# Week One: Start Strong, Plan Ahead

*"Success occurs when opportunity meets preparation." - Zig Ziglar*

## Business Insight

Every great season starts with intention-not luck. As a vendor, one of the most consequential decisions you can make is to plan your year before it begins. That means applying early to your favorite shows to get prime booth locations, not leftover spots. Go back and look at how last year's sales worked. What didn't? Now's the time to set bold, realistic goals and create a product mix that supports them.

Don't let your booth be an afterthought. Take a hard look at your setup: Does it stand out? Is it shoppable? Are you inspiring women to stop, stay, and spend?

And yes, it's worth that extra hotel night. Arrive early, set up thoughtfully, and rest well. The vendors who treat their booth like a business, not a side job, are the ones who rise.

## Transformation Trigger

* Choose 3 key shows to apply for early.
* Write down your previous year's sales goal.
* List 2 ways to level up your booth display.

## Spiritual Anchor

*"Commit your works to the Lord, and your thoughts will be established."*

*- Proverbs 16:3 NKJV*

Starting strong isn't about striving alone; it's about aligning your work with God's purpose. When you put your plans before Him, He doesn't just bless them; He refines them. Invite Him into your business this week. Let your schedule, goals, and booth setup be a form of worship.

You were made for this.

## Journaling Prompt

What shows am I committing to this year? What would a successful year look like for me- spiritually and financially? ■

# Week 2: Your Booth Is Your Brand

*"You never get a second chance to make a first impression."   
- Will Rogers*

## Business Insight

Your booth speaks before you do. The layout, lighting, and how your products are displayed tell a story. If your booth looks cluttered or slapped together, customers may pass it by without realizing how amazing your products are. Women shop with their eyes. Want to stand out? Keep it clean, themed, and inviting. Less is more when styled right. You've worked too hard to let poor presentation steal your profit.

## Transformation Trigger

* Evaluate your booth setup honestly.
* Get feedback from someone outside your business.
* Implement one visual upgrade before your next event.

## Spiritual Anchor

*"Let all things be done decently and in order."*

*- 1 Corinthians 14:40 NKJV*

God is a God of beauty and order. When we create spaces that reflect intention and care, honor Him. Your booth can be more than a shop-it can be a ministry of excellence.

**Journaling Prompt**

What's one simple upgrade I can make to my booth this month?

■

# Week 3: Don't Lose Dollars to Save Pennies

*"Don't be afraid to give up the good to go for the great."*

*- John D. Rockefeller*

## Business Insight

Cutting costs upfront often costs more later. Arriving late, skipping hotel stays, or setting up at the last minute? These choices show- and they affect sales. Instead, arrive early. Set up with intention.

Rest well. The vendor who treats this like a real business wins the long game.

## Transformation Trigger

* Arrive early for your next show.
* Plan your setup to reduce stress.
* Prioritize rest and preparation over cutting corners.

## Spiritual Anchor

*"Whatever you do, do it heartily, as to the Lord and not to men."*

*- Colossians 3:23 NKJV*

Your work matters to God. Whether folding t-shirts or fluffing florals, it becomes holy when you do it with heart and honor.

**Journaling Prompt**

What habits do I hold onto that cost me more than they're saving me?

■

# Week 4: Make Room for the Customer

*"A confused mind always says no."*

*- Donald Miller*

## Business Insight

Your booth should invite people in, not overwhelm them. If customers can't walk in, browse comfortably, or even see what you're selling, they're more likely to pass you by. A booth packed too tightly or overflowing with products feels chaotic. Customers shop with their eyes, and your space needs breathing room.

Step back. Walk your booth like a shopper. Can someone move freely? Can they see what's for sale? More isn't always more- it's often just more clutter.

## Transformation Trigger

* Remove at least three non-essential items from your following setup.
* Reorganize your layout to create open space.
* Ask a friend to walk your booth and give honest feedback.

## Spiritual Anchor

*"Let all things be done decently and in order."*

*- 1 Corinthians 14:40 NKJV*

God is a God of peace, not confusion. When your booth is orderly, customers feel welcomed, and the space reflects the order He calls us to create.

**Journaling Prompt**

What part of my booth could I simplify or streamline?

■

# Week 5: Be Seen, Stay Seen

*"Marketing is no longer about the stuff you make,*

*but about the stories you tell."*

*- Seth Godin*

## Business Insight

You could have the best products in the world, but if nobody knows you exist, they won't sell them. Promotion isn't bragging-it's showing up. Use social media to give behind-the-scenes looks, product previews, and market day reminders. Bring business cards. Use a QR code. Display your schedule.

People want to connect with the person behind the product. Be visible, approachable, and memorable. Make it easy for customers to follow you, find you, and shop again.

## Transformation Trigger

* Post a booth sneak peek 1-2 days before your next show.
* Create or update a QR code with your contact info.
* Designate a spot for business cards and signage at eye level.

## Spiritual Anchor

*"Let your light so shine before men, that they may see your good works and glorify your Father in heaven."*

*- Matthew 5:16 NKJV*

When you share your light, you're not just promoting a product-you're living your purpose. Visibility opens doors. Shine boldly.

**Journaling Prompt**

How am I inviting customers to keep coming back to me?

■

# Week 6: Be On Time, Every Time

*"Punctuality is not just arriving at a place at the right time;   
it's also about taking action at the right time."*

*- Amit Kalantri*

## Business Insight

Being late doesn't just stress you out; it affects the whole show. Vendors who show up early are calm and prepared and set the tone for success. Customers notice when you're rushed or frazzled, and staff see when you ignore check-in guidelines.

Respect the time windows. Arrive rested. Be set up before the first guest walks in. Preparedness honors everyone-including your business.

## Transformation Trigger

* Plan to arrive 30 minutes earlier than usual at your next show.
* Set alarms/reminders for setup windows.
* Pack your vehicle the night before to reduce morning stress.

## Spiritual Anchor

*"Walk in wisdom toward those who are outside, redeeming the time."*

*- Colossians 4:5 NKJV*

Time is sacred. When you show up prepared, you're stewarding your calling-not just your booth.

**Journaling Prompt**

What changes can I make to show up on time every time?

■

# Week 7: Don't Take the Best Parking

*"Leadership is not about being in charge.   
It's about taking care of those in your charge."*

*- Simon Sinek*

## Business Insight

Your customers need those front-row spots. If every vendor parked close, where would shoppers go?

Be thoughtful. Park in the designated vendor area, even if it's far away. Save the best for the people you came to serve. It's a small act that makes a big difference and reflects the kind of vendor you are.

## Transformation Trigger

* Park in vendor parking every time.
* Encourage other vendors to do the same.
* Model the hospitality you want customers to feel.

## Spiritual Anchor

*"Let nothing be done through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself."*

*- Philippians 2:3 NKJV*

Even in parking, we serve with humility. Put others first and watch your impact multiply.

**Journaling Prompt**

What small habits can I shift to serve the customer experience better?

■

# Week 8: Pay On Time - It's Good Business!

*"You can't build a reputation on what you are going to do."*

*- Henry Ford*

## Business Insight

Booth fees are part of the investment. Paying late or not at all creates stress, breaks trust, and can damage your vendor's reputation. Make it a habit to treat your vendor commitments as business obligations. Plan ahead, communicate, and honor the agreements you've made.

It's not just about staying in good standing- it's about operating with integrity.

## Transformation Trigger

* Add vendor payment deadlines to your calendar.
* Budget monthly for booth deposits and balances.
* Communicate early if something unexpected arises.

## Spiritual Anchor

*"Let your "Yes" be "Yes," and your "No," "No.""*

*- Matthew 5:37 NKJV*

Integrity in small things leads to blessing in big things. Honor your word and watch doors stay open.

**Journaling Prompt**

Do my payment habits reflect the kind of vendor I want to be?

■

# Week 9: Improve What You Offer

*"If you're not growing, you're dying."*

*- Tony Robbins*

## Business Insight

Customers are always looking for something fresh. Don't let your product line or booth display go stale. Take time to update your offerings, improve your packaging, and rethink pricing. Try a seasonal collection or rotate older stock out.

Your creativity deserves to evolve-and when you do, so do your results.

## Transformation Trigger

* Retire one product and add one new one.
* Survey past customers for feedback.
* Freshen up your booth theme or color scheme.

## Spiritual Anchor

*"Behold, I will do a new thing..."*

*- Isaiah 43:19 NKJV*

God's nature is creative. As you grow and shift, you reflect His movement in your work.

**Journaling Prompt**

What area of my business is ready for fresh ideas?

■

# Week 10: If You Can't Sell, Bring Someone Who Can

*"Nothing happens until someone sells something."*

*- Thomas Watson Sr.*

## Business Insight

If selling drains you, don't white-knuckle it - \*delegate it.\* Your product may be great, but you're leaving money on the table if you aren't engaging customers. Consider hiring or bartering with someone who loves people and can draw in buyers. You don't have to be everything-you just have to lead wisely.

## Transformation Trigger

* Assess your selling strengths and weaknesses.
* Ask a friend or hire help for your next big show.
* Observe how others sell and take notes.

## Spiritual Anchor

*"Two are better than one because they have a good reward for their labor."*

*- Ecclesiastes 4:9 NKJV*

Partnership isn't weakness-it's wisdom. God often blesses collaboration more than isolation.

**Journaling Prompt**

Who can I partner with to strengthen my sales and my booth?

■

# Week 11: Use the Tools You're Given

*"The tools you need are already in your hands."*

*- Unknown*

## Business Insight

If your show provides a vendor portal, maps, check-in letters, or promotional materials, use them. These tools aren't just extras-they're opportunities. Upload beautiful booth photos to the map. Read the entire check-in packet before emailing the promoter. Maximize what's available to save time, reduce confusion, and show professionalism.

## Transformation Trigger

* Log into your vendor portal this week.
* Upload a photo that best reflects your current booth setup.
* Bookmark the check-in details and highlight what you need.

## Spiritual Anchor

*"My people are destroyed for lack of knowledge."*

*- Hosea 4:6 NKJV*

God often provides resources. It's up to us to use them wisely. Don't miss your blessing because you overlooked the instructions.

**Journaling Prompt**

What resource or tool have I been underutilizing?

■

# Week 12: Show Up Like You Said You Would

*"Character is doing what you said you would do,   
long after the feeling in which you said it has left you."*

*- Unknown*

## Business Insight

Vendor cancellations happen. Emergencies are real. However, consistent last-minute no-shows cause headaches for promoters and hurt other vendors. When you hold a spot, the promoter turns away other vendors and builds a floor plan with your booth included. If you're a vendor who commits-commit all the way.\*

## Transformation Trigger

* Review your event commitments for the year.
* Contact promoters early if something changes.
* Reassess your calendar to avoid overbooking.

## Spiritual Anchor

*"Let your "Yes" be "Yes," and your "No," "No.""*

*- Matthew 5:37 NKJV*

Faithfulness in business reflects your faithfulness in spirit. Let your name be trusted in every room it enters.

**Journaling Prompt**

Am I treating my vendor spots like a professional commitment?

■

# Week 13: Be a Student of the Show

*"Excellence is never an accident. It is the result of   
high intention, sincere effort, and intelligent execution."*

*- Aristotle*

## Business Insight

Pay attention to your surroundings. Which booths are getting the most traffic? How are they arranged? What are the bestsellers? You're not just at a show-you're in a \*classroom\*. Every event is a chance to study, learn, and improve.

## Transformation Trigger

* Walk the floor at your next show and observe what's working.
* Take notes on booth layouts, pricing, and displays.
* Try one new idea from your observations.

## Spiritual Anchor

*"Give instruction to a wise man, and he will be still wiser."*

*- Proverbs 9:9 NKJV*

Teachability is a form of humility. When you keep learning, you keep growing. God blesses growth.

**Journaling Prompt**

What have I observed lately that could improve my booth?

■

# Week 14: Lead with Grace, Even in Business

*"Kindness is not weakness. It's strength wrapped in humility."*

*- Lysa TerKeurst*

## Business Insight

Frustrations come with venue changes, Wi-Fi issues, and booth neighbors who don't follow the rules. But your response matters. Grace isn't passive-it's powerful. Speak with respect. Practice patience.

Handle business like a leader, not a reactor.

## Transformation Trigger

* Prepare a graceful response for future frustration.
* Pray over your attitude before every show.
* Offer kindness, even when others don't.
* **Spiritual Anchor**

*"Let your speech always be with grace..."*

* *Colossians 4:6 NKJV*

Your words are a reflection of your witness. Grace in business makes room for God's favor.

**Journaling Prompt**

How can I lead with grace this week when I'm frustrated?

■

# Week 15: Be the Vendor Who Brings Joy

*"People may forget what you said, but they'll never forget how you made them feel."*

*- Maya Angelou*

## Business Insight

Energy is contagious. Vendors who smile, greet customers, and speak kindly are remembered. Joy doesn't mean fake happiness—it's the warmth that comes from within. Bring that joy to your booth, and your sales will often follow.

## Transformation Trigger

* Smile and greet every customer who walks by.
* Play gentle, inviting music in your booth.
* Share one compliment or kind word with every shopper.

## Spiritual Anchor

*"A merry heart makes a cheerful countenance..."*

*- Proverbs 15:13 NKJV*

God's joy is strength. Let it shine through your countenance, words, and booth atmosphere.

**Journaling Prompt**

What kind of emotional energy does my booth give off?

■

# Week 16: Don't Just Show Up - Show Out

*"How you do anything is how you do everything."*

*- T. Harv Eker*

## Business Insight

There's a big difference between attending a show and making an impact. The vendors who go above and beyond those are the ones people remember. Use risers, tablecloths, signage, lighting, and seasonal touches to elevate your space. You don't have to spend a fortune to create a booth that shines-just care deeply and plan smartly.

## Transformation Trigger

* Add one decorative or structural upgrade to your booth this month.
* Invest in neutral table coverings and clean signage.
* Bring a mirror or lighting to create ambiance and dimension.

## Spiritual Anchor

*"Whatever your hand finds to do, do it with your might."*

*- Ecclesiastes 9:10 NKJV*

Excellence isn't about perfection but honoring your calling by giving your best. When you give your best, God blesses the rest.

**Journaling Prompt**

How can I step up my booth presentation this season?

■

# Week 17: Customers Aren't Mind Readers

*"Communication leads to community; that is, to understanding,   
intimacy, and mutual valuing."   
- Rollo May*

## Business Insight

Your prices should be visible. Your products should be labeled. Your business name and contact info should be easy to find. If customers are confused, they won't ask-they'll walk away. Clear signage, tags, and friendly conversation help them say yes faster.

## Transformation Trigger

* Label everything from products, prices, and your business name.
* Use tabletop signage to answer FAQs (custom? restocks? sizes?).
* Have a simple welcome sign that sets the tone for your booth.

## Spiritual Anchor

*"Write the vision and make it plain..."*

*- Habakkuk 2:2 NKJV*

Clarity is kindness. Don't make people guess-invite them in with clarity and confidence.

**Journaling Prompt**

What info do customers need to see clearly in my booth?

■

# Week 18: Business Cards Still Matter

*"You miss 100% of the shots you don't take."*

*- Wayne Gretzky*

## Business Insight

In the age of smartphones, don't underestimate the power of a physical business card. It's a reminder of your brand, a tool for follow-up, and a way to keep your name in someone's wallet. Not every shopper buys now, but if they have your info, they might later.

## Transformation Trigger

* Restock your business cards and display them prominently.
* Include your website, socials, and a QR code.
* Offer to place a card in every bag with each sale.

## Spiritual Anchor

*"Cast your bread upon the waters, for you will find it after many days."*

*- Ecclesiastes 11:1 NKJV*

Seeds sown in faith take root over time. That little card might lead to your biggest sale yet.

**Journaling Prompt**

How can I make it easier for people to remember and find me?

■

# Week 19: Sell the Experience, Not Just the Stuff

*"People don't buy products. They buy better versions of themselves."*

*- Unknown*

## Business Insight

Your booth should be an experience. It should evoke emotion, capture imagination, and feel like a tiny world your customer gets to enter. Are you telling a story with your layout? Are you inviting them to dream?

Selling isn't just about the price- it's about \*how\* they feel when they're with you.

## Transformation Trigger

* Define the emotional vibe of your brand: cozy, chic, rustic, joyful.
* Add props or scents that support that experience.
* Display a sample product in use so customers can imagine it in their space.

## Spiritual Anchor

*"Taste and see that the Lord is good..."*

*- Psalm 34:8 NKJV*

People remember how they felt. Make your booth a place where hearts and your business smile.

**Journaling Prompt**

What story is my booth telling right now? Is it the one I want?

■

# Week 20: Be Your Brand-Even Off the Clock

*"Your brand is what people say about you   
when you're not in the room."*

*- Jeff Bezos*

## Business Insight

How you speak, respond, dress, and show up online reflects your brand. If you're snappy in emails, rude on social, or unprepared at shows, it erodes trust if your products are beautiful.

You \*are\* your brand. Protect it like you would your reputation because they're the same thing.

## Transformation Trigger

* Do a self-check: how do I show up online, in messages, and in person?
* Ask a trusted vendor friend how they perceive your booth and brand.
* Choose one thing that aligns better with your values and voice.

## Spiritual Anchor

*"Let your light so shine before men, that they may see your good works and glorify your Father in heaven."*

*- Matthew 5:16 NKJV*

Integrity doesn't clock out. Your business reflects your beliefs. When you walk in truth and excellence-even off the clock-your reputation becomes your ministry.

**Journaling Prompt**

Does my behavior and communication reflect the business and person I want to be known as?

■

# Week 21: Keep It Fresh - Even If It's Familiar

*"If you do what you've always done, you'll get what you've always gotten."*

*- Tony Robbins*

## Business Insight

It's easy to fall into routine-setting up the same way, bringing the same products, even wearing the same vendor tee. But freshness attracts attention. It invites curiosity. Even if you've been doing this for years, there's always something new to try- a new display piece, product mix, or marketing hook.

Don't let familiarity become your ceiling. Let it be your foundation for innovation.

## Transformation Trigger

* Swap out one recurring product with something seasonal.
* Rotate signage or props to match the time of year.
* Try a new customer engagement idea: a raffle, photo booth, or sample table.

## Spiritual Anchor

*"Sing to the Lord a new song..." - Psalm 96:1 NKJV*

God delights in the new. So should you. He's constantly creating, and He gave you that same spark.

Use it.

**Journaling Prompt**

Where have I been playing it safe? What fresh thing could I try?

■

# Week 22: Let Your Display Tell a Story

*"Marketing is really just storytelling."*

*- Gary Vaynerchuk*

## Business Insight

Your booth isn't just a retail setup-it's a story waiting to unfold. Everything speaks, from your colors to your signage to how your items are grouped. Are you telling the story of rustic charm? Feminine flair? Bold creativity? Customers will engage more deeply when they feel emotionally connected to your theme.

Help them imagine your items in their life by creating a mood, not just a shelf.

## Transformation Trigger

* Define your booth's 'theme' in 3 descriptive words.
* Adjust props and layouts to support that story.
* Create a tiny 'scene' that shows your products in action.

## Spiritual Anchor

*"Write the vision and make it plain..."*

*- Habakkuk 2:2 NKJV*

God gives you vision so others can see it, too. Make your display so clear and beautiful that even a passerby can feel the story.

**Journaling Prompt**

What emotional experience do I want customers to have in my booth?

■

# Week 23: Prep Now, Hustle Less Later

*"By failing to prepare, you are preparing to fail."*

*- Benjamin Franklin*

## Business Insight

The vendors who look effortless at shows aren't lucky-they're prepared. From packing bins in advance to having backup tags and tools, preparation brings peace. Don't wing it. Don't scramble.

Your future self (and your customers) will thank you for setting up with confidence, not chaos.

## Transformation Trigger

* Build a vendor toolkit: scissors, tape, tags, chargers, etc.
* Create a checklist for packing and setup.
* Restock supplies weekly-even before they run out.

## Spiritual Anchor

*"The plans of the diligent lead surely to abundance..."*

*- Proverbs 21:5 NKJV*

Excellence starts in private. When you honor the quiet work of prep, you open the door for public success.

**Journaling Prompt**

What part of my show routine needs better preparation?

■

# Week 24: Don't Just Work Your Booth-Work the Room

*"Your network is your net worth."*

*- Porter Gale*

## Business Insight

You're not just selling to shoppers-you're joining a community. Other vendors may become your friends, collaborators, or referral sources. Promoters are watching how you carry yourself. Every hello matters. Every handshake plants a seed. Be intentional, respectful, and positive-even when you're tired.

## Transformation Trigger

* Introduce yourself to your booth neighbors.
* Thank the promoter or staff during the show.
* Follow a few fellow vendors online and engage with their work.

## Spiritual Anchor

*"Let each of you look out not only for his interests, but also for the interests of others." - Philippians 2:4 NKJV.*

Connection builds community-and community builds longevity. Sow kindness, and it will return.

**Journaling Prompt**

Who have I connected with lately, and whom could I contact?

■

# Week 25: You're Not Behind - You're Being Refined

*"Trust the process. Your time is coming. Just do the work,   
and the results will handle themselves."*

*- Tony Gaskins*

## Business Insight

It's easy to compare your journey to other vendors. But their highlight reel isn't your whole picture. You're not behind-you're being prepared. God uses quiet seasons to refine your skills, mindset, and direction. Trust that your time is coming.

## Transformation Trigger

* Make a list of wins this year, big and small.
* Celebrate one thing you've improved over the past season.
* Ask God to show you what He's building in this season.

## Spiritual Anchor

*"Being confident of this very thing, that He who has begun a good work in you will complete it..." - Philippians 1:6 NKJV*

Growth takes time. You're never standing still when you walk in faith.

**Journaling Prompt**

Where have I grown this year that I might be overlooking?

■

# Week 26: Budget Like a Boss

*"A budget tells your money where to go instead of wondering where it went."*

*- Dave Ramsey*

## Business Insight

It's tempting to spend every booth profit immediately, but vendors reinvest. Know your margins. Track your expenses. Set aside funds for booth fees, travel, product restocking, and taxes. A clear budget gives you freedom and focus, not fear.

## Transformation Trigger

* Review your past 3 months of vendor income vs. expenses.
* Start a digital or paper tracker for monthly budgeting.
* Set a profit goal and savings target for your next big show.

## Spiritual Anchor

*"For which of you, intending to build a tower, does not sit down first and count the cost..." - Luke 14:28 NKJV*

Stewardship is spiritual. When you manage your money with intention, you invite multiplication and blessing.

**Journaling Prompt**

What does my financial discipline say about my vision?

■

# Week 27: Invest in YOU

*"Your business will never outgrow your mindset."*

*- John Maxwell*

## Business Insight

Product upgrades and booth banners are significant, but the best investment is you. Read business books, take a marketing class, and hire a coach. Your business grows at the pace of your personal growth. Keep learning, stay curious, and become the CEO your brand needs.

## Transformation Trigger

* Read or re-read a business or mindset book this month.
* Sign up for a free webinar or workshop.
* Journal or reflect on your business goals weekly.

## Spiritual Anchor

*"The heart of the prudent acquires knowledge..."*

*- Proverbs 18:15 NKJV*

You are worth the investment. God didn't give you this dream to stay stuck-He gave it so you could rise.

**Journaling Prompt**

What skill or strength could I grow that would impact my business?

■

# Week 28: Be Price-Savvy & People-Smart

*"Price is what you pay. Value is what you get."*

*- Warren Buffett*

## Business Insight

Know your numbers, understand your margins, and be wise about price positioning. But also read the room. Sometimes, a smile, a bundle deal, or a gracious conversation closes the sale more than a discount. Blend strategy with sincerity.

## Transformation Trigger

* Review your product cost breakdown and ideal profit margins.
* Test a bundled offer or loyalty reward system.
* Practice offering alternatives when customers hesitate about the price.

## Spiritual Anchor

*"A wise man will hear and increase learning..."*

*- Proverbs 1:5 NKJV*

Pricing isn't just math-it's ministry when done with integrity and grace.

**Journaling Prompt**

Where can I improve my pricing confidence or clarity?

■

# Week 29: Vet Your Venues

*"Go where you're celebrated, not just tolerated."*

*- Unknown*

## Business Insight

Not all shows are created equal. Do your homework before applying. Research attendance, promoter reputation, vendor retention, and social engagement. A cheap booth isn't always a good deal, but a pricier one might be worth every penny. Choose quality over convenience.

## Transformation Trigger

* Review your past shows. What were your best and worst events?
* Create a checklist for evaluating future opportunities.
* Ask trusted vendors about their favorite markets.

## Spiritual Anchor

*"Test all things; hold fast what is good."*

*- 1 Thessalonians 5:21 NKJV*

Discernment brings direction. The right door always leads to growth.

**Journaling Prompt**

What defines an excellent event for my business? How do I evaluate that?

■

# Week 30: Believe Bigger - Booth Fees and All

*"If you want to achieve greatness, stop asking for permission."*

*- Unknown*

## Business Insight

You might be scared to spend $400, but there are vendors spending $1,500 and making $10K a weekend. What's the difference? \*Belief.\* Believe bigger. Prepare bigger. Promote bigger. Your investment should stretch you but also align with a vision big enough to receive it.

## Transformation Trigger

* List the booth fee range you're comfortable with and the one that scares you.
* Research higher-tier events and study how top vendors show up.
* Ask yourself what level you're ready to grow into.

## Spiritual Anchor

*"Now to Him who can do exceedingly abundantly above all that we ask or think..."*

*- Ephesians 3:20 NKJV*

God's not scared of big numbers. Don't let fear shrink your future. Dream-and invest-accordingly.

**Journaling Prompt**

What would my next-level business look like? What's stopping me from stepping into it?

■

# Week 31: Hustle with Heart, Not Panic

*"Work hard in silence. Let your success be the noise."*

*- Frank Ocean*

## Business Insight

Hustling isn't bad- it's the heart behind it that matters. Are you grinding from anxiety or building with intention? When hustle is rooted in panic, burnout follows. But when it's rooted in purpose and peace, growth comes.

Slow down and ask: \*Is my energy coming from faith or fear?\*

## Transformation Trigger

* List three things you can let go of this week to gain clarity.
* Schedule quiet time before your next show day.
* Work from a list of stress.

## Spiritual Anchor

*"And let the peace of God rule in your hearts..."*

*- Colossians 3:15 NKJV*

God's work isn't frantic. Let peace be your pace-setter, not pressure.

**Journaling Prompt**

Where do I feel panic in my business, and how can I shift to peace?

■

# Week 32: Plan Your Work, Work Your Plan

*"A goal without a plan is just a wish."*

*- Antoine de Saint-Exupéry*

## Business Insight

Don't float through vendor season, hoping for success. Plan your goals, your inventory, your setups, and your promotions. Then, follow through with focus. The vendors who 'wing it' every time usually fall short. Consistency is your superpower.

## Transformation Trigger

* Write down your top 3 goals for the next 30 days.
* Break each into weekly or daily steps.
* Track your progress and celebrate small wins.

## Spiritual Anchor

*"Commit your works to the Lord, and your thoughts will be established."*

*- Proverbs 16:3 NKJV*

God blesses intentionality. Planning with Him makes the difference between busy and fruitful.

**Journaling Prompt**

What does a clear plan look like for me this season?

■

# Week 33: Know Your Numbers, Grow Your Profits

*"What gets measured gets managed."*

*- Peter Drucker*

## Business Insight

Guessing won't grow your business. If you don't know your cost per item, booth ROI, or sales trends, you're flying blind. Even basic tracking will help you see what's working and where to

shift.

## Transformation Trigger

* Record sales at your next event by category or item.
* Calculate your profit margin on your top 3 products.
* Review your year-to-date show ROI (booth fee vs. sales).

## Spiritual Anchor

*"Be diligent to know the state of your flocks..."*

*- Proverbs 27:23 NKJV*

Numbers aren't scary-they're sacred. Stewardship starts with knowing what God has entrusted to you.

**Journaling Prompt**

Where am I avoiding the numbers? What truth might they reveal?

■

# Week 34: Communicate Like a Pro

*"Clear is kind. Unclear is unkind."*

*- Brené Brown*

## Business Insight

Whether you're emailing a promoter, messaging a customer, or responding to a complaint, words matter. Be prompt, respectful, and thorough. Don't ghost, ignore, or react emotionally.

Professionalism is magnetic.

## Transformation Trigger

* Set a 24-hour response rule for your vendor inquiries.
* Proof your public posts or stories before publishing.
* Practice responding to a complex message with grace.

## Spiritual Anchor

*"Let your speech always be with grace..."*

*- Colossians 4:6 NKJV*

The tone of your communication reflects your leadership. Speak with clarity, kindness, and Christ-like grace.

**Journaling Prompt**

What is my default tone in messages? How can I refine it?

■

# Week 35: Expect Good Things

*"What you focus on expands."*

*- Esther Hicks*

## Business Insight

Don't go into shows thinking, 'It probably won't be that great.' Expectation is powerful. It shapes your preparation, attitude, and even outcomes. Faith-based optimism attracts favor. Customers feel it. Promoters notice it. God honors it.

## Transformation Trigger

* Write an affirmation to speak before each show.
* Visualize your booth as full and busy.
* Pray with expectancy the night before an event.

## Spiritual Anchor

*"According to your faith, let it be to you."*

*- Matthew 9:29 NKJV*

God responds to faith. What you expect in Him, you invite.

**Journaling Prompt**

Am I planning like good things are coming, or am I bracing for disappointment?

■

# Week 36: Create Systems, Not Stress

*"You don't rise to the level of your goals.   
Fall to the level of your systems."*

*- James Clear*

## Business Insight

Routines save time, energy, and anxiety. If you're reinventing your setup every show, it's time to systemize. Bins, labels, loading plans, and checklists- Get organized once to focus on selling, not scrambling.

## Transformation Trigger

* Create a booth setup map with measurements and photos.
* Have labels, bins, or drawers for repeat-use tools.
* Build a reusable packing checklist and save it on your phone.

## Spiritual Anchor

*"Let all things be done decently and in order."*

*- 1 Corinthians 14:40 NKJV*

Order creates space for excellence. Systems aren't limiting-they're liberating.

**Journaling Prompt**

What process could I streamline this month?

■

# Week 37: Say Thank You Like It's Part of the Sale

*"Feeling gratitude and not expressing it is like*

*wrapping a present and not giving it."*

*- William Arthur Ward*

## Business Insight

Gratitude leaves a mark. Customers who feel genuinely appreciated are more likely to return, refer, and remember. A warm thank you, a handwritten note, or even a smile and eye contact- these small touches create lasting impact.

## Transformation Trigger

* Verbally thank every customer with intention.
* Write 5 thank-you notes this week to customers, helpers, or supporters.
* Add a thank-you tag or sticker to your packaging.

## Spiritual Anchor

*"In everything, give thanks..."*

*- 1 Thessalonians 5:18 NKJV*

Gratitude is good business and a godly mindset. Never underestimate its power.

**Journaling Prompt**

How do I show appreciation, and how can I do it more intentionally?

■

# Week 38: Follow Up = Future Sales

*"The fortune is in the follow-up."*

*- Jim Rohn*

## Business Insight

Most customers won't follow up with you- you have to follow up with them. Email lists, thank-you messages, social posts, and pop-up reminders keep you on their radar. It's not pushy. It's professional. Be the vendor who circles back and stays visible.

## Transformation Trigger

* Collect emails at your next show (with a raffle or sign-up bonus).
* Send a follow-up message or thank-you email within 3 days.
* Schedule a post-show 'next event' reminder on your socials.

## Spiritual Anchor

*"Let your light shine before others..."*

*- Matthew 5:16 NKJV*

You're not bothering people- you're building relationships. Follow-up is how favor flows.

**Journaling Prompt**

How do I maintain a connection after the sale?

■

# Week 39: Set Boundaries to Protect Your Brand

*"You get what you tolerate."*

*- Henry Cloud*

## Business Insight

Not every customer is your customer, and not every opportunity is for you. Know your limits: time, pricing, energy, and collaborations. Boundaries are part of business maturity, and they protect your peace and brand integrity.

## Transformation Trigger

* Say no to something that's not aligned this month.
* Define your minimum price, profit margin, or booth quality standards.
* Remove one task that's draining your energy unnecessarily.

## Spiritual Anchor

*"Guard your heart above all else, for it determines the course of your life."*

*- Proverbs 4:23 NLT*

Boundaries are biblical. They're not rejection-they're protection.

**Journaling Prompt**

What boundary do I need to reinforce in my business?

■

# Week 40: Evaluate & Evolve

*"What got you here won't get you there."*

*- Marshall Goldsmith*

## Business Insight

Every great brand evolves. Pause, look back, and review your wins, misses, and opportunities. Where are you thriving? Where are you stuck? Don't fear the pivot. Lean into the growth. Let this be your audit week.

## Transformation Trigger

* Make a 'stop, start, continue' list for your vendor habits.
* Ask a trusted peer for feedback.
* Spend one hour dreaming about what's next and write it down.

## Spiritual Anchor

*"See, I am doing a new thing..."*

*- Isaiah 43:19 NKJV*

God is always building you, allowing Him to shape the next version of your business.

**Journaling Prompt**

What's one area I need to evolve in order to stay aligned with my purpose?

■

# Week 41: A Heart Full of Thanks

*"Gratitude turns what we have into enough."*

*- Melody Beattie*

## Business Insight

In the rush of vendor life, it's easy to forget how far you've come. This week, pause and reflect on what you're thankful for—your talents, your team, your customers, your health. Your business is a gift. Your growth is a testimony. And your presence at shows is a blessing to more people than you realize.

## Transformation Trigger

* Write a gratitude list for your business journey.
* Text or message a vendor or customer to say thanks.
* Thank God daily for the provision and purpose in your work.

## Spiritual Anchor

*"Give thanks to the Lord, for He is good..."*

*- Psalm 107:1 NKJV*

Thankfulness resets your heart. The more you notice, the more there is to celebrate.

**Journaling Prompt**

What am I most grateful for in this vendor journey?

■

# Week 42: The Final Show - Finish with Faith

*"It's not how you start - it's how you finish."*

*- Unknown*

## Business Insight

As the holiday market season comes to a close, finish strong. Whether your last show was your best or your most challenging, leave on a note of excellence. Take photos of your booth. Thank your followers.

Deliver orders and plant seeds for next year with grace and confidence.

## Transformation Trigger

* Reflect on your best moments of the season.
* Post a thank-you message to your audience or customers.
* Leave your final event space clean and joyful.

## Spiritual Anchor

*"I have fought the good fight, I have finished the race, I have kept the faith."*

*- 2 Timothy 4:7 NKJV*

There's beauty in closure. End this season with honor, knowing you gave it your best. God saw every part.

**Journaling Prompt**

What does finishing intense look like for me this year?

■

# Week 43: Rest & Reconnect

*"Rest is not idleness, and to lie sometimes on the grass   
is by no means a waste of time."*

*- John Lubbock*

## Business Insight

After an entire season, it's time to exhale. Rest is not weakness-it's wisdom. Take time to rest physically, reconnect with family, and reset spiritually. Let the slower days restore what the hustle required.

## Transformation Trigger

* Schedule a no-work day for yourself this week.
* Write a thank-you or encouragement card to your family or helpers.
* Spend intentional time with someone who brings you peace.

## Spiritual Anchor

*"Come to Me, all you who labor and are heavily laden, and I will give you rest." - Matthew 11:28 NKJV.*

Jesus invites you to rest not just from labor but into love. Let Him refresh you.

**Journaling Prompt**

What areas of my life or heart need rest right now?

■

# Week 44: Celebrate the Season - However You Observe It

*"The joy of brightening other lives becomes the magic of the holidays for us."*

*- W.C. Jones*

## Business Insight

Whether you celebrate Christmas, Hanukkah, or a season of light and giving, embrace it. Give, laugh, share, decorate, and pause to breathe in the magic. Celebrate in a way that honors your beliefs, brings your family close, and refreshes your heart.

## Transformation Trigger

* Decorate a space just for your joy-not for business.
* Say something kind to a stranger this week.
* Donate or give back in a way that honors your blessings.

## Spiritual Anchor

*"Every good gift and every perfect gift is from above..."*

*- James 1:17 NKJV*

Whatever your tradition, choose joy. Make space for the sacred, the simple, and the sparkly.

**Journaling Prompt**

How do I want to experience this holiday season?

■

# Week 45: Reflect & Rejoice

"Sometimes you don't realize the weight of what you've carried   
until you feel the peace of letting it go."

*- Unknown*

## Business Insight

Look back over your year. What moments made you proud? What stretched your faith? Where did you see God's hand at work? Even in trials, there was growth. Rejoice in the process. Release what you don't need to carry into next year.

## Transformation Trigger

* Review your year's wins, losses, and lessons.
* Write a letter to your past self thanking her for the journey.
* Pray and release any burdens from the year.

## Spiritual Anchor

*"The Lord has done great things for us, and we are glad."*

*- Psalm 126:3 NKJV*

Even hard years grow holy roots. Reflect. Rejoice. And rise.

**Journaling Prompt**

What am I ready to release from this past year? What am I prepared to celebrate?

■

# Week 46: Vision for the Year Ahead

*"The future belongs to those who believe in*

*the beauty of their dreams."*

*- Eleanor Roosevelt.*

## Business Insight

This is the season to cast vision. Where do you want to go next? What shows? What sales goals? What spiritual goals? Don't just dream vaguely-write it out. Speak it out. Vision invites alignment, and God works powerfully through intentionality.

## Transformation Trigger

* Set your top 3 business goals for the year.
* Write down a spiritual or personal goal, too.
* Pray over your vision and ask for divine direction.

## Spiritual Anchor

*"Write the vision and make it plain..."*

*- Habakkuk 2:2 NKJV*

God works in vision. Don't be afraid to think big's bigger.

**Journaling Prompt**

What does my ideal year look like? How will I invite God into it?

■

# Week 47: Rise & Rebuild

*"Fall seven times, stand up eight."*

*- Japanese Proverb*

## Business Insight

If last year was hard, that's okay. You can rise again. Rebuild what broke. Recommit to what matters. Let this be the year you choose strength, healing, and hope. Every setback holds seeds for a comeback.

## Transformation Trigger

* Write down the one thing you want to rebuild this year.
* Speak life over your business out loud.
* Remind yourself of who you are and who you are.

## Spiritual Anchor

*"For though the righteous fall seven times, they rise again..."*

*- Proverbs 24:16 NIV*

You're not done. You're being restored. Let God rebuild every place you feel broken.

**Journaling Prompt**

Where do I feel ready to rise again this year?

■

# Week 48: Bonus Week - Vendor Vision Board

*"Create the highest, grandest vision possible for your life because   
you become what you believe."*

*- Oprah Winfrey*

## Business Insight

A vision board isn't fluff-it's focus. Seeing your dreams daily helps anchor your energy and intention. Use photos, words, Scriptures, or anything that lights a spark. Pin it up where you'll see it- and build toward it step by step.

## Transformation Trigger

* Cut or print photos that reflect your business goals.
* Choose a theme word or Scripture for your year.
* Place your board where you'll see it often.

## Spiritual Anchor

*"Where there is no vision, the people perish..."*

*- Proverbs 29:18 KJV*

You're worthy of dreaming big. God's vision is more significant than your fear of it.

**Journaling Prompt**

What belongs on my vision board? What message does it speak?

■

# Week 49: Bonus Week - A Letter to Your Future Self

*"The best way to predict the future is to create it."*

*- Peter Drucker*

## Business Insight

Take this moment to write to your future self. What do you hope you've accomplished? Who do you want to become? What has God taught you by then? Seal it. Save it. Read it next year. Let your words be a prayer and a prophecy.

## Transformation Trigger

* Write a letter to your future self dated one year from now.
* Describe what you hope to have achieved or overcome.
* Bless yourself with encouragement and truth.

## Spiritual Anchor

*"Forget the former things; do not dwell on the past. See, I am doing a new thing..."*

*- Isaiah 43:18-19 NIV*

You are becoming more than you know. Speak life into that version of you.

**Journaling Prompt**

What do I want to read next year that will inspire me to keep going?

■

# Week 50: Bonus Week - Speak It & See It

*"Words create worlds."*

*- Unknown*

## Business Insight

Life and death are in the power of the tongue. Speak abundance. Speak growth. Speak peace. Don't talk down to your business-speak into it with authority and faith. Your words shape your work, your brand, and your outcomes.

## Transformation Trigger

* Write three affirmations or Scriptures to speak daily.
* Speak aloud about your business goals once a week.
* Replace negative talk with truth every time it comes up.

## Spiritual Anchor

*"Death and life are in the power of the tongue..."*

*- Proverbs 18:21 NKJV*

Speak what you want to see. There is power in your declaration.

**Journaling Prompt**

What words am I sowing into my business, and what needs to change?

■

# Week 51: Bonus Week - Business Reset Checklist

*"A fresh start isn't a place-it's a decision."*

*- Unknown*

## Business Insight

Before you dive into the year, reset your systems. Refresh your inventory, marketing, goals, and strategy. Wipe the slate clean. Update what needs updating. You're not starting from scratch-you're starting from strength.

## Transformation Trigger

* Take inventory and clear out old or broken stock.
* Update your website, bios, and social media profiles.
* Set your top 3 operational goals for the new year.

## Spiritual Anchor

*"Behold, I make all things new."*

*- Revelation 21:5 NKJV*

New beginnings are sacred. Permit yourself to reboot with grace.

**Journaling Prompt**

What deserves a reset, and how will I approach it with excellence?

■

# Week 52: Bonus Week - Your Year in Review

*"Don't count the days. Make the days count."*

*- Muhammad Ali*

## Business Insight

You did it. You are committed to growth, faith, and excellence all year long. This is your moment to look back, give thanks, and look forward again. Your journey matters. Your progress is sacred. Celebrate what God has done and step boldly into what's next.

## Transformation Trigger

* Read through your past journaling pages or notes.
* Highlight the top 3 growth areas from this devotional journey.
* Write a prayer or blessing over your next season.

## Spiritual Anchor

*"He who began a good work in you will complete it..."*

*- Philippians 1:6 NKJV*

The story is not over—it's just getting better. Thank you for showing up for your business, your family, your faith, and your future.

## Journaling Prompt

What has changed in me since Week One?

■