps you learn what to do and why it matters at your current phase.

**Makers Marketing Hub = Tools & Automation**  
Helps you implement what you learn with tech thats simple and built  
for handmade sellers

**With these 3 resources together:** You're never stuck. You know your  
next step (Makers University) and you have the tools to mae it happen  
(Makers Marketing Hub).

## Where Am I on the Path?

Scan the QR code with your  
phone, tell us your biggest pain  
point, and we can help you find  
the correct spot on the path  
that your business should be  
focusing on.



# Damon Oates

*From Maker to Marketer Framework*

You now have the map. You just need to take the next step that will help you move forward today.

## What's Next

### Preview for Day 2 & 3:

- Parker will help you stop doing all the things and help you to start working smarter.
- Me and Meghan's design session will show you how to create marketing content while you create products.
- Saturday we'll work on the 5 phase framework, build your visibility plan, and show you how to make this work for long-term success.
- Reminder that your journey doesn't stop here. Check out the WML Exclusive Momentum Offer on the next page to see how we can help you implement what you've learned faster, with tools and support designed for makers just like you.





# The ChaChing Society WML Exclusive Offer

*Turn Your Event Momentum Into Consistent Results*

## Why Join The ChaChing Society?

*WML gave you ideas. The ChaChing society gives you the system to make them happen. Most Makers leave an event fired up... then go home and feel stuck. Life gets busy, the excitement fades, and nothing changes.*

**We're not letting that happen to you.**

The ChaChing Society is where makers go to:

- Stop guessing what to post and start marketing with a plan
- Grow sales without burning out
- Turn handmade hustle into a real, scalable business

## What You Get Inside The ChaChing Society:

- Design School Access (1,500+ recorded tutorials, 6 Live Classes per week)
- Exclusive Discounts
- Monday-Friday Q&A calls with Tammy
- Weekly Strategy calls with the Business Experts (5 per week)
- Promo Calendars + What's working now updates
- Participate in monthly Shop & Design Audits
- Full access to Makers Marketing Hub
- A community that keeps you accountable

**(Total value is over \$8,484)**

*plus:*

**WML-Only Bonus Bundle  
(Offer expires 8/8/25) Full  
Access to:**

- Makers Tool Box
- Makers Daily
- Makers Copy Shop
- Makers Growth Hub

**(Total value is over \$997/  
month)**



## Your Investment Today:

Get started for just \$25 today!

*This one-time set up fee locks in your WML bonuses and gives you immediate access to your onboarding materials.*

**Then enjoy a full 30 days FREE inside of The Chaching Society before your membership billing begins.**

**After your 30 day trial the ChaChing Society will be:**

- **Monthly:** \$147/Month
- **Yearly (Best Value):** \$1,617/YR - (Save \$147 + Get 1 month of free DFY support from Damon's team \$150 value.)

**Learn more at:**

**WMLMomentumOffer.com**  
or by scanning the QR code



*PS: One of the questions we get ALL of the time is, "how can I just hire someone to do all of this for me?" Now you can! After you sign up there will be an option to work with our Tech Team for \$150/month or \$1500 a year to do all the heavy lifting, so that you can keep creating.*



# Damon Oates

*Just a thought...*

*“The time you allow is the time it will take.*

*Give yourself 30 days to clean your house, and it’ll  
take 30 days.*

*Give yourself three hours, and you’ll be done in  
three.*

*Work expands to fill the space you give it—your  
goals are no different.*

*So ask yourself: Does this really need weeks, or am  
I just letting it?*

*Every hour you save is momentum gained, and  
every minute you reclaim puts money back in your  
pocket.”*

**Ready to keep this momentum going?  
See the WML Exclusive Momentum Offer**



# Parker Stelly

*How Makers Can Beat Overwhelm Like an Engineer*

Baking a dozen cookies isn't hard. Baking a dozen every minute?  
That's overwhelm. Today i'll show you how to think like an  
engineer, so that you can work smarter, not harder.

## Overwhelm Starts In Your Mind

### Key Ideas:

- Overwhelm isn't about the size of your to-do list. It's how you think about it
- Cognitive Load = Mental Clutter (too many tabs open)
- Guilt & perfectionism make it worse

### Mantras:

- Done is better than perfect
- Ask: "What's essential right now?"
- Ask: "Does this move the needle or just keep me busy?"

## Overwhelm Activity

Write down 3 things you think you have to do.  
Circle the ONE that really matters...



# Parker Stelly

*How Makers Can Beat Overwhelm Like an Engineer*

Success doesn't come from working faster, it comes from building systems that let one effort create results over and over again.

## Plan Once. Act Many.

### Key Ideas:

- Engineers don't work faster, they build smarter systems.
- Batching: like meal prepping for content
- Set Limits: Boundaries prevent burnout
- Filter: Delegate, Delete, or Delay

## Activity

Turn to someone at your table and share one task you do daily that you could batch weekly.

Write your ideas below:





# Parker Stelly

*How Makers Can Beat Overwhelm Like an Engineer*

Tools don't create success, systems do. The right tool simply makes the system easier to follow and the results faster to achieve.

## Don't Automate Chaos

### Key Ideas:

- Tools only work if your mindset and strategy are solid
- Makers Marketing Hub is the tool that brings batching and automation to life:
  - Schedule a month of posts in minutes
  - Automate email flows and customer follow-ups
  - Track performance

## Pro Tip & Notes

Start with ONE automation that will save you the most time.



# Parker Stelly

*How Makers Can Beat Overwhelm Like an Engineer*

Big changes start small. One shift in mindset, one smarter strategy, one tool.. and you're already on your way to less overwhelm and more growth.

## Key Takeaways

**Your 3 pillars to beat overwhelm:**

- Mindset: Done > Perfect
- Strategy: Batch & Set limits
- Tools: Use systems to breathe easier

## Homework

Pick ONE thing from today to implement this week!

## How the Momentum Offer helps...

Ready to build your systems? Get a free 30 day trial of Makers Marketing Hub today (just pay your \$25 onboarding fee), and start batching, scheduling, and automating with confidence.

**See the full WML exclusive offer on the next page!**



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# **Damon & Meghan**

*Deluxe Nutcracker Swag Supply List*

## **Supply List:**

- Nutcracker Porch Leaner (xn4353)
- Metallic Teardrop (xx965108)
- 10.25" mesh (RY500027)
- Glitter Gem (xj717125)
- Pine Bush (83878snow)
- Glittered Berry Spray (EC4285)
- Glitter Gem (xj563324)
- Mixed Christmas Spray (63526-gold)
- Glitter Spray (xs236406)
- 7/8" ribbon (lx327006)
- 2.5" ribbon (rga134364)
- 1.5" ribbon (05-0822)
- 2.5" ribbon (rgh1060x6)
- 1.5" ribbon (lx3023k3)
- 1.5" ribbon (lx400525)
- Magnolia Stem (xs7186)
- Poinsettia (xs408608)

## **Design with Intention**

**Turn one project into multiple pieces of content that build  
LIKE, KNOW, TRUST, and drive sales.**

**You're already doing the hardwork, creating something beautiful. Why not turn that into content that markets for you?**

**Join us today at [WMLMomentumOffer.com](http://WMLMomentumOffer.com)**



# Damon & Meghan

*Deluxe Nutcracker Swag Supply List*

**Content doesn't have to be staged or perfect. It just has to be real and intentional.**

## LKT Method in Action

**Content categories you can pull from one design session:**

- **LIKE Content:** Behind-The-Scenes, relatable, fun moments
- **KNOW Content:** Educate or Inspire. Show your thought process, materials, why you chose what you did.
- **TRUST Content:** Showcase finished products, quality, testimonials, or transformation.

## Do-It-Now Strategies

**Tips & Tricks to Capture Content While Designing**

- **Before You Start**
  - Snap a flat lay photo of all the materials. Caption it with “guess what we’re making today”
  - Record a quick intro video: “Watch how I turn this pile of supplies into something stunning”
- **During the Design**
  - Over the shoulder clips showing you placing a bow or adding greenery
  - Progress photos. Halfway done? stop and grab a picture
  - Voice Note Reel: Record a short video and add a voice over like “this is my favorite part of the process”



# Damon & Meghan

*Deluxe Nutcracker Swag Supply List*

## Tips & Tricks to Capture Content While Designing

- **After the Design**
  - Take pictures of the finished piece in great lighting
  - Create a short timelapse of the whole design from start to finish
  - Create a short video showing off the final product
  - Share a styling tip: “here’s the perfect way to display this wreath for maximum impact”

## 10 Content Ideas to Repurpose ONE Project

- **Instagram Reel/TikTok:** Time-lapse of design process.
- **Facebook Post:** Before & after photo with a caption about the transformation.
- **Pinterest Pin:** Styled photo with a “DIY Wreath Inspiration” title.
- **Story Poll:** “Which ribbon combo do you love most?”
- **Behind-the-Scenes Story:** Show the table mess or supply pile.
- **Quick Tip Video:** “Here’s my secret for a perfect bow every time.”
- **Mini Training Post:** “Why I layer these two ribbons together.”
- **Email Blast:** “Our latest design reveal + why it’s perfect for spring.”
- **Voiceover Reel:** Add trending audio + quick captions like “My favorite part of wreath making.”
- **Carousel Post:** Step-by-step photos with mini captions for each stage.





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*Deluxe Nutcracker Swag Supply List*

Yes, it's a lot. But, look at what you're asking for. You want to do work you love. You want to make more money than the average person, working for yourself. You want a bigger audience. And yet... you think average effort will get you there? It won't. Yes, balance matters. Yes, burnout is real. But let me ask you this: Aren't you already burned out from settling for less than you deserve? Self-care isn't just face masks and fancy drinks.

The ultimate self-care? Show up for yourself. Show up for your future. Show up for the version of you living the life you want.

That's real self care.

## 5 Tricks to Make It EASY

- Use a phone tripod or prop up your phone, hit record while you design
- Batch your shots: take 5-6 photos before moving on to the next step
- Save in a content folder: make an album on your phone labeled "xyz Project" for quick posting later
- Add trending audio later: don't stress about editing during the creation process, just capture the clips now.

Join us today at [WMLMomentumOffer.com](https://WMLMomentumOffer.com)



# Damon & Meghan

## Deluxe Nutcracker Swag Supply List

*If you're afraid of being "cringe", congratulations, you're growing. Cringe is just confidence that hasn't fully bloomed yet. Post the video. Listen, no one was born knowing ho to create amazing content. People doing the most are still figuring it out. And the people that are judging you, they're not posting anything. Here's something to remember, your worst performing post is still doing better than the ones you never posted.*

## Marketing The Finished Design

Learn to write captions that sell without being salesy:

- **Start with a hook:** "This might be my favorite wreath yet, here's why..."
- **Tell a story:** "This design was inspired by..."
- **Call to action:** "If you'd love one of these for your door, comment READY"

## Want to learn more from Damon & Meghan?

The inspiration doesn't stop here! If you loved today's session and want hands-on creative and business support:

- Coach Meghan goes live every Sunday teaching brand-new design tutorials to help you sharpen your creative skills and stay ahead of trends.
- Damon is live every Monday to help you with your business questions and strategy and on Tuesday for Creative Classes.

**Join us today at [WMLMomentumOffer.com](http://WMLMomentumOffer.com)**



# Home for the Holidays LIVE: Maker to Marketer Immersion

*An Exclusive In-Studio Experience for Creatives Serious About Growth*

This isn't just another workshop. It's a once-in-a-lifetime opportunity to step inside the studio at DecoExchange and create with the coaches you've watched for years. We're turning everything you've loved about our virtual events into a real-life creative experience with the coaches, the supplies, and the strategies that have helped us grow to an 8-figure brand.

## How this Experience Is Different:

Feature	Virtual Attendees	In-Person VIPs
Access to Workshop Replays	✓	✓
Live Workshop Viewing	✗	✓ Front Row
Studio Access	✗	✓ Private Tour
Print Shop + Warehouse Shopping	✗	✓ Exclusive Access
Hands-On Project Day	✗	✓ Full Day Workshop
1:1 Coaching + Feedback	✗	✓ Limited Group Access
Community Building	Virtual-Only	✓ Real Connections

Ever wondered what it's really like behind the scenes at DecoExchange? This is your chance to experience it for yourself, in Damon's studio, with the team, the supplies and the strategies that built it all.

## You're not just getting a seat at a workshop. You're getting:

- Front-row seat to the inner workings of DecoExchange
- Hands-on learning with real-time coaching
- Proximity to Damon & The Team to learn - something money can't normally buy

## Your Investment Today: \$800.00

*\$800 isn't for the materials. It's for the moment, the mentorship, and the marketing edge you'll walk away with.*

You'll leave with:

- An unforgettable holiday season experience
- A confidence-boosting transformation from maker to marketer
- 2 finished projects ready to sell & the skills to market them online

**Only 100 spots available &  
we're expecting it to sell out fast.**

### EVENT SCHEDULE

#### **Thursday & Friday: Behind-The-Scenes Access**

- Live viewing of Home For The Holidays workshop
- Private studio, print shop, and warehouse tours
- Exclusive in-person shopping experience
- Networking and Q&A with the coaches

#### **Saturday: Maker to Marketer Intensive**

- *Complete 2 full projects with hands on coaching*
- *Learn to photograph and film your design like a pro*
- *Learn to write captions, create reels, and post your content before you leave*
- *Walk away with a roadmap to sell your creations this season*

**Grab a ticket by  
scanning the QR code**



# CHRISTINE JERRY

## OPTIMIZING PINTEREST FOR MORE TRAFFIC & SALES

### Message from Coach Chris - The Makers University

The feeling of FOMO is so real right now for me. I'm busy packing up my oldest to send off to college in just a couple of weeks, but the WML community is also on my heart. Although I'm not there this Wreath Makers Live, know that your growth means so much to me. So, I wanted at least give you my FREE Pinterest Jumpstart training.

Pinterest is part of the whole organic traffic ecosystem (aka free traffic from online searches). The training is just the beginning so you can get your Pinterest account visible in not only the platform itself, but also in Google!

Want to learn more? I have my whole Pinterest strategy and training in The Makers University. So come join me there!

*Coach Chris*

### Pinterest Profile Optimization Checklist

There are 5 main areas on a Pinterest profile you need to optimize to attract followers and increase engagement.

**1 Cover photo:**  
65 character limit

**2 Profile name:**  
65 character limit

**3 Profile name:**  
65 character limit

**4 Username:**  
30 character limit

**5 Website & Profile description:**  
500 character limit.



# CHRISTINE JERRY

## OPTIMIZING PINTEREST FOR MORE TRAFFIC & SALES

### ● 1. Profile Cover Photo

The cover photo should give a visual summary of what you do.

- Before you upload make sure your photo title includes your business name and niche keyword.
  - **Image Title Examples:**
    - Christine Jerry organic traffic strategist
    - Emily Harrison handcrafted home decor
- **Sizing:**
  - 2:1 ratio
  - 800 x 400 or 1600 x 800

### ● 2. Profile Photo

Your profile photo should be of you and not your logo. Pinners will start to connect your pins with you as a person.

- Remember to title your photo with your name and business name before uploading.
- **Sizing:**
  - 1:1 ratio
  - 165 x 165 - It'll be cropped into a circle so make sure your clearly visible at the the center of the photo.





# **CHRISTINE JERRY**

## *OPTIMIZING PINTEREST FOR MORE TRAFFIC & SALES*



### ● **3. Profile Name**

- 65 character limit.
- Include your name and a 4-5 word summary of what you do and who you serve.

#### **Examples:**

- Chris Jerry | Organic Traffic Strategist for Mom Entrepreneurs
- Kelly's Floral Boutique | Handcrafted Floral Home Decor

### ● **4. Username**

30 character limit.

Ideally you want your username that you use across all social media platforms. But, if you can't use your name or business name.

### ● **5. About or Profile Description**

- 500 character limit.

Expand on your product, service, who you serve, and the result it brings. You can include a call-to-action, but keep in mind the conversions happen with your pins.

#### **Examples:**

- Helping mom entrepreneurs grow their organic traffic to increase their profit and time without spending money on ads!
- Helping busy homeowners decorate their homes with handcrafted floral arrangements for all seasons.



# Damon Oates

## SHIFT INTO ACTION: MAKER TO MARKETER

My Goal for Today: To empower you with a mindset shift (Maker vs Marketer) and give you an actionable visibility plan. *And show you how The ChaChing Society & WML Bonuses make it easier*

## What You'll Learn Today

- The #1 reason makers stay stuck (and how to break free)
- How to forgive yourself for the lies you've believed about your business
- The From Maker to Marketer 5-Phase Framework
- Where you are on the Path, and what your next step should be

## BEFORE WE GROW, WE HEAL

The great thing about getting older is that you don't lose all the other ages you've been."  
And that got me thinking.

You don't lose the boy that stayed quiet at dinner or who changed his voice in front of his friends. You don't lose the kid that googled am I gay at 1am or the version of you that smiled through the pain of heartbreak. You carry them all.

They all live in the way that you flinch at compliments. The way you downplay your achievements. The way you still make everyday sacrifices just to keep people happy. But here's the beautiful part. You get to be all of them but still be someone new. You get to be softer and stronger. You get to speak up and still forgive the times that you didn't. You get to hold the hand of that younger you and say, look, we made it.

Healing isn't always about forgetting. It's about carrying that younger version with love instead of shame. So here's to the quiet kid. Here's to the heartbroken kid. And here's to the boy who didn't feel like he was enough.

They all lived through it. So you can survive today.

Maybe that's the real gift of growing older. You don't leave your past selves behind. You bring them home.



# Damon Oates

## SHIFT INTO ACTION: MAKER TO MARKETER

Maker to Marketer isn't about losing your creativity. It's about giving it the audience it deserves.

## Maker vs Marketer Mindset

### Maker Mindset

Hopes for sales

Waits for visibility

Posts randomly

Fears being salesy

### Marketer Mindset

Creates systems for sales

Creates visibility

Posts with purpose

Believes selling = serving

Activity: Circle the Mindset you've been living in most.

Write one thing you can commit to letting go of so that you can step into your marketer role:



# Damon Oates

*SHIFT INTO ACTION: MAKER TO MARKETER*

The Selling Trifecta works because it connects the three things every successful business needs: a voice that speaks clearly, a brand that stands out, and offers that convert. When these work together, selling feels natural. Not forced.

## The Selling Trifecta



The Selling Trifecta:

- Brand Voice: How you sound.
  - Tone of voice, do's & don'ts for messaging, key phrases
- Brand Playbook: How you look.
  - Missing, Vision, Core values, Brand Promise, Ideal Customer
- Offer Playbook: How you sell.
  - Name of the offer, description, price, features, bonuses, access details

# Damon Oates

*SHIFT INTO ACTION: MAKER TO MARKETER*

Every post you make should fit into one of the 3 buckets of the LKT Framework.

## The LKT Framework

Like, Know, Trust: The Core of Your Content Plan

- LIKE → Behind the scenes, personality, connection
- KNOW → Education, tips, inspiration
- TRUST → Proof, results, social proof, product highlights

## LKT Mini Exercise

Write 1 idea for each category you can post about today.

Like:

Know:

Trust:



# Damon Oates

*SHIFT INTO ACTION: MAKER TO MARKETER*

Visibility drives sales. If your ideal customer can't see you, they can't buy from you. The fastest way to increase visibility is through consistency.

## Posting Framework

Per Day:

- 2 Reels - Showcase process clips, behind the scenes, tips
- 1 story - Quick, Personal, Relatable
- 1 text only post - something that connects with emotion / engagement
- 1 image post - picture of finished product, picture of supplies before you start, picture of you

RULE: At least ONE of the post must promote something you sell everyday

## Bonus Group Posting

Rules:

- Spend 10 minutes a day in groups where your ideal customers hang out
- Don't spam. Add value. Answer Questions
- Drop links ONLY if allowed or say "DM me for details"

**Remember: Social media  
rewards conversations.  
Don't post & ghost.**



# Damon Oates

## SHIFT INTO ACTION: MAKER TO MARKETER

Consistency teaches the algorithm and your customers what to expect from you.

## Content Planning Tips

- Post at different times (morning, lunch, evening, before bed)
- Repurpose content: one wreath = Reel, Story, Photo, Blogs
- Use stories for urgency
- Always link your product for sale on promo posts

## Content Rules

- Don't overthink it. Progress > Perfect
- Capture now, edit later
- Batch ideas in advance

## What's Next

Remember: Selling isn't pushy when you believe your product solves a problem.

- Take your plan & start posting TODAY
- Check out the WML Momentum Offer (next page) for the tools, templates, and training to keep this going without the overwhelm.
  - *Reminder: the exclusive WML bonus tools that are included with the WML only offer help make ALL of this easier.*



# The ChaChing Society WML Exclusive Offer

*Turn Your Event Momentum Into Consistent Results*

## Why Join The ChaChing Society?

*WML gave you ideas. The ChaChing society gives you the system to make them happen. Most Makers leave an event fired up... then go home and feel stuck. Life gets busy, the excitement fades, and nothing changes.*

**We're not letting that happen to you.**

The ChaChing Society is where makers go to:

- Stop guessing what to post and start marketing with a plan
- Grow sales without burning out
- Turn handmade hustle into a real, scalable business

## What You Get Inside The ChaChing Society:

- Design School Access (1,500+ recorded tutorials, 6 Live Classes per week)
- Exclusive Discounts
- Monday-Friday Q&A calls with Tammy
- Weekly Strategy calls with the Business Experts (5 per week)
- Promo Calendars + What's working now updates
- Participate in monthly Shop & Design Audits
- Full access to Makers Marketing Hub
- A community that keeps you accountable

**(Total value is over \$8,484)**

*plus:*

**WML-Only Bonus Bundle  
(Offer expires 8/8/25) Full  
Access to:**

- Makers Tool Box
- Makers Daily
- Makers Copy Shop
- Makers Growth Hub

**(Total value is over \$997/  
month)**





## Your Investment Today:

Get started for just \$25 today!

*This one-time set up fee locks in your WML bonuses and gives you immediate access to your onboarding materials.*

**Then enjoy a full 30 days FREE inside of The Chaching Society before your membership billing begins.**

**After your 30 day trial the ChaChing Society will be:**

- **Monthly:** \$147/Month
- **Yearly (Best Value):** \$1,617/YR - (Save \$147 + Get 1 month of free DFY support from Damon's team \$150 value.)

**Learn more at:**

**WMLMomentumOffer.com**  
or by scanning the QR code



*PS: One of the questions we get ALL of the time is, "how can I just hire someone to do all of this for me?" Now you can! After you sign up there will be an option to work with our Tech Team for \$150/month or \$1500 a year to do all the heavy lifting, so that you can keep creating.*



# Damon Oates

*Just a thought...*

*"We don't need permission from anyone but ourselves. But let's be honest, most of us have been conditioned to believe otherwise. Since childhood, what's the first gift little girls are given? A baby doll.*

*From day one, we're taught to care for someone else before we've even learned to care for ourselves. Not to balance a checkbook. Not a lesson in independence. A baby. And that pattern sticks we grow up asking for permission instead of asking for support.*

*Here's the truth: validation is for parking tickets. You don't need it to move forward. So the next time you catch yourself saying, 'Oh, I need to ask <insert name> if it's okay,' stop. You're not asking for permission anymore. You're asking for support.*

*There's a big difference. Give yourself the yes first. Everything else will follow."*

And if you've been waiting for a sign this is it. The WML Momentum Offer is your support system. It's your roadmap, your tools, and your community to take everything you've learned this weekend and put it into action. You don't need permission to build the business you want, you just need to start. Say yes to yourself and let us help you make it happen.

**Join us today at [WMLMomentumOffer.com](http://WMLMomentumOffer.com)**

