

Oscraps Overhaul Challenge

Week 1 Homework

There are two required and one optional homework assignments for this week:

- The first required assignment is to [finalize your Oscraps Designer Landing Page](#)
- The second required assignment is to [design your Business Card](#)
- The third *optional* assignment is to submit a coupon to be used in the [Oscraps Newsletter New Subscriber Welcome Sequence](#)

1. Finalize your Oscraps Designer Landing Page

All of the draft designer landing pages are listed at the [bottom of this section](#). Look at yours as a reference as you read through these instructions. At the end of the instructions is a [link to a form](#) for you to complete to provide the necessary information.

Customer Favorites section (the area on the top right)

I have already selected 6 products from the back of your store on purpose because they are old and because of their dollar value. We are trying to tempt the customer into buying these products. Yes, I *know* that the packaging or branding may be old. But that doesn't matter for this purpose.

- It is not important if the packaging is old. Customers don't know how old your packaging is and they don't care. Customers don't purchase based on packaging. They purchase because they love the colors or style or theme.

Even though your first response may be to want to fix the branding/packaging, I ask that you let go of this and proceed with my product choices so we can move forward. Once you have more pieces in place, feel free to update your packaging if you like.

You need to:

- Set each of the products I have selected on sale.
- The sale price should be similar to your new release discount but NO MORE than 40% off. These products may be old, but there is no reason to sell them for rock bottom prices. Remember that most customers have never seen these products, so to them they are new!
- Remember to uncheck the "Global Discounts" box on these products so they will be excluded from store sales.

Personal Summary section (the area to the left of your photo)

- Write a short summary about yourself. Nothing fancy, just a bit about who you are. You can use Anna's summary as a guide or simply share some personal information.

Up Close and Personal section - This section may be renamed since the questions are more about business than personal.

- You will need answers to the 8 questions in this section. Short answers are fine.

Subscriber section

- If you don't have a mailing list, skip this section
- If you have a mailing list but don't currently don't offer new subscribers a freebie or something to entice them to subscribe we can update this later when your offer is in place. For now, just provide a link to your subscribe form.
- If you do have an offer to entice new subscribers provide the link to your subscriber form.

Works of Art section

I've already populated the images with various layouts from your gallery. There is nothing for you to do here. In the future, you can update these images

Free Offer section

You need to :

- Provide ONE cluster (or ONE splat or ONE quick page or ONE template or ONE whatever) that coordinates with ONE full-size product.
 - **Do not** choose a collection if your collections are already discounted.
 - **Do** choose a product that has a high price point.
 - This should be a different product from the products above in the Customer Favorites section.
- Create a coupon for the discount on the coordinating product. The discount should be no more than your current new release discount. One coupon per logged in customer. Coupon expires on 1/1/2026.
- Add the freebie to your shop as a HIDDEN product. Include the coupon code in the description of the freebie, along with a link to the full-size product. Optionally, you can include a preview image of the full-size product as Vicki Robinson as done here:
[example freebie](#)
- Enter the coupon code and the link to your hidden product on the Google form below .

Learn With Me section - optional

Use this section to point customers to written or video tutorials or even your monthly challenge (but the challenge would need to be updated regularly).

If you have videos on YouTube, this is a perfect place to link one

- Add the link to the tutorial or YouTube Video on the form. If you choose not to use this section, enter NONE on the form.

Social Media Links section

Quality is better than quantity. If you are not active on a platform don't include it here. You can always update these links if you become active but you don't want to send people to a dead space.

- Provide Links to your ACTIVE social media platforms.

[LINK TO FORM](#)

Links to draft Oscraps Designer Landing Pages

After Midnight

<https://ozone.oscraps.com/oscraps-team/after-midnight-design/>

Anna Aspnes

<https://ozone.oscraps.com/oscraps-team/anna-aspnes/>

Crafty Amber Button

<https://ozone.oscraps.com/oscraps-team/crafty-button-designs/>

Joyful Heart

<https://ozone.oscraps.com/oscraps-team/joyful-heart-designs/>

Lynne Anzelc

<https://ozone.oscraps.com/oscraps-team/lynne-anzelc-designs/>

Mediterranka

<https://ozone.oscraps.com/oscraps-team/mediterranka-design/>

On a Whimsical Adventure

<https://ozone.oscraps.com/oscraps-team/on-a-whimsical-adventure/>

2. Design your digital business card

Design your business card in the application of your choice. We are not adding links to the business card yet — there will be separate training on how to do that.

Once completed, your business card should not need to be changed, so include only those things that remain the same month after month, year after year.

- Start with the sample layered file provided ([RYB-digital-business-card-master.tif](#)) OR
- Design your business card from scratch. If you design from scratch, start with a 8.5 x 11 inch document, 300 ppi
- Vicki Robinson's business card is in this zip for another reference: [Example PDFs](#)
- When you have completed your design, save your PSD/Tif file AND save as a .JPG (not "save for web" at a quality of at least 9. You will use the .JPG later when it is time to add the linking for the PDF

The sample layered file contains the important things that your design should include — if they apply to you. Keep the order in which things appear the same as shown on the sample. You can change the background colors of the various sections to match your branding or site colors.

The **Top section** should include your branding image and/or your picture or logo

- The next area contains text or images to your TOU and Privacy Statement (if you have one). These will be linked later to wherever the online version of the documents resides.
- The next area should contain the text titles of places you want your customers to visit. They will be linked later.

For example if you do not host challenges or tutorials, the the section in the sample that says

New Releases | Monthly Challenges | Tutorials

could instead say

New Releases | Kits | Element Packs | CU Products

The **Middle section** is for you to add a pretty graphic to break up the design.

- Vicki R. used some layouts, but the images can be anything you want that represents your business

The **Subscribe section** is what will be linked later to your mailing list subscribe form

- If you do not have a mailing list yet, you can replace this area with another pretty graphic until we have that set up

- The little “envelope” graphics shown on the template are purely decorative and can be replaced or removed

The **Social Media icon section** will eventually be linked to your ACTIVE social media.

- The icons on the template represent the following. Remove any of the icons that do not apply to you.
 - Facebook
 - Facebook Group
 - Facebook Messenger
 - Instagram
 - Pinterest
 - Your Website
 - Your Email Address
- Replace your email address in the “contact” area with the sample email address

3. Optional Assignment

Oscraps sends a welcome series of email to all new newsletter subscribers. Mama O wants to do all she can to promote the O designers and will include a coupon for any designer that wants to participate. The coupons will be sprinkled throughout the various emails in the sequence.

Participation is optional. If you wish to participate:

- Create a coupon for either
 - \$5 off a \$10 purchase or
 - \$4 off an \$8 purchase or
 - \$7.50 off a \$15.00 purchase
- One coupon per logged in customer
- Coupon set to expire on 1/1/2026

To address potential questions up front, let me say

Yes, this coupon is a 50% off coupon

Yes, this coupon could be applied to a new release

But remember this is an opportunity to get your products in front of new customers. If this kind of coupon not the kind you wish to offer, you do not have to participate — but please seriously reconsider.

- Any sale you make is money earned.
- Let go of any concern you may have about a customer ending up with a product at a lower price than you would like to see.
- The point is to make the sale and get your product known

Eventually, we can expand on what is offered in the Oscraps new subscriber sequence to offer freebies that contain an “upsell” to a product as we will discuss in later training.