🧶 Crochet Business Summit: Online Profits Edition

Tagline: Conquer tech overwhelm, create predictable income online, and overcome the roadblocks to growing a profit-making, sustainable stitchcraft business.

Audience: Crochet business owners (product sellers, designers, educators, and service providers) who want a sustainable, values-aligned business—not hustle culture.

Summit Purpose:
This summit is intentionally designed to meet attendees where they *think* they need help (tactics, tools, visibility), while guiding them toward what they *actually* need (clarity, prioritization, momentum, and support). Sessions are decision-first, practical, and grounded in real experience—not theory.

Please select a session topic to present on that best aligns with your lived experience and business path. Or, suggest something that you feel better fits your expertise.

Note: Highlighted titles have committed speakers

Need help outlining your presentation? We have a simple plug + play AI prompt to help!

DAY 1 — FOUNDATION & CLARITY

Theme: From Chaos to Confidence
Purpose: Help attendees feel grounded, validated, and oriented. Day 1 reduces overwhelm and self-blame so attendees are emotionally and strategically ready to make decisions.

You're Not Doing It Wrong — Why Your Crochet Business Feels Harder Than It Should - Pam Grice

Description: Before we talk about growth, marketing, or income, we need to talk about the person building the business. In this opening session, Pam speaks to the emotional weight many crochet business owners are carrying and reframes what's really happening beneath the surface—through the lens of resilience, identity, and sustainable leadership—so growth doesn't come at the cost of burnout.

Decision: *"The business only grows as steady as the person behind it."*

From Hobbyist to CEO: The Identity Shift That Changes Everything - Edie Eckman

Description: Moving from hopeful creator to intentional business owner.
Decision: *“I’m ready to take ownership of my role.”*

Choosing the Right Business Model for You - Ashlee Brotzell

Description: Not every crochet business needs YouTube, daily content, or the same growth path. This session explores how personality, energy, life season, and lived experience should inform your business model—and why forcing yourself into the “right” strategy often leads to burnout. Grounded in psychology, real-life constraints, and lessons learned the hard way.
Decision: *“I’m allowed to build a business that fits my brain, energy, and life—and I can ask for help sooner instead of pushing through alone.”*

Tech Without Tears: The 5 Tools You Actually Need (and the Ones You Don’t) - Erin Toews

Description: Simplifying tech to remove friction and restore momentum.
Decision: *“I can run a real business with fewer tools than I thought.”*

Fearless Visibility: How Showing up Authentically Pays Off - Literally - Chantal Miyagishima

Description: Showing up online without becoming someone you don’t recognize.
Decision: *“I can be visible and still be myself.”*

Comparison, Imposter Syndrome & the Quiet Ways We Self-Sabotage - Courtney Whitehead

Description: Naming the internal patterns that delay action.
Decision: *“This discomfort doesn’t mean stop—it means grow.”*

What I Wish I’d Known When I Started My Crochet Business - Debbie Field

Description: Hard-earned lessons that would have saved time, money, and emotional energy early on.
Decision: *“I can stop learning everything the hard way.”*

Creative Within Limits: Why Constraints Make You a Better Crochet Teacher - Elizabeth Okeyele-Olatunji

Description: Teaching doesn't have to happen in perfect studios with unlimited time and supplies. This session explores lessons learned from teaching crochet in real-world conditions—and how working within limits can sharpen your skills, clarify your methods, and deepen creativity for both you and your students.
Decision: "Constraints aren't holding me back—they're helping me teach more clearly, creatively, and confidently."

The Moment I Stopped Treating My Business Like a Hobby - Jayresa Sass

Description: A turning point story about responsibility, confidence, and ownership.
Decision: *"I'm ready to take myself seriously as a business owner."*

The Biggest Mistakes I Made — and Why They Were Necessary - Twinkie Chan

Description: Normalizing missteps and reframing failure as data, not disqualification.
Decision: *"Mistakes don't mean I'm bad at business — they mean I'm learning."*

Why Doing More Wasn't the Answer (and What I Simplified Instead) - Kati Brown

Description: A story about burnout, overcommitment, and choosing fewer priorities.
Decision: "*I don't need to do everything to succeed."*

Day 1 Closing Session: From Clarity to Choice - Pam Grice

Description: Integrating Day 1 insights and preparing for intentional decisions.
Decision: *"I'm ready to stop drifting and start deciding."*

DAY 2 — DECISION DAY: CHOOSE THE RIGHT GROWTH PATH

Theme: Stop Guessing. Start Building.
Purpose: Replace overwhelm with clarity by helping attendees choose what to focus on—and what to ignore.

Instagram, TikTok, or Facebook: Which Platform Is Actually Worth Your Time? - Nicole Riley

Description: Understanding platform strengths and when social media should (or shouldn't) be a priority.
Decision: *"This is the platform I'm focusing on for the next 90 days."*

Pick a Lane : Why Crochet Businesses Fail When They Try to Do Everything on YouTube - Elise Speed

Description: YouTube can be powerful—but only when it's used with intention. This session breaks down why trying to serve everyone, post every format, and chase every trend leads to burnout and stalled growth, and how choosing a clear lane creates focus, momentum, and better results.
Decision: "I don't need to do all the things on YouTube—I need a clear purpose and a focused strategy."

Stay in the Game: How Real Crochet Businesses Grow Without Going Viral - Allie Wasserman

Description: A grounded look at what sustainable growth actually looks like when one strategy stalls, algorithms don't cooperate, and life (including small kids at home) keeps happening. Learn how to keep experimenting, diversify income streams, and maintain a CEO mindset—even when results feel slow or invisible.
Decision: "I don't need viral success to build a profitable, lasting crochet business—I just need consistency, adaptability, and belief in the process."

Should You Create a Digital Product Next—or Not Yet? - D'vorah Lansky

Description: Identifying readiness for digital offers.
Decision: *"A digital product is or isn't my next step."*

Email Lists: Necessary Evil or Business Backbone? - Tamara Kelly

Description: Understanding the role of email in predictable income.
Decision: *"Email is or isn't a core system for me right now."*

Etsy + Website or Etsy Only? - Lisa Fox

Description: Understanding when adding a website creates leverage—and when it just adds overwhelm.
Decision: *"My sales strategy is Etsy-only or Etsy + website—and I know why."*

Hosting CALs for Consistent Income: Turning Community into Revenue - Arunima Goel

Description: Learn how Crochet Alongs (CALs) can become a reliable income stream while deepening community and engagement. This session covers how to structure, price, and run CALs in a way that's sustainable for you—and enjoyable for your audience.
Decision: *"I can use CALs to create predictable income without relying solely on launches or viral content."*

How Niching Down Made My Crochet Business Stronger (Not Smaller) - Nichola Griffiths

Description: A real-world look at how narrowing your focus can actually increase clarity, confidence, and sales. This session breaks down what "niching down" really means, common fears that hold makers back, and how specialization can make your crochet business easier to market and grow.
Decision: "Focusing on a clearer niche won't limit my business—it can help it grow faster and more sustainably."

The Tech of Teaching: Get Set Up for Success and Start Teaching Crochet Online - Eleonora

Description: A practical, beginner-friendly walkthrough of the essential tech needed to start teaching crochet online—without overwhelm or unnecessary complexity. Learn how to choose simple tools for hosting, recording, and delivering lessons so you can focus on teaching, not troubleshooting.
Decision: "I know what tech I actually need to start teaching crochet online—and I'm ready to get set up and begin."

Create Once, Post Everywhere: Using Automation to Simplify Social Media for Crochet Businesses - Courtney Clark

Description: Managing content across Instagram, TikTok, and YouTube Shorts doesn't have to mean creating from scratch every time. This session explores how content-repurposing tools can help crochet business owners save time, stay consistent, and expand reach—without adding more work to their plate.
Decision: *"I can simplify my marketing by creating content once and sharing it strategically across platforms."*

Day 2 Closing Session: From Options to Ownership - Pam Grice

Description: Consolidating decisions into one clear direction.
Decision: *“I know my focus—and I’m committing to it.”*

DAY 3 — IMPLEMENTATION & MOMENTUM

Theme: Build a Business That Supports Your Life
Purpose: Help attendees move from decision to action—and sustain momentum without burnout.

Implementing When You Don’t Feel Like It - Alysha Littlejohn

Description: Navigating resistance, perfectionism, and low-energy seasons.
Decision: *“I can take action even on hard days.”*

Building a Business That Gives You Your Life Back - Tonya Bush

Description: Designing business around your ideal life—not endless growth.
Decision: *“My business exists to support my life.”*

Planning for Productivity - Pam Grice*: an implementation session to help you make a plan to take action on the strategies you learned at the summit that are the next best step for your business.*

Speaker Notes:

- Speakers should teach from lived experience, not theory.
- Sessions should emphasize *decisions made*, including what you chose **not** to do.
- Fluff, hype, and generic motivation should be avoided.
- Practical clarity, honesty, and real trade-offs are encouraged.

Thank you for contributing to a summit designed to truly serve crochet business owners.