



Instructional Video Design Worksheet

One worksheet per video. If creating a micro-video series, use one worksheet for each video in the series.

Title of Video and Topic: How to Start Selling Vintage Clothes Online: A Complete Guide

Micro-video Series Tutorial Training Screencast Presentation/Lecture

Grade or Target Age Group Level:

16 years old -30 years old

Video Duration (Maximum 5 minutes, if creating a micro-video series, series must not exceed 5 minutes):

4:58

FCCLA Integration (National Programs, Competitive Events, Meetings/Events, if applicable):

Career Connection

We will showcase our video in high school FCS classes to demonstrate how to be able to start an online reselling business.

Video Learning Objective(s):

- How to come up with a simple business plan.
- How to form a mission statement.
- How to build a brand.
- How to set prices.
- How to photograph products.
- How to ship packages to customers.

National Family and Consumer Sciences Standards (or others as appropriate):

1.2.1

Analyze potential career choices to determine the knowledge, skills, attitudes, and opportunities associated with each career.

1.2.5

Analyze future-ready strategies to shape, manage, and utilize change, including changing technologies, in workplace settings.

Career Readiness Practices (Select all that apply):

- | | |
|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Act as a responsible and contributing citizen and employee<input type="checkbox"/> Apply appropriate academic and technical skills<input type="checkbox"/> Attend to personal health and financial well-being<input type="checkbox"/> Communicate clearly and effectively and with reason<input type="checkbox"/> Consider the environmental, social and economic impacts of decisions<input type="checkbox"/> Demonstrate creativity and innovation<input type="checkbox"/> Employ valid and reliable research strategies | <ul style="list-style-type: none"><input type="checkbox"/> Utilize critical thinking to make sense of problems and persevere in solving them<input type="checkbox"/> Model integrity, ethical leadership and effective management<input type="checkbox"/> Plan education and career paths aligned to personal goals<input type="checkbox"/> Use technology to enhance productivity<input type="checkbox"/> Work productively in teams while using cultural global competence |
|---|--|

Key Topic/Step 1: Research Business Ideas

Timeframe: 0.28s-0.50s

Storyboard/Scripting (media/images/notes):

Before beginning your eCommerce journey, take some time to research vintage clothing, brainstorm clothing business ideas and clarify your vision for your ideal online vintage store. Decide what you're going to sell, why you want to sell it, and create a plan for your vintage business.

Creating a vision board helps you visualize your goals and wishes for your business.

Key Topic/Step 2: Build Your Brand

Timeframe:0.52s-2.26s

Storyboard/Scripting: (media/images/notes):

Develop brand ethos, clothing brand name, and mission statement while starting your business. This can help guide your business in so many ways, from how you source stock to how you communicate with your customers.

Key Topic/Step 3: Funding Your Business

Timeframe:2.27s-2.49s

Storyboard/Scripting (media/images/notes):

Having ready access to cash is preferable, so you'll be able to source stock in bulk or buy a vintage bargain if one suddenly crosses your path.

Key Topic/Step 4: Sourcing Inventory

Timeframe:2.50s-3.10s

Storyboard/Scripting (media/images/notes):

Sourcing vintage clothing is often shrouded in secrecy and something that successful vintage sellers keep firmly to themselves. Many sellers build relationships with suppliers in the hopes of getting first dibs when it comes to choosing stock. This tight-lipped tactic is understandable given the rapid growth in eCommerce, online marketplaces and resale shopping apps, and the fact we're all so interconnected. Vintage sellers from around the world are also potentially your competition.

Key Topic/Step 5: Setting Prices

Timeframe:3.11s-3.35s

Storyboard/Scripting (media/images/notes):

It's entirely possible to start selling vintage on a very small budget. You can start by selling vintage clothing from your own wardrobe or someone else's, reselling thrifted garments, or selling goods from a wholesale supplier with a low minimum order quantity. Having ready access to cash is preferable, so you'll be able to source stock in bulk or buy a vintage bargain if one suddenly crosses your path.

Key Topic/Step 6:Photographing Stock

Timeframe:3.36s-3.55s

Storyboard/Scripting (media/images/notes):

Regular online shoppers know that product photography can make or break their purchase decision. We need closeups, we want to know how something moves, and when it comes to clothing, ideally we want to see what it looks like on a real human being. Even if you only shoot flatlays or on a mannequin, you'll win a browser's trust by sharing detailed images so they know exactly what to expect from that old and pre worn garment.

Great photography can set you apart as a vintage seller, especially on social media where it's all about aesthetics. You can take a creative approach, experimenting with colorful backgrounds and interesting locations or keep it clean and simple. Do what fits your store's ethos.

Key Topic/Step 7: Shipping and Packaging

Timeframe:4.00s-4.31s

Storyboard/Scripting: (media/images/notes):

Once you sell a garment you will need to package and ship it to your customer. Include a note as a thank you for their purchase and encourage them to leave a review on your shop.

Summary/Ending (summary of key learning, next steps for viewer, and call to action for viewer):

As you'll have gathered from this guide, starting a vintage clothing business takes a lot of time and effort. It requires you to be a jack of all trades, turning your hand to sourcing, cleaning, repairs, photoshoots, marketing and selling. But it is all very rewarding. If this sounds thrilling to you, then it could very well be the perfect business opportunity.

Source (If Applicable: cite any published or copyrighted materials used in this video):

<https://www.shopify.com/blog/211022217-sell-vintage-clothing-online>

https://video.search.yahoo.com/video/play;_ylt=AwrigA_qCaBliAw1gcv7w8QF;_ylu=c2VjA3NyBHNSawN2aWQEZ3BvcwMx?p=how+to+start+selling+vintage+clothes+online&vid=8e2910670e567d2f16303933c4aef2fd&turl=https%3A%2F%2Ftse4.mm.bing.net%2Fth%3Fid%3DOVP.z3BCIM0f6PVT5ssGUEhTpAHgFo%26pid%3DApi%26h%3D360%26w%3D480%26c%3D7%26rs%3D1&rurl=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DeQtFfGabCdc&tit=%3Cb%3Ehow%3C%2Fb%3E+%3Cb%3Eto%3C%2Fb%3E+%3Cb%3Estart%3C%2Fb%3E+an+%3Cb%3Eonline%3C%2Fb%3E+%3Cb%3Evintage%3C%2Fb%3E+store+%7C+make+money+%3Cb%3Eselling%3C%2Fb%3E+%3Cb%3Evintage%3C%2Fb%3E+clothing+in+2021&c=0&sigr=6fIzfxLpnRXW&sig=MNMfIZ1lZChn&sig=qJ7S9WmlywAj&fr=p%3As%2Cv%3Av&h=360&w=480&l=909&age=1613589013&fr=mcafee&type=E211US105G0&tt=b

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Additional Notes: