

PRINTSWELL

# PLANNING FOR SUCCESS

Building your stationery  
business in 2026 with  
PrintsWell



# WELCOME!



At PrintsWell, we've been helping stationers and creatives grow their businesses as their preferred printing partner for more than 30 years. We love nothing more than seeing our customers take the spark of an idea for a stationery business and turn it into a burning passion.

In that spirit, we have created this workbook to help you scale your stationery business in 2026!

We hope you find the thought-starters within helpful and inspiring, whether you're placing your first order or your fifty-first.

As always, our team of Customer Success Reps is here to answer any questions and help you place your orders.

Here's to a prosperous 2026!

For starters, pour yourself a tasty cup and spend a few minutes envisioning what ‘success’ looks like for you as an independent stationer. Describe your perfect day from start to finish. Go all-in on the details!

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# ACTIVATE YOUR INTENTIONS

**Defining your guiding purpose helps you stay clear in your passion so you can focus on your daily tasks.**

What do you love about stationery?

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Why do you want to create and/or grow your stationery business?

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What reaction(s) do you want to inspire among the people who see, buy, and receive your stationery?

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What vision, mission, and goals do you have for your business in 2026?

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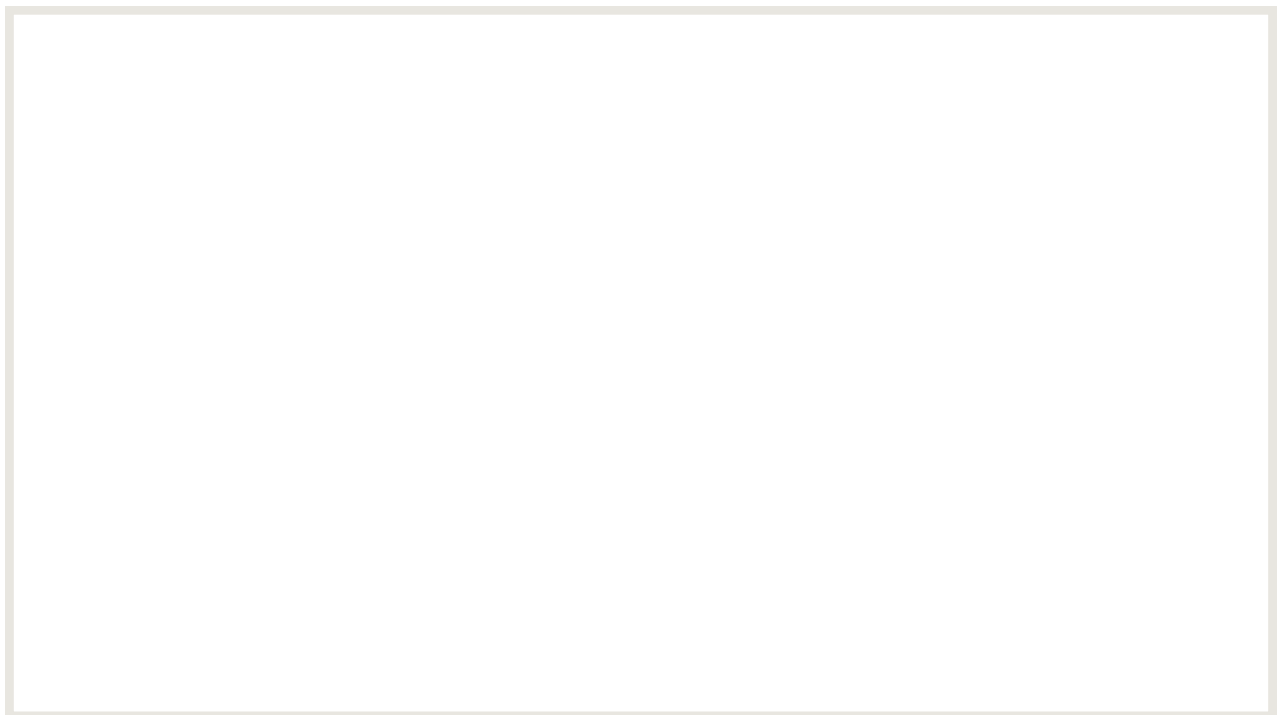
# DEFINE YOUR VISION

Describe what is unique about the aesthetic or 'vibe' (look/tone/feel) of your brand and products ...

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How will you bring your creative ideas to life in 2026? Use the space below to include artwork, creative inspiration, or brainstorm ideas for your designs.



Beyond cards and invitations, what other products might you like to create and sell? (Notepads, desk calendars, gift tags, wine tags, wrapping paper, etc.)

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# CLARIFY WHO YOUR CUSTOMER IS

It's always a good idea to keep an eye on your ideal customer, including considerations for why they will buy your stationery.

## General Description:

### Profile Overview:

Gender:

Age:

Average annual income:

Location (region/urban/rural):

Household overview:

Interests:

Describe their lifestyle & hobbies ...

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When and why do they buy, use, and send stationery?

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What will attract them to your stationery?

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How can you uniquely serve your clients or provide them with a standout or distinct product/experience?

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What challenges might you have in reaching your audience? What can you do to overcome these challenges?

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How can you inspire your customers to buy more of your products and enhance more of life's moments?

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What challenges might you have in closing a sale with your audience? How can you inspire not only a first purchase but repeat purchases?

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# CHANNEL STRATEGY & COMMS STYLE

**Communication and retail channels are constantly shifting. Map out how you will reach your customers and sell your stationery for the short and long term.**

Where can you find your target audience? List social media platforms, retail stores, etc.

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What type of content resonates with your target audience? Examples might include reels, blog posts, videos, pop-up events, etc.

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How frequently might you want to communicate with your customers?

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What type of content are you most excited about creating?

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# '26 MARKETING PLAN

We know plans change. But it's important to document your vision and roadmap to success now, so you can revisit it and stay inspired throughout the year.

Q1

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**Stationery I Will Design and Print:**

**New Products I Will Offer:**

**Content I Will Create:**

**Retailers I Will Engage:**

**Profiles I Will Update:**

**Industry Events I Will Attend:**

# '26 MARKETING PLAN

**How's it going? Review, adjust, improve!**

**Q2** 

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**Stationery I Will Design and Print:**

**New Products I Will Offer:**

**Content I Will Create:**

**Retailers I Will Engage:**

**Profiles I Will Update:**

**Industry Events I Will Attend:**

# '26 MARKETING PLAN

**You're halfway through! How's it going? What do you want to achieve in the second half of the year? What's working? Where might you pivot? What risks do you want to take?**

**Q3** 

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**Stationery I Will Design and Print:**

**New Products I Will Offer:**

**Content I Will Create:**

**Retailers I Will Engage:**

**Profiles I Will Update:**

**Industry Events I Will Attend:**

# '26 MARKETING PLAN

**You're almost there! Q4 is your time to shine. Apply the lessons you've learned throughout the year and lean into all the hard work you've invested to make this your best quarter yet.**

## Q4

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**Stationery I Will Design and Print:**

**New Products I Will Offer:**

**Content I Will Create:**

**Retailers I Will Engage:**

**Profiles I Will Update:**

**Industry Events I Will Attend:**



# CONGRATULATIONS!

You're on your way to building your stationery business!

We can't wait to see what you'll create. We know placing your first order can feel intimidating (along with a host of other emotions), which is why our Customer Success Reps are here for you if you have any questions or need help placing your first order.

Call our Customer Success Reps at **205-588-4171** or email us at **[fulfillment@printswell.com](mailto:fulfillment@printswell.com)**. Our office hours are Monday through Friday, 8:30 a.m. to 4:30 p.m. Central Time.

We're here to help you grow! Stay connected with us and our community of stationers and creatives by following us on Instagram, [@printswellfulfillment](https://www.instagram.com/printswellfulfillment).

You can also subscribe to our monthly e-newsletter for industry insights, business guidance, and creative inspiration.