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# GO - T O - M A R K E T S T R A T E G Y R E P O R T

Heirloom Woodcraft | Custom Hardwood Cutting Boards & Kitchen Pieces  
Q1 2026 | Version 1.0

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*Classification: Internal*

## Executive Summary

Heirloom Woodcraft is a one-person artisan woodworking business based in Bend, Oregon, producing custom hardwood cutting boards and kitchen pieces — including end-grain walnut boards, magnetic knife strips, and serving platters — from a one-car garage workshop. With fifteen years of woodworking expertise and two years of proven in-person sales at the local farmers market, the business has demonstrated clear product-market fit in face-to-face settings. The core challenge is translating that tactile, story-driven sales experience into a reliable online revenue stream capable of eventually replacing the founder's day job income.

The business currently operates an Etsy shop and an Instagram account, but online performance has been inconsistent. Instagram engagement skews toward other woodworkers rather than buyers, and Etsy sales are sporadic. The fundamental gap is the absence of the in-person explanation — the ability to let customers feel the weight of the board, see the grain, and hear why end-grain construction outlasts alternatives. Bridging this gap through educational content, targeted positioning, and new distribution channels is the central strategic priority for Q1 2026.

This GTM strategy targets four validated customer segments — Culinary Enthusiasts, Wedding Gift Buyers, Local Food Community members, and Housewarming Gift Buyers — across five channels including local retail partnerships, wedding planner networks, corporate gifting, vacation rental placements, and regional farmers market expansion. The immediate goal is acquiring the first 25 paying customers through online channels, establishing proof that the business can scale beyond the farmers market and laying the foundation for full-time operation.

<b>25</b> Online Customers (Target)	<b>\$75–\$200</b> Willingness to Pay (Core Segments)	<b>4</b> Validated ICPs	<b>5</b> GTM Channels	<b>4</b> Active Experiments
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## Strategic Context

Heirloom Woodcraft occupies a defensible niche at the intersection of premium craftsmanship, local artisan identity, and functional kitchen goods. The maker's fifteen years of woodworking experience and two-year track record at the Bend farmers market provide a credible foundation that mass-market competitors — John Boos, Ironwood Gourmet, Williams Sonoma — cannot replicate. The primary competitive advantage is the personal story and the technical superiority of end-grain construction, both of which are currently under-leveraged in online channels.

The strategic context is one of transition: from a farmers-market-dependent side business to a multi-channel operation with a meaningful online presence. The four proposed experiments are designed to validate which messaging, formats, and channels convert buyers who have never met the maker in person. Success in Q1 2026 means proving the online channel works — not yet scaling it — and identifying the one or two highest-leverage moves to pursue in Q2 and beyond.

## Ideal Customer Profiles

Four customer segments have been identified and accepted based on the business context. All four are active targets; none have been dismissed. Segments are ordered by strategic relevance to the current online growth goal.

### Culinary Enthusiasts

Status: Accepted | Primary Segment

Home cooks and food lovers who invest in quality kitchen tools and appreciate craftsmanship. They understand the value of premium materials and are willing to pay more for items that enhance their cooking experience. This segment is the most natural fit for Heirloom Woodcraft's core product story — end-grain construction, walnut hardwood, and fifteen years of maker expertise all resonate directly with their values.

Culinary Enthusiasts are the segment most likely to respond to educational content about end-grain vs. edge-grain durability, making them the primary target for the Educational Content Conversion Test experiment on Etsy. They are also the most likely to become repeat customers and word-of-mouth advocates.

Attribute	Detail
Demographics	Middle to upper-middle class adults aged 30–55, homeowners with disposable income for kitchen upgrades, often college-educated professionals
Jobs to Be Done	Create beautiful, functional cooking spaces with durable tools that perform well and reflect their passion for quality food preparation
Willingness to Pay	\$75–\$200 for premium cutting boards; \$30–\$80 for smaller accessories like knife strips and serving pieces
Current Alternatives	Mass-produced bamboo or plastic boards from kitchen stores, lower-quality wooden boards from big box retailers, or worn boards they've been using for years

### Wedding Gift Buyers

Status: Accepted | High-Value Gift Segment

Friends and family members seeking meaningful, personalized gifts for couples getting married. They want something unique and lasting that stands out from typical registry items. This segment is particularly valuable because the purchase occasion (a wedding) creates urgency, the budget is relatively high, and personalization options — such as custom engraving — provide a clear differentiator over mass-market alternatives.

Wedding Gift Buyers are the target of the Wedding Gift Positioning Experiment, which tests story-driven ad creative emphasizing heirloom quality and lasting value for new couples. The wedding planner network channel is also designed to reach this segment through trusted intermediaries.

Attribute	Detail
Demographics	Adults aged 25–65 attending weddings, typically with moderate to high disposable income, often close friends or family of the couple
Jobs to Be Done	Give a memorable, high-quality gift that the couple will treasure and use for years, while staying within their gift budget
Willingness to Pay	\$75–\$200 for wedding gifts, with higher end for close family or wedding party members
Current Alternatives	Department store registry items, generic cutting boards from kitchen stores, personalized items from Etsy, gift cards, or cash gifts

## Local Food Community

Status: Accepted | Existing Audience Segment

Bend-area residents who frequent farmers markets and support local artisans. They value the story behind handmade products and prefer buying from people they can meet face-to-face. This segment represents Heirloom Woodcraft's existing customer base — the people who already know the maker and have purchased at the farmers market. They are the target of the Local Community Online Bridge Test, which aims to convert established in-person relationships into online purchasing behavior.

While their willingness to pay is somewhat lower than the gift-buyer segments, their existing trust and familiarity with the brand make them the most likely early adopters for online ordering. They also represent a potential referral network within the Bend community.

Attribute	Detail
Demographics	Local residents of Bend and surrounding areas, often environmentally conscious, aged 25–65, with appreciation for local craftsmanship
Jobs to Be Done	Support local businesses while acquiring unique, well-made kitchen items that align with their values of sustainability and community
Willingness to Pay	\$45–\$120 for cutting boards; \$25–\$60 for smaller accessories; willing to pay a 20–40% premium over mass-produced alternatives for local craftsmanship
Current Alternatives	Williams Sonoma, Crate & Barrel, Amazon, other local artisans at farmers markets, antique shops, or DIY projects

## Housewarming Gift Buyers

Status: Accepted | Occasion-Driven Gift Segment

People looking for thoughtful gifts for friends or family moving into new homes. They want something practical yet special that helps make a house feel like a home. Like Wedding Gift Buyers, this segment is occasion-driven, which creates natural purchase urgency. The Housewarming Gift Bundle Test experiment is designed specifically for this segment, testing

whether curated bundles at \$75, \$125, and \$200 price points outperform individual item listings.

This segment overlaps meaningfully with Culinary Enthusiasts in terms of demographics and values, but the purchase motivation is external (gifting) rather than self-directed. Messaging should emphasize the functional beauty and lasting quality of the pieces as a foundation for a new kitchen.

Attribute	Detail
Demographics	Adults with established social networks, typically aged 25–55, with disposable income for gift-giving occasions
Jobs to Be Done	Find a meaningful housewarming gift that is both functional and beautiful, showing thoughtfulness while helping recipients establish their new kitchen
Willingness to Pay	\$75–\$200 for a premium housewarming gift that feels substantial and personalized
Current Alternatives	Generic boards from Williams Sonoma or Crate & Barrel, personalized items from Pottery Barn, gift cards to home stores, or standard gifts like candles, wine, or plants

## Pain Points

The following pain points have been identified across Heirloom Woodcraft's customer segments. Two are marked 'Accepted' based on direct evidence from business operations; four are marked 'Inferred' based on logical extension of the available context. All are considered active strategic considerations.

Pain Point	Severity	Frequency	Status	Segment
Difficulty assessing quality and craftsmanship of handmade kitchen items when shopping online — customers cannot feel the weight, see the grain, or hear the maker's explanation of end-grain durability	High	Frequent	Inferred	Culinary Enthusiasts, All Online Buyers
Difficulty finding meaningful, high-quality gifts that demonstrate thoughtfulness and craftsmanship — mass-market alternatives feel impersonal and generic	High	Occasional	Accepted	Wedding Gift Buyers, Housewarming Gift Buyers
Lack of education about product benefits and superior features when purchasing kitchen tools — buyers don't know why end-grain lasts longer without someone explaining it	Medium	Frequent	Inferred	Culinary Enthusiasts
Limited access to unique, locally-made kitchen products outside of farmers market schedule — the product is only reliably available on market days	Medium	Frequent	Accepted	Local Food Community
Inconsistent	Medium	Occasional	Accepted	All Online Buyers

<p>availability and unreliable purchasing experience for specialty kitchen items — Etsy shop has decent photos but inconsistent sales signal</p>				
<p>Social media engagement not translating to actual purchases — Instagram likes come from other woodworkers, not buyers, indicating an audience-fit problem</p>	<p>Medium</p>	<p>Frequent</p>	<p>Inferred</p>	<p>All Segments (Channel Problem)</p>

## Value Propositions

*Three value propositions have been developed and accepted, each addressing a distinct customer need and segment cluster. Together they cover the full range of purchase motivations — functional quality, gifting, and local access.*

### Craftsmanship You Can Feel, Quality That Lasts

Status: Accepted | Primary Proposition — Culinary Enthusiasts

Experience the superior craftsmanship and durability of end-grain walnut cutting boards made by a master woodworker with 15 years of expertise, backed by detailed education about why these boards outlast traditional alternatives.

This proposition directly addresses the highest-severity pain point: the inability to assess quality online. The strategy is to replicate the farmers market explanation digitally — through infographics, video demonstrations, and educational copy — so that online buyers receive the same confidence-building information that drives in-person conversions. Evidence base: 15 years of woodworking expertise, proven durability of end-grain construction, and successful in-person sales at the farmers market where customers can experience quality firsthand.

### Gifts That Tell a Story

Status: Accepted | Gift Segment Proposition — Wedding & Housewarming Buyers

Give meaningful, handcrafted gifts that showcase thoughtfulness and superior artisanship — custom hardwood kitchen pieces made by a dedicated craftsman in Bend, Oregon.

This proposition targets the two gift-buyer segments by positioning Heirloom Woodcraft pieces as heirloom-quality items that carry a story — the maker's identity, the Oregon origin, the fifteen years of craft — rather than just a product. Custom engraving and personalization options amplify this positioning. Evidence base: custom-made pieces, local artisan story from Bend, Oregon, 15 years of proven craftsmanship, and unique handmade quality not found in mass retail.

### Local Craft, Always Available

Status: Accepted | Access Proposition — Local Food Community

Access authentic, locally-made kitchen treasures year-round with reliable online ordering — bringing the farmers market experience directly to your door.

This proposition addresses the access pain point for the Local Food Community: the product is currently only reliably available on farmers market days. By establishing a dependable online ordering experience, Heirloom Woodcraft can serve existing fans and local supporters on their schedule, not the market's. Evidence base: established farmers market presence for

2 years, consistent quality from a single craftsman, and online ordering that eliminates schedule limitations.

## Competitive Landscape

Heirloom Woodcraft competes across two distinct arenas: established brands and retailers selling premium cutting boards at scale, and individual artisans operating in the same handmade/local space. The competitive analysis below covers eight identified competitors across both categories.

### Direct Competitors

The following competitors operate in the premium hardwood cutting board and kitchen goods space, ranging from century-old manufacturers to individual Etsy sellers. All have been reviewed and accepted as relevant competitive references.

Competitor	Pricing	Strengths	Weaknesses
Brooklyn Butcher Blocks	\$150–\$800+	Strong online presence, professional photography, established brand recognition, wide variety of wood species, commercial-grade finishing	Higher price points, less personal connection, mass production feel, limited customization options for design details
John Boos & Co.	\$80–\$400	Established reputation, professional quality, wide distribution, consistent availability, commercial kitchen credibility	Industrial feel, limited customization, no personal story, primarily maple focus, less artisanal appeal
Ironwood Gourmet	\$30–\$120	Modern design aesthetic, sustainable messaging, good retail distribution, consistent product line, attractive packaging	Uses acacia instead of premium hardwoods, mass-produced feel, limited customization, less durability than end-grain
Etsy Handmade Cutting Board Sellers	\$40–\$200	Customization options, personal touch, competitive pricing, variety of styles, personalization services	Inconsistent quality, amateur photography, unreliable shipping, limited customer service, variable craftsmanship
Williams Sonoma Cutting Boards	\$100–\$500+	Premium brand positioning, excellent customer service, gift packaging, return policy, curated selection	Very high markup, limited local connection, no customization, impersonal shopping experience
Crate & Barrel Kitchen Boards	\$50–\$300	Strong brand recognition, design focus, gift packaging, retail locations, consistent inventory	Mass-produced items, no customization, limited wood species, higher markup, no craft story
Amazon Handmade	\$25–\$300+	Prime shipping,	Crowded marketplace,

Cutting Boards		customer reviews, easy returns, wide selection, established marketplace trust	price competition, limited brand building, Amazon takes large commission
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## Adjacent Services

Local competitors operating in the same physical sales environment — farmers markets and craft fairs in the Pacific Northwest.

Competitor	Pricing	Strengths	Weaknesses
Local Farmers Market Woodworkers	\$60–\$250	Face-to-face sales, local connection, similar craft story, community support, tactile experience	Limited reach, weather-dependent sales, inconsistent availability, minimal online presence

## Competitive Differentiation

Heirloom Woodcraft's competitive position is strongest at the intersection of three attributes that no single competitor fully owns: genuine single-maker craftsmanship, technical product superiority (end-grain construction), and a specific local identity (Bend, Oregon). Brooklyn Butcher Blocks and John Boos offer quality but lack the personal story and local connection. Etsy sellers offer personalization but lack consistent quality and credibility. Williams Sonoma and Crate & Barrel offer premium retail experience but are entirely impersonal and mass-produced.

The key differentiation levers to emphasize in all GTM execution are:

- End-grain construction superiority: end-grain boards last 3–5x longer than edge-grain alternatives — a technical claim that can be demonstrated visually and educationally online
- Single-maker provenance: every board is made by one craftsman with 15 years of experience in Bend, Oregon — a story that mass producers and most Etsy sellers cannot credibly tell
- Customization with craft: unlike big-box retailers, Heirloom Woodcraft can offer personalized engraving and custom dimensions without sacrificing quality
- Local identity as a feature: the Bend, Oregon origin story resonates with the local food community, tourists, and buyers who value regional authenticity
- Proven in-person track record: two years of successful farmers market sales provides social proof that the product earns repeat customers and word-of-mouth referrals

The primary vulnerability is online discoverability and conversion — areas where established brands with professional photography and SEO infrastructure have a significant head start. Closing this gap through educational content, targeted advertising, and channel diversification is the central execution challenge for Q1 2026.

## Go-to-Market Channels

Five channels have been identified and accepted for exploration. All are currently in the 'exploring' lifecycle stage, meaning none have been activated or validated yet. Channels are ordered from lowest to highest effort level based on available data.

Channel	Effort Level	Expected Reach	Lifecycle Stage	Key Tactics
High-end vacation rental partnerships	Low	20–40 premium rental properties in Bend area	Exploring	Place boards in property kitchens with business cards attached; offer property owner discounts for bulk orders; create 'take home a piece of Bend' marketing materials
Local kitchen and home goods stores	Medium	500–1,500 potential customers per store monthly	Exploring	Approach 3–5 local stores with sample boards; offer 50/50 consignment split initially; provide point-of-sale materials explaining end-grain benefits; create seasonal displays for wedding and housewarming seasons
Wedding and event planners network	Medium	200–400 weddings annually through 5–8 planners	Exploring	Attend Central Oregon Wedding Association meetings; offer 15% planner discount; create wedding gift packages with personalized engraving; provide sample boards for planner showrooms
Regional farmers markets expansion	Medium	300–800 new customers per market seasonally	Exploring	Apply for 2–3 additional markets in Redmond, Sisters, and resort areas; create portable display showcasing wood grain differences;

				develop 'Oregon artisan' story cards; offer market-exclusive designs or sizes
Corporate gift market	High	50–100 companies in Central Oregon	Exploring	Target companies like G5, Palo Alto Software, and outdoor brands; create corporate gift catalog with bulk pricing; offer logo engraving services; attend Bend Chamber networking events

### Channel-to-Contact Mapping

Each channel maps to one or more of the four validated ICPs. Understanding these relationships ensures that channel activation efforts are prioritized based on segment value and strategic fit.

- Local kitchen and home goods stores → Culinary Enthusiasts (primary), Housewarming Gift Buyers (secondary): retail placement puts the product in front of buyers who are already in a kitchen-upgrade mindset and can touch the product
- Wedding and event planners network → Wedding Gift Buyers (primary): planners are trusted intermediaries who can recommend Heirloom Woodcraft as a premium, personalized gift option to their clients
- Corporate gift market → All gift segments (secondary): corporate buyers need distinctive, locally-made gifts that reflect Bend's artisan culture; logo engraving adds a customization layer not available from mass retailers
- High-end vacation rental partnerships → Local Food Community (primary), Culinary Enthusiasts (secondary): guests who use the boards during their stay become warm leads; business cards enable post-stay online purchases
- Regional farmers markets expansion → Local Food Community (primary): expanding to Redmond, Sisters, and resort-area markets reaches new local buyers and tourists seeking authentic Oregon crafts without requiring online conversion

## Experiments & Validation

Four experiments have been proposed to validate core GTM hypotheses. All are currently in 'proposed' status and have been inferred from the business context. Each experiment is designed to be low-cost and time-bounded, generating actionable data within 3–6 weeks. Experiments should be run sequentially or in parallel based on available maker time.

Experiment	Hypothesis	Method Summary	Success Metric	Timeline	Priority	Status
Educational Content Conversion Test	Culinary enthusiasts will convert at higher rates when they understand the technical superiority of end-grain construction through educational content that mimics the in-person farmers market explanation	Create two Etsy listing versions: Version A (current photos + basic description) vs. Version B (end-grain infographic + 60-second knife-friendliness video + educational copy). Split traffic 50/50 across 100 visitors per version.	Version B converts 2x better than Version A	2 weeks to create content, 4 weeks to run test	High	Proposed
Local Community Online Bridge Test	Bend-area customers who know the maker from farmers markets will purchase online if they can access the same personal connection and story digitally	Email farmers market customer list with exclusive online offer, personal video message from the maker, behind-the-scenes workshop photos, and a 'farmers market friends' discount code. Track conversion from physical market customers.	Email open rate >40%, click-through rate >15%, conversion rate >8% from farmers market customer base	1 week to create content, 2 weeks to track responses	High	Proposed
Housewarming Gift Bundle Test	Housewarming gift buyers want convenient, ready-to-give solutions and will pay premium prices for curated bundles that solve their	Create three 'New Home Essentials' bundles at \$75, \$125, and \$200 combining cutting boards with complementary items (knife strip, serving pieces, care kit). List on Etsy with gift-focused titles.	Bundles represent >30% of total sales volume and achieve 20% higher average order value than	1 week to create bundles and listings, 4 weeks to test performance	Medium	Proposed

	gifting problem completely	Track bundle vs. individual item sales.	individual purchases			
Wedding Gift Positioning Experiment	Wedding gift buyers will respond to personalized, story-driven positioning that emphasizes the lasting nature of handcrafted pieces for new couples starting their lives together	Launch Facebook/Instagram ads targeting people aged 25–45 whose friends are recently engaged. Ad Set A: 'premium kitchen tools' messaging. Ad Set B: 'heirloom pieces that grow more beautiful with each meal shared.' Drive to dedicated landing pages. Total budget: \$300.	Set B achieves 30% lower cost per conversion than Set A; compare average order values between sets	1 week setup, 3 weeks testing with \$300 total ad spend	Medium	Proposed

## Contact Pipeline

*No contacts have been entered into the pipeline at this time. As channel outreach begins — particularly to local kitchen stores, wedding planners, vacation rental property managers, and corporate gift buyers — contacts should be logged here with tier classification, outreach status, and rationale. The pipeline should be populated as part of the Q1 2026 action plan execution.*

Priority contact development should focus on three tiers: (1) local kitchen and home goods store buyers in Bend, Sisters, Redmond, and Sunriver; (2) wedding and event planners affiliated with the Central Oregon Wedding Association; and (3) property managers of high-end vacation rentals and Airbnb properties in the Bend area. Corporate gift contacts at companies such as G5, Palo Alto Software, and regional outdoor brands represent a longer-horizon tier given the higher effort level of that channel.

## Action Plan

*The following action items are prioritized for Q1 2026 execution. They are sequenced to build momentum from the lowest-effort, highest-confidence moves first, then layer in channel development and paid experimentation.*

- 1. Launch the Local Community Online Bridge Test (Week 1–3)** — Email the existing farmers market customer list with a personal video message from the maker, behind-the-scenes workshop photos, and a 'farmers market friends' exclusive discount code. This is the lowest-cost, highest-trust experiment available — the audience already knows and likes the product. Target metrics: open rate >40%, click-through >15%, conversion >8%. Use results to validate whether the existing customer base can anchor early online revenue toward the 25-customer goal.
- 2. Rebuild the Primary Etsy Listing with Educational Content (Week 1–3)** — Create Version B of the main Etsy listing: an end-grain vs. edge-grain durability infographic, a 60-second video demonstrating knife-friendliness, and educational copy explaining why end-grain boards last 3–5x longer. This directly replicates the farmers market explanation online and addresses the highest-severity pain point. Run the A/B test against the current listing for 4 weeks with 100 visitors per version. This experiment requires no ad spend and can be executed with existing photography equipment.
- 3. Create and List Housewarming Gift Bundles on Etsy (Week 2–3)** — Build three 'New Home Essentials' bundles at \$75, \$125, and \$200 price points, combining cutting boards with complementary items such as a knife strip, serving pieces, and a care kit. Write gift-focused listing titles and descriptions targeting housewarming buyers. Track bundle sales vs. individual item sales over 4 weeks. Success threshold: bundles represent >30% of sales volume and achieve 20% higher average order value. This experiment also increases average transaction size, which accelerates progress toward the 25-customer goal.
- 4. Approach 3–5 Local Kitchen and Home Goods Stores with Sample Boards (Week 2–4)** — Identify and visit independent kitchen stores and home goods shops in Bend, Sisters, Redmond, and Sunriver. Bring sample boards and point-of-sale materials explaining end-grain benefits. Propose a 50/50 consignment arrangement to minimize retailer risk. Create seasonal display concepts for wedding and housewarming seasons. Target stores include those serving culinary enthusiasts and gift buyers who prefer to touch products before purchasing — the same dynamic that drives farmers market success.
- 5. Attend Central Oregon Wedding Association Meeting and Introduce Wedding Gift Packages (Week 3–5)** — Make contact with Bend-area wedding planners through the Central Oregon Wedding Association. Bring sample boards and a wedding gift package proposal that includes personalized engraving options and a 15% planner referral discount. Provide sample boards for planner showrooms. This channel has an estimated reach of 200–400 weddings annually through 5–8 planners and directly serves the Wedding Gift Buyers segment, which has a willingness to pay of \$75–\$200 per gift.
- 6. Launch Wedding Gift Positioning Ad Experiment on Facebook/Instagram (Week 4–6)** — Set up two Facebook/Instagram ad sets targeting people aged 25–45 whose friends are recently engaged (using Facebook's life events targeting). Ad Set

A: 'premium kitchen tools' messaging. Ad Set B: 'heirloom pieces that grow more beautiful with each meal shared.' Drive traffic to dedicated landing pages with corresponding messaging and custom engraving offer. Total budget: \$300 over 3 weeks. Success metric: Set B achieves 30% lower cost per conversion. Use results to inform ongoing social media content strategy.

7. **Identify and Contact 10–15 High-End Vacation Rental Property Managers (Week 3–5)** — Research premium vacation rental and Airbnb properties in the Bend area and contact property managers about placing boards in kitchen spaces with business cards attached. Offer a property owner discount for bulk orders of 3+ boards. Create simple 'take home a piece of Bend' marketing cards to accompany each board. This is the lowest-effort channel (rated 'low' effort) and creates a passive lead generation mechanism — guests who use the boards become warm prospects for online purchases.
8. **Apply to 2–3 Additional Regional Farmers Markets for the Upcoming Season (Week 1–2)** — Submit applications to farmers markets in Redmond, Sisters, and seasonal resort-area markets. Develop a portable display that showcases wood grain differences side by side, and create 'Oregon artisan' story cards to accompany each product. Consider offering market-exclusive designs or sizes to create urgency. This channel expands the in-person audience — where conversion rates are proven — while the online experiments are being validated.
9. **Reorient Instagram Content Toward Buyers, Not Woodworkers (Ongoing)** — Audit the current Instagram account and shift content strategy from woodworking process content (which attracts other woodworkers) to buyer-focused content: finished boards in beautiful kitchen settings, gift-wrapping and personalization options, customer stories, and educational posts about end-grain care and durability. The goal is to attract Culinary Enthusiasts, Wedding Gift Buyers, and Housewarming Gift Buyers — not peers. Track follower growth and link-in-bio click-through rate monthly.
10. **Track Progress Toward 25 Online Customers and Review Experiment Results at Week 6** — Maintain a simple tracking sheet logging every online order: channel source, product purchased, order value, and customer segment. At the 6-week mark, review results from all four experiments and the channel outreach efforts. Identify which one or two moves are generating the most traction and double down on those in Q2 2026. The 25-customer goal is the proof point that online channels can work — reaching it validates the path toward eventually replacing day job income.

## Open Opportunities & Next Steps

*The following opportunities and open questions are flagged for follow-up as Q1 2026 execution progresses. They are organized by category.*

### Channel Development Opportunities

- Corporate gift market (high effort, high potential): Companies like G5, Palo Alto Software, and regional outdoor brands in Central Oregon represent a meaningful bulk-order opportunity with logo engraving as a differentiator — to be pursued in Q2 once lower-effort channels are validated
- Wholesale vs. consignment decision: As local store conversations progress, determine whether a consignment model (50/50 split) or a wholesale model (typically 50% of retail) is more sustainable given production capacity constraints
- Etsy vs. independent website: As online sales grow, evaluate whether building an independent Shopify or Squarespace store reduces platform dependency and improves brand storytelling capability compared to Etsy
- Amazon Handmade: Evaluate as a potential channel for reach, but weigh against large commission fees and the risk of commoditization in a crowded marketplace — likely a Q3 or later consideration

### Product & Pricing Opportunities

- Custom engraving as a standard upsell: Personalization is a key differentiator for both gift segments — formalize engraving as a listed add-on option across all Etsy listings and channel materials
- Gift packaging: Develop a simple, branded gift-ready packaging option (tissue paper, kraft box, care card) that justifies premium pricing and reduces friction for gift buyers
- Care and maintenance content: Create a downloadable or printed board care guide to include with every order — reinforces the quality story and reduces buyer's remorse
- Seasonal product planning: Identify peak gifting seasons (wedding season May–September, holiday gifting November–December) and plan production and inventory accordingly to avoid stockouts during high-demand periods

### Validation & Learning Priorities

- Confirm which ICP converts best online: The four experiments are designed to generate segment-level conversion data — use results to rank ICPs by online acquisition efficiency and focus Q2 messaging accordingly
- Validate willingness to pay at higher price points: The \$75–\$200 range is based on available data; test whether premium bundles or engraved pieces can push average order value above \$150 consistently
- Collect customer testimonials from farmers market buyers: Existing in-person customers are the most credible source of social proof — gather 3–5 written or video testimonials to use in Etsy listings, Instagram, and landing pages

- Build an email list systematically: The Local Community Online Bridge Test assumes an existing email list from the farmers market — if this list is small, prioritize list-building at every market and channel touchpoint going forward