

RESIN PROFIT LAB · ADVANCED

ORDER QUEUE ADVANCED



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Your queue is starting. Now we make every line **worth more**: the price that pays you, the price that doesn't get haggled, when to raise it and how to keep up when the orders come faster than the resin cures.

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◆ THE ONE RULE OF THIS GUIDE

Never sell below your minimum price. Not for a friend, not for the first sale, not because you are nervous. Below the minimum you are paying to work.

1 CHAPTER 1 OF 5

Your minimum price formula

Guessing a price is how good pieces get sold for $30. **Four numbers and one multiplication** give you the lowest price you ever accept.

Materials	+	Mold share	+	Your hours	×	MARGIN
resin, pigment, gold, rim		mold price ÷ pours		hours × $25		2

1 Materials

Everything that goes into the piece: resin, pigment, mica, gold leaf, the gold rim or handles. **Weigh what you use** the first time and write it down.

2 Mold share

A good silicone mold lasts **20 pours or more** with care. A $30 mold used 20 times costs you $1.50 per piece. That is the mold that pays for itself.

3 Your hours

Only your hands-on time: mixing, pouring, sanding, wrapping. Curing time doesn't count: **resin works while you sleep.** Pay yourself $25 an hour.

4 × 2

Half pays you and your costs. **The other half is the business**: new molds, more resin, a bigger table, the day you want a week off.



Five minutes with a calculator the first time. After that, it's one line in your spreadsheet.

◆ EMMA'S TIP

Always round **up** to a clean number: $332 becomes $340, $273 becomes $280. Clean numbers look confident. $331.50 looks like you're unsure.

The small sink: $40 of materials, $340 price

MATERIALS	MOLD SHARE	5 HOURS × $25	SUBTOTAL × 2	YOUR PRICE
$40	**$10 ÷ 10 = $1**	**$125**	**$332**	**$340**

The $10 sink mold gets used over and over. After the materials, **about $300 of every small sink stays with you**: your hours and the money that grows the business.

MINIMUM PRICES FOR THE PIECES IN THIS COURSE

PIECE	MATERIALS	MOLD SHARE	HANDS-ON	FORMULA	YOUR PRICE
Keychain	$0.40	$0.10	5 min	$5.00	**$5**
Coasters, set of 4	$6.00	$0.48	36 min	$43	**$45**
Round tray, 12 in	$10	$0.50	1.4 h	$91	**$95**
Wall clock, 12 in	$18	$1.00	2.4 h	$158	**$160**
Ocean serving tray, 18 in	$35	$1.50	4 h	$273	**$280**
Small vessel sink	$40	$1.00	5 h	$332	**$340**
Large vanity sink	$180	$6.00	10 h	$872	**$900**

Materials are approximate US prices for 2026 when buying the supplies in Your $20 Starter Kit and Where to Buy Supplies. Weigh and price your own the first time: your numbers are the ones that count.

◆ WHAT THE × 2 ALREADY COVERS

Gloves, cups, sandpaper, electricity. **The margin pays for them.**

◆ IF IT FEELS TOO HIGH

It's your **floor**, not your ceiling. Most custom pieces sell above it.

YOUR TURN · YOUR NEXT PIECE

_____ + _____ + _____ × 2 = _____

Materials | Mold share | Hours × $25 | **Minimum price**

2 CHAPTER 2 OF 5

Why custom pieces don’t get haggled

People haggle when they can compare. **A piece made in her colors, her size, for her bathroom, has nothing to be compared to.** She can’t find the same one anywhere, so she doesn’t bargain.

1 ## She chose it

The colors, the size, the gold. **The moment she picks, it becomes hers**, before you even pour.

2 ## It doesn’t exist yet

There is no store price on a piece that is only in your queue. **Your price is the only price.**

3 ## She waits for it

A pickup date and a deposit say “this is serious work”. People respect what they wait for.

4 ## It comes from a person

She knows your name and saw your hands. **Nobody bargains with a neighbor the way they bargain with a store.**



Friendly and firm. You can be both.

A TRAY FROM A STORE	YOUR CUSTOM TRAY
The same one for everybody	Her colors, her size, her initial
She can compare it on 10 websites	There is nothing to compare it to
Made somewhere, by someone	Made by you, the neighbor she trusts

◆ EMMA'S TIP

The words that make it custom: **“your colors”, “your size”, “made for you”, “one of a kind”**. Use at least one in every reply about price.

Hold the price. Change the piece.

"CAN YOU DO $200?"

I can't go lower on this one, it's made to order with real gold leaf. **What I can do is the 16-inch size for $160**, same colors, same finish. Would that work?

A smaller piece, never a smaller price for the same piece.

"MY FRIEND MAKES THEM CHEAPER"

That's great, there's room for all of us! Mine are made in your colors, one at a time, and **I deliver on the date I promise**. If you want it, I can save you a spot this week.

"I'LL THINK ABOUT IT"

Of course! I'm planning next week's pours on Sunday. **If you decide by then, your tray is in that batch.**

"CAN I PAY IN PARTS?"

Yes! It's already in two parts: **50% today to save your spot and 50% at pickup.**

ADD VALUE INSTEAD OF LOWERING THE PRICE

WHAT YOU ADD	WHAT IT COSTS YOU
Gift wrap: kraft paper, twine, a tag with her name	about $1
Care card: "hand wash, no dishwasher, no hot pans"	under $0.50
Her initial in gold leaf on the corner	about $1
A matching keychain or mini coaster as a thank-you	about $1.50

◆ EMMA'S TIP

A discount teaches her to ask again next time. **A small extra makes her tell her friends.** Same few dollars, opposite result.

3 CHAPTER 3 OF 5

When and how much to raise your prices

Your first price is the minimum. It is not your price forever. **When the queue fills up, you raise your prices.** Here are the signals and the size of each step.

THE SIGNAL	RAISE
Your queue is full for **2 weeks in a row**	+10%
5 or more names on the waiting list	+15%
3 buyers in a row said yes without asking about the price	+10%
Holiday season: **new orders** from November 1	+10% to +15%



New tag, same piece, more value.

THREE RULES WHEN YOU RAISE

Only new orders

Whoever is in line keeps her price. **Always.**

One step at a time

10% to 15% per step, **once a month at most**.

Announce a date

"New prices from the 1st." **The week before is when the most orders come in.**

◆ ONE STEP, IN NUMBERS

Tray at **$280**, queue full for two weeks: $280 + 10% = $308. **Round up: $310** for new orders.

◆ EMMA'S TIP

Queue empty for 3 weeks after a raise? Go back one step. **The right price keeps the queue full with a short waiting list.**

CHAPTER 3 · YOUR PRICE LADDER

Three steps up, one queue at a time

This is the same piece, the same mold, the same hour a night. **Only the queue changed.** Climb one step when the signals on the previous page tell you to.

PIECE	START	STEP 2	STEP 3
Round tray, 12 in	$95	$105	$120
Wall clock, 12 in	$160	$180	$200
Ocean serving tray, 18 in	$280	$310	$350
Small vessel sink	$340	$380	$420
Large vanity sink	$900	$1,000	$1,100

THE ANNOUNCEMENT

POST · ONE WEEK BEFORE

Thank you for an amazing month! My queue has been full since the 3rd. **From the 1st, my new prices start.** Everyone who orders this week keeps the current price.

SOMEONE ALREADY IN LINE ASKS

Don’t worry, **your price doesn’t change**. You booked before, so you keep it. Thank you for trusting me early!

◆ EMMA'S TIP

I have students selling sinks at $900. None of them started there. **They started at the minimum and let the queue carry the price up.**

4 CHAPTER 4 OF 5

More orders than you can make

"Emma, I started the Order Queue on a Tuesday and by Thursday nine people were asking. Is that normal?" **It is. And it's a lot better than having none.** Here is what you do, in order.

1 Stop and count

Open your queue board. **How many lines can you finish this month** with the nights you really have? That number is your limit.

2 Give dates, not yeses

Everyone past the limit gets a date: "I can start yours on the 21st." **Nobody ordering a custom piece expects it tomorrow.**

3 Raise for new orders

A full queue is the signal from Chapter 3. **The next person pays the next step.**

4 Pause the small stuff

When the queue is full, **keychains and single coasters wait.** Your hours go to the pieces that pay the most.



A full table is a good problem. A plan keeps it from becoming a stressful one.

IF YOU'RE GOING TO BE LATE

Hi Megan! A quick update: your tray needs **2 more days to cure hard**, and I won't hand you anything less than perfect. **New pickup: Monday the 16th.** Thank you for your patience!

Tell her at least 2 days before the date, never on the day.

◆ EMMA'S TIP

Take **only the deposits you can deliver this month**. Everyone else goes on the waiting list, with no deposit until you start. That keeps your promises and your money clean.

Same mix, same night, many pieces

Mixing resin takes the same 10 minutes for one piece or for four. **Group the orders by step and by color**, and one hour a night does the work of three.

NIGHT **Monday**	Pour the base layer of **every tray in the queue**, same colors together
NIGHT **Tuesday**	Demold Monday's pieces. **Pour the coasters** while the cups are out
NIGHT **Wednesday**	**Sand and seal edges** of everything demolded
NIGHT **Thursday**	Top coat on the trays. **Pour the next sink layer**
NIGHT **Friday**	Day off for the resin: **it cures, you rest**
NIGHT **Saturday**	Photos, wrapping and **pickups between 10 and 2**

THE LIFE OF EVERY PIECE

Pour › Cure 24 h › Demold › Sand › Top coat › Cure 72 h › Photo › Wrap

A SECOND MOLD

When the same piece fills half your queue, **buy a second mold**. It doubles that piece for the price of one sale's mold share.

ASK FOR HELP

Sanding, wrapping and demolding are easy to teach. **Many of my students' husbands now help pop the pieces out.**

EMMA'S TIP

Stick a note on every piece while it cures: **her name and the pickup date**. When you have 8 trays on the table, you will thank me.

5 CHAPTER 5 OF 5

One hour a night

"I only get about an hour at night after work. I finished three pieces this month. Is that too slow?" **Three pieces is several hundred dollars that didn't exist last month.**

MY NIGHT, MINUTE BY MINUTE

0 to 10	**Messages.** Replies, deposits, pickup reminders.
10 to 25	**Finish.** Demold, sand or top coat yesterday's pieces.
25 to 50	**Pour.** Measure, mix, pour, pop the bubbles. **Always the last thing.**
50 to 60	**Close.** Cover the pieces from dust, clean the cups, update the board.



Cover, lights off, bed. The resin cures overnight.

Keep it warm

Resin cures best at **75 to 85 °F (24 to 29 °C)**. A cold garage at night can leave it soft and cloudy.

Keep it covered

A clear plastic box or bin upside down **keeps dust, hair and pets out** while it cures.

Keep it level

Check the table with a level once. **A tilted table makes a tray thicker on one side.**

◆ EMMA'S TIP

The method brings the queue. **How many pieces you fill is your call, not the method's.** I have students who stay at three on purpose and students who go to twelve. Both are right.

Your plan: 3, 6 or 12 pieces a month

Pick the plan that fits your life **this month**. You can change it next month. The examples use the minimum prices from Chapter 1, before any price step.

3

PIECES A MONTH

YOUR TIME
1 hour, 3 nights a week

EXAMPLE MIX
2 ocean trays + 1 small sink

SALES AT MINIMUM PRICES
$900

MATERIALS
about $115

For a full-time job and a busy house

6

PIECES A MONTH

YOUR TIME
1.5 hours, 4 nights a week

EXAMPLE MIX
3 ocean trays, 2 small sinks, 1 clock

SALES AT MINIMUM PRICES
$1,680

MATERIALS
about $210

When the queue starts filling by itself

12

PIECES A MONTH

YOUR TIME
2 hours, 5 nights a week

EXAMPLE MIX
4 trays, 3 small sinks, 1 large sink, 4 coaster sets

SALES AT MINIMUM PRICES
$3,220

MATERIALS
about $480

When resin becomes your main project

Example math, not a promise of earnings: your sales depend on your area, your effort and your prices. Materials include each piece's mold share.

YOUR PLAN FOR THIS MONTH

MY PLAN	NIGHTS AND HOURS	PIECES I'LL OFFER FIRST	MY GOAL IN SALES

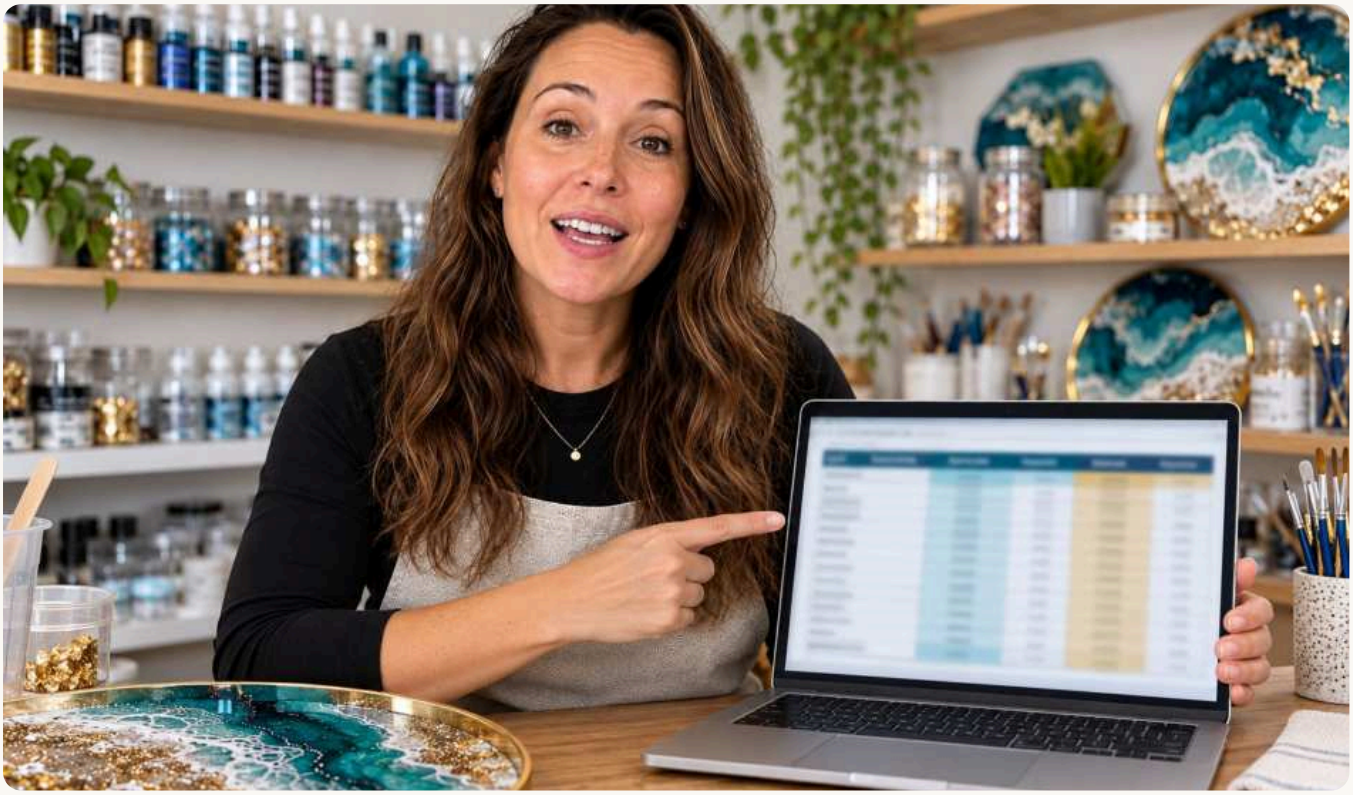
◆ EMMA'S TIP

Start one plan below what you think you can do. **Finishing 3 pieces on time beats promising 6 and running late.** Your reputation is the engine of the queue.

YOUR TOOL

The pricing spreadsheet does the math for you

In the next lesson of this module you will find **my pricing spreadsheet**. Make your own copy, type four numbers and it gives you the rest. It works on your phone too.



YOU TYPE

- **Materials** for one piece
- The **mold price** and how many pours you expect
- Your **hands-on hours**
- How many pieces you want this month: **3, 6 or 12**

IT GIVES YOU

- Your **minimum price**, already rounded
- The **next two steps** of your price ladder
- What stays with you **after materials**
- Your **month in numbers** for the plan you chose

◆ EMMA'S TIP

Fill it in **for every new piece** before you post it. In two weeks you will know your prices by heart, and you will never freeze when someone asks “how much?”.

BEFORE YOU CLOSE THIS GUIDE

A full queue at the right price

- [ ] I know my **minimum prices**
- [ ] I know my reply to a **discount** request
- [ ] I know the **signals** to raise prices
- [ ] I have a plan for a **full queue**
- [ ] I chose my plan: **3, 6 or 12** pieces
- [ ] I copied the **pricing spreadsheet**

◆ A NOTE FROM EMMA

You pour at night, you go to bed, and the resin works without you. The method brings the queue. The price keeps it worth your time. You just needed the right numbers.

Emma Miller



Next: the piece guides. Trays, sinks, river tables, clocks and my best-sellers, step by step, with materials, mold and price.

Results vary from person to person and depend on your effort, your area and your prices. The prices, plans and examples in this guide are illustrations based on approximate 2026 US material costs, not a promise or guarantee of earnings.