

IS MY DIY HAIRCARE PRODUCT READY TO SELL QUIZ

Before you take the leap, let's see if you are truly ready to sell your DIY haircare products. Answer each question with Yes (2 points), Maybe (1 point), or No (0 points). Add up your score at the end to see your results!

1. Have you perfected your DIY haircare formulations?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
2. Do your products have a consistent texture, scent, and shelf life?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
3. Have friends or family tested and asked to buy your products?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
4. Do you understand labeling and packaging requirements?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
5. Have you tested your products on multiple hair types?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
6. Do you know how to price your products for profit?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
7. Do you have a unique selling point (USP) for your products?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
8. Are you comfortable marketing your products online?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)
9. Do you know where to buy ingredients and packaging at wholesale prices?
   - ☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)

10 Would you be interested in learning more about selling on Etsy?

☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)

11 Have you researched Etsy fees and policies for selling handmade haircare products?

☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)

12 Do you have high-quality product photos or know how to create them?

☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)

13 Are you ready to invest time and effort into growing your Etsy business?

☐ Yes (2 points) ☐ Maybe (1 point) ☐ No (0 points)

FINAL SCORE:

WHAT YOUR SCORE MEANS & YOUR NEXT STEPS

20-26 POINTS: YOU ARE ALMOST READY!

You're close to launching your Etsy shop! Your next step? Start refining your product listings, perfecting your branding, and preparing for a successful launch. The Etsy Business Course will help you fine-tune everything!

10-19 POINTS: YOU HAVE A GREAT START, BUT THERE ARE SOME THINGS TO IMPROVE.

You're on the right track, but there are still areas to improve. Use this time to refine your pricing, product photography, and brand messaging so you're ready to sell with confidence when the course opens!

0-9 POINTS: YOU NEED MORE GUIDANCE BEFORE LAUNCHING.

That's okay! You're still in the learning phase, and The Etsy Haircare Startup Lab will walk you through every step. Use this time to experiment with formulations, research competitors, and plan your pricing strategy.

SEE YOU INSIDE THE ETSY HAIRCARE STARTUP LAB SOON! 🤗

