

MEMBER SYLLABUS

Monthly content schedule for CCC members
Access all content on www.creativecraftingclub.com/library



CCC MEMBERSHIPS





CCC Academy

CCC Academy is the main training hub where you can learn how to start and grow your kids' arts & crafts business (in person, online, or with kits). Get step-by-step business training, workbooks, accountability groups and more!







Craft Lesson Club

A membership that gives you access to a library of 150+ STEAM-based craft projects to teach ages 2 to 12. Get new lesson plans and parent handouts each month







Mixed Media Club

Lesson plans and resources to help you make money teaching mixed media to children and adults. Get full rights to use the lessons, video tutorials and marketing resources to teach in-person/ online classes or create & sell your own kits.

LEARN MORE AND JOIN







Art Lesson Club

Get instant access to a library of art video tutorials and done-for-you instruction templates. Get full rights to marketing designs as well as our exact, tried-and-tested art club blueprint.

LEARN MORE AND JOIN



Read this before you dive in:

You have access to all content for as long as you are a member!

You are <u>never</u> behind and you have no catching up to do. Take what you need when you need it, and don't stress about the rest! It will be here for you when you are ready.



Keep a lookout for the 'Open Community' content.

These **done-for-you** flyers, posters, templates, social media posts, banners etc, are free for you to use in your 'open communities' (on social media and for all kinds of marketing).

For more info watch our <u>usage policy video</u>.



AVAILABLE CONTENT CCC Academy



The Club Owner's Roadmap

COMPLETE THE FOUNDATION STAGE & STAGES 1-3. WHEN YOU GET TO STAGES 4-5, PICK THE LESSONS THAT APPLY TO YOU.

FOUNDATION STAGE: START HERE



- Welcome to the Club Owner's Roadmap
- Virtual Scavenger Hunt Badges



- Let's Get Focussed
- Picking a Great Name For Your Club



- Designing your Club's Logo
- Pre Launch Marketing Plan
- Registering Your Website Domain
- Get Your Website Up (With No Tears)

STAGE 1: DREAM



- Introduction to Stage 1: DREAM
- The Club Owner's Promise
- Heart To Heart About Supplies (The 1 Big Mistake New Crafting Club Owners Make)
- Why Everyone = No One (In Person + Online)
- Why Everyone = No One (Kits)
- Understanding Your Market
- Where Will You Teach?
- Overcoming Your Biggest Time & Money Roadblocks
- Implementation Week & Next Steps
- Stage 1 Quiz

STAGE 2: PLAN



- Introduction to Stage 2: PLAN
- Introduction to Pricing
- Pricing Strategies (In Person + Online)
- Your First 3 Kits
- How To Price Your Kits For Profit
- Raise \$1000 in 30 Days Challenge
- How to Manage Your Time and Do More in Less Time
- Making Your Business Legit
 - Join An Accountability Group & Fast **Track Your Success**
- The Must-have Facebook Components
- Social Media Starter Kit (Done-for-you) Content)
 - How To Skyrocket Your Class Engagement
 - Tips for Hosting an Engaging Online Class
 - Choosing an Online Platform
 - Your Soft Launch!
 - Implementation Week & Next Steps
 - Stage 2 Quiz

AVAILABLE CONTENT CCC Academy



The Club Owner's Roadmap

COMPLETE THE FOUNDATION STAGE & STAGES 1-3. WHEN YOU GET TO STAGES 4-5, PICK THE LESSONS THAT APPLY TO YOU.

STAGE 3: GET READY





- Introduction to Stage 3
- How To Explain What You Do, With Confidence!
- Growing Your Facebook Community
- Engaging Your Facebook Followers: What and When To Post
- All About Supplies & Getting Organized
- Supply Directory
- Kit Next Steps
- The 7 Must-do Steps for a Successful Launch Class
- Launch Class Flyer Templates
- The Ultimate Launch Day Checklist
- Implementation Week & Next Steps
- Stage 3 Quiz

STAGE 4: TAKE OFF



- The Marketing Mindset
- Overview of Marketing (How to Get Students)

Teaching + Lesson Plan Tips

- Understanding Ages and Stages
- Become A Superskill Superstar
- The Wonderful World of STEAM
- Up-skilling and Down-skilling Lesson **Plans**
- Tips to Deal with those Dreaded Words, "I'm bored!"
- Tips to Deal with Early Finishers
- Tips to Deal with Hyper/Energetic Kids!
- Tips to Deal with a Disruptive Student
- Tips to Help an Anxious Student

Online Marketing Course

- Your Online Marketing Game Plan
- Create a lead magnet (a free gift to attract customers online)
- Tough Love
- How to collect emails (Setting up a lead magnet funnel)
- Canva Training on Creating a Lead Magnet



- OPEN Done For You Lead Magnet Examples
 - Your 90 Day Pre-Launch Plan (How to Share Your Lead Magnet)
 - Using Facebook Lives to Attract Your Audience
 - The Magic 5 Step Framework for **Facebook Lives**
 - Facebook Live Ideas
 - How to Nurture Your Leads With Emails (+Email Template)



The Club Owner's Roadmap

COMPLETE THE FOUNDATION STAGE & STAGES 1-3. WHEN YOU GET TO STAGES 4-5, PICK THE LESSONS THAT APPLY TO YOU.

Getting Into Schools

- The Opportunity Of Teaching At **Schools**
- How To Test Demand Before You Approach A School (+ Important Checklist)
- Pricing Your School Classes
- Your 'Getting Into Schools' Success Path (Step By Step Process Map)

Parties Course

- - Party Packages/Offerings (+ done-foryou marketing files)
 - Party Ice Breakers & Games
 - How To Communicate With Parents (Before and After the Party)
 - How To do a Costing For A Party (+ Handy Calculator)

STAGE 5: THRIVE



How to Set Up Recurring Payments

Workshops & Events Course

- Types of Workshops & Events
- Who, What and When?
- Finding and Booking a Venue in 4 Easy Steps
- BONUS: Workshop Lesson Plans for Teens & Adults

Teaching Online

- The Opportunity for Teaching Online
- Choosing a format (live vs pre recorded)
- Choosing a platform
- Equipment setup
- Tips for Hosting an Engaging Online Class

Marketing Designs



Facebook Marketing Designs



OPEN • Launch Class Flyer Templates



OPEN • Oodles of Doodles - Printable Colouring **Pages**

All Things Legal

- Your 6-step Legal Guide
- United States (Legal Q&A with Kiffanie Stahle (The Artist's JD))
- UK (Legal Q&A with Lucy Wheeler)



The Club Owner's Roadmap: Other Available Content

START TO THRIVE WITH **CREATIVE KITS COURSE:**

Module 1: Define

- Define Who Your Kits Are For
- Your First 3 Kits
- Kit Examples



• Art Kit Blueprint

Module 2: Build





- OPEN Create a lead magnet (a free gift to attract customers)
 - Canva Training on Creating a Lead Magnet



- Done-for-you Lead Magnet Examples
 - Tough Love
 - How to Collect Emails (Setting up a Lead Magnet Funnel)

Module 3: Attract

- Your 90 Day Pre-Launch Plan (How to Share Your Lead Magnet)
- Using Facebook Lives to Attract Your Audience
- The Magic 5 Step Framework for **Facebook Lives**
- Facebook Live Ideas
- How to Nurture Your Leads With **Emails (+Email Template)**

Module 4: Create

- Step-By-Step Guide To Create Your Kit
- How to Make Your Kits Stand Out (& Increase Their Perceived Value)



- PEN Marketing Flyer Template
 - How To Price Your Kits For Profit (+ Handy Calculator)
 - Supply Directory
 - Buying Wholesale Supplies

Craft Kit Instruction Templates

- Smiley Faces (ages 2-5)
- Cool Caterpillar (ages 2-5)
- Sassy Shaker (ages 2-5)
- Awesome Airplane (ages 6-13)
- Hobby Horse (ages 6-13)
- Cool Caterpillar (ages 6-13)

Art Kit Instruction Templates

- Feisty Fox (ages 5+)
- Big-Eyed Owl (ages 5+)

Module 5: Scale

- Open vs Closed Subscription Model
- Monthly Marketing Timeline
- How to Set Up Recurring Payments

PLANNERS:

• Class & Student Planner, Take Action Planner, Calendar

Usage Policy Explainer Video





Tiny Explorers Lesson Plans (ages 2-3):



Squishy Stingray



Merry Merry Stocking



Crocodile



Fun Bottle Monster



Egg Carton Caterpillar



Peekaboo Turtle





Itsy Bitsy Spider



Build a Snowman



My Jet



Safari Bus



Rainbow Giraffe



Chicken & Egg



Jolly Lolly



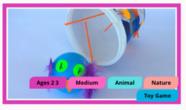
Clay Hearts



Red-Nosed Reindeer



Growing Garden



Bird & Nest Catching Game



Mr Piggy



Giant Flower



Tower of Donuts



Abstract Paper Weight



Fish Catching Game



Froggie & Crab Water Play



Pom-pom Cheerleader



Giant Gingerbread Man



Sock Spiders



Monster Masks





Tiny Explorers Lesson Plans (ages 2-3):









Sensory Sssnake

Color Brain Game



Busy Bee



Sock Bunny



Flower Garden



Wiggly Caterpillar





Bottle Shaker

Lovely Lorry

Bat & Balloon Bash

My Colourful Christmas Tree









Triangle Christmas Tree

Brrr Board

Moving Circles

Rrrattle Rainstick









Sensory Artwork

Color Matching Game

Shaving Cream Tower

Cool Caterpillar









Calm Down Boat Bottles



Marvellous Music Box



Smiley Faces

Fine Motor Fun

Sassy Shaker

The Starving Snowman





Little Adventurers Lesson Plans (ages 4-6):



Bubblegum Pufferfish



Puffy Christmas Tree



Chia Seed Greenhouse



Easter Egg Bunnies



Bats



Friendly Ghost



Gingerbread House



Feather Crowns



Happy Hippopotamus



Dump Truck



Butterfly



Dazzling Dinosaur



Pot of Flowers



Giant Ice Cream



Big Wheel Car



Floaty Boat



My Mini Christmas Tree



Giant Candy Pillow



Shark Crowns



Rockets



Dream Catcher



Process Art Bugs



Waterplay: Floating Boat



Hobby Horse



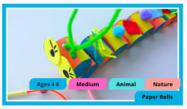
Santa Mask



Long-necked Giraffe



Aquarium Ball Game



The Adventurous Caterpillar





Little Adventurers Lesson Plans (ages 4-6):



Crawling Creatures Box



iPads



Recycled Robot



Sassy Shaker



Bunny Collage



Giant Hearts or Pumpkins



Flower Fun



Bubble Machine



The Starving Snowman



Fiery Firefly



Rrrattle Rainstick



Rudolph the Reindeer



Wall Hanging



My Mini World



Baby Owl



Pretty Porcupine



Egg Carton Car



Talking Pet Portrait



Marching Band Drum



Beautiful Butterfly



Castle on a Cloud





Radical Marble Run



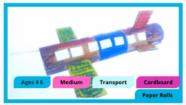
Bug Bungalow



Tom's Time Machine Adventure



Jiggle Jellyfish



Awesome Airplane



Jet Pack Jet-setter





Creative Crafters Lesson Plans (ages 7-12):







Chomping Crocs



Snow Globe



Moving Creatures



Monster Slime



Mini Elf



Balloon Car



Ecosystem



Floral Crowns



Snowflake Banner



Shaving Cream Prints





Funny Bunny My Aquarium



Humpty Dumpty Doorstop



Race Track





Spooky Castles



Fancy Film Camera



3D Faces



Feathered Friend



Rainbow Puppet Box



Pet Party (with eyes that move!)

Happy Harmonica



Superhero Outfits

Clay Keepsake



Shooting Rocket





Ring Toss Game

Riddle Game

3D Christmas Card





Creative Crafters Lesson Plans (ages 7-12):



Christmas Tree Cone



Wacky Monster



Rainbow Spiders & Webs



Awesome Airplane



Paper Bag Shooting Star



Christmas Tree Centre Piece



Castle With Secret Rooms



Jumping Bunnies



Beautiful Bouquet of Flowers



Binocular Cartoon Character



Hobby Horses & Unicorns



Felix The Fox Puppet



My Board Game



My 3D Castle Kingdom



Abstract Emoji Puzzle



Fancy Fender Guitar



Sock Puppet



Tom's Time Machine Adventure



Talking Pet Portraits



3D Accordion Adventure



Milk Carton Puppet Play



Gliding Gremlin



Moving Stories



Animal Masks



Christmas Tree Bunting



Seas the Day Sailboat



Animal Munch Catching Game



Soaring Symmetrical Wings



Art Lessons:

Each lesson has the following: step-by-step instruction template, video tutorial, supply list, marketing designs, write-ups and a fun guessing game.



3,2,1 Rocket Launch



Hamster Cuteness



Tail-Wagging Dog



Kitty Cat



Lazy Lizard



A Bug's Life



Toadstool House



Frogs Galore



Garden Straw Man



Monkey Mischief



Kindhearted Koala



Scampering Squirrel



Toucan Do It



Cozy Snowman



Snow Crystals



Bear Necessities



Ice Castle



Mesmerizing Mermaid



Fairies World



Unbelievable Unicorn



A Trolls Story



Curious Chameleon



Breezy Palm Tree



Fancy Flamingo



Tropical Fruit Play



Jiggle Jellyfish



Rainbow Sea Turtle



Seaside Boats



(Continued)



Bouncing Bunny



Hatching Chickens



Easter Basket



Haunted House



Vampires & Zombies



Spooky Ghosts



Spiders in a Web



Santa



Christmas Tree



Gingerbread House



Rudolph Reindeer



Santa's Elves



Christmas Decorations



Love Bugs



Flower Bouquet



Pumpkin Harvest



Sunflowers in a Field



Volcanic Eruption



Dinosaur World



Pterodactyl Craze



Dino Hatchlings



Cock-a-doodle-doo Rooster



Piggies Galore



Cheerful Cow



Grazing Sheep



Galaxy in Space



Floating Astronaut



Aliens Have Landed



(Continued)



Wandering Whale



Dainty Seahorse



Long-necked Giraffe



Playful Crocodile



Rumbling Lion



Fabulous Zebra



Cheerful Hummingbird



Windmill on a Hill



Delicate Deer



Beautiful Butterfly



Big-Eyed Owl



Leaf Patterns



Feisty Fox



Trendy Treehouse



