

RESIN PROFIT LAB · ORDER QUEUE

THE ORDER QUEUE PLAYBOOK



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How I get orders **without leaving home**: where the buyers are, what to post, what to text back, how to set a pickup date and how to take a deposit **before** I pour a single drop.

INSIDE THIS GUIDE

•	What the Order Queue Method is	Start	p. 02
1	Where your customers come from	Chapter 1	p. 03
2	Photos and a small portfolio	Chapter 2	p. 05
3	Ready-to-send replies	Chapter 3	p. 07
4	Pickup dates, your queue, your waiting list	Chapter 4	p. 09
5	Deposits and your first sale	Chapter 5	p. 11
•	Your first 7 days	Plan	p. 13

◆ THE ONE RULE OF THIS GUIDE

Take the order first. Make the piece after. Never pour a big piece hoping someone will buy it. You show, you take the order with a deposit, and only then you pour.

HOW IT WORKS

What the Order Queue Method is

For months I posted every day on Facebook, Instagram and Marketplace. I offered pieces to coworkers, neighbors, friends. **I sold 10 pieces a month, tops.**

Then, at a small business expo, I noticed something. The hairdresser, the baker, the photographer: **none of them made things and hoped someone would buy.** They booked people. A name, a date, a deposit.

So I tested it with resin. In the first three days I sold more than 15 pieces. **That is the Order Queue Method.**



Every wrapped box is a name, a pickup date and a deposit already paid.

THREE MOVES, ALWAYS IN THIS ORDER

1

Show

3 to 6 good photos of pieces you already made. That is your whole store.

2

Take the order

Colors, size, price, a **pickup date** and a **deposit**. Now it is a real order.

3

Make it

Pour at night. **Resin cures while you sleep.** Deliver on the date you promised.

◆ WHY A QUEUE SELLS MORE

A waiting list sells for you. When a neighbor hears **“I can start yours on the 14th”**, she stops asking for a discount and starts asking how to get in line.

1 CHAPTER 1 OF 5

Where your customers come from

You don't need a store, a website or a booth. **Your buyers live within 15 miles of you** and they are already on these seven places every day.

WHERE	WHAT YOU POST	WHO YOU REACH
Your own Facebook profile	The piece, the story, "taking 5 orders this month"	Friends and family who already trust you
Local Facebook groups	Town, moms, buy-and-sell and community groups. Read the rules first: many allow handmade posts on a set day	Neighbors 5 to 15 miles away
Facebook Marketplace	One real finished piece per listing, with "made to order in your colors" in the text	Buyers already looking for decor
Nextdoor	Selling handmade items is fine from your own name about once a month. To post more often, open the free Business Page	Homeowners on your street
Instagram	Your shop window: the portfolio and short videos of the pour. Sales happen in the messages	People who see you in the groups and come to check
Local businesses	Boutiques, salons, coffee shops, rental hosts, interior designers, remodelers	Bigger pieces and repeat orders
Gift dates	Birthdays, weddings, Mother's Day, Christmas, housewarmings	The easiest "yes" of the year

◆ EMMA'S TIP

Posting is not selling. Each post has **one job: start a private conversation**. End every post with "Message me to save your spot."



Write 20 names before you post anything

Your first orders come from people who already know your name. **Write them down now**, in three circles. Then you message them one by one, not all at once.

CIRCLE 1 · 10 NAMES

People who know you

Family, friends, coworkers, church, your kids' school.

CIRCLE 2 · 5 PLACES

Groups near you

Local Facebook groups, Nextdoor, the town page.

CIRCLE 3 · 5 BUSINESSES

Shops that can show your work

Boutique, salon, coffee shop, rental host, designer.

TWO MESSAGES TO COPY

YOUR FIRST POST · FACEBOOK PROFILE

Guess what I've been making at my kitchen table! This ocean tray is resin and real gold leaf. **I'm taking 5 custom orders this month**, in your colors and your size. Message me if you want to save a spot.

CIRCLE 3 · LOCAL BUSINESS

Hi Laura! I make handmade resin trays and coasters here in town. Your shop has the exact style my pieces fit. **Could I leave 2 pieces on your counter?** Anyone who orders through you, you keep 15%. No cost to you.

Visit with the pieces in your hands. A photo can be ignored. A tray in her hands cannot.

◆ EMMA'S TIP

Message **3 people a day**, never 20 at once. Personal messages get answers. Copy and paste to a group gets ignored.

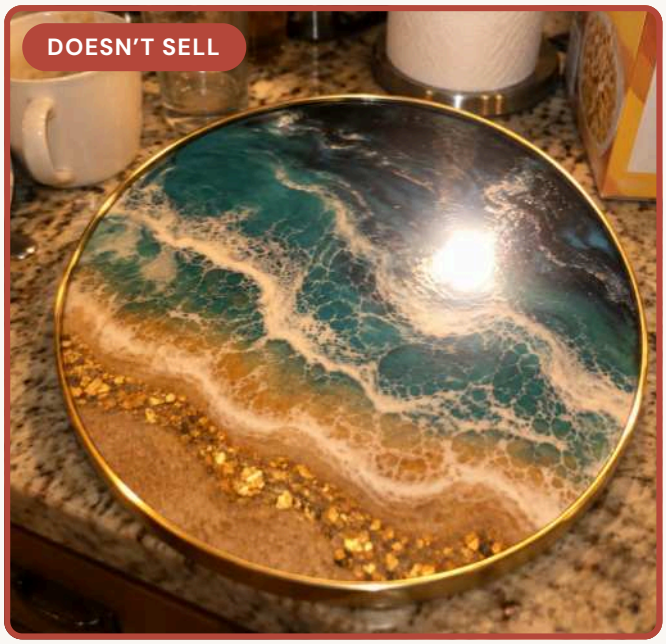
2 CHAPTER 2 OF 5

Photos that sell, with just your phone

The photo is your store. A buyer decides in two seconds, before she reads one word. You don't need a camera: you need a window.



Window light, white board, nothing else in the frame.



Kitchen light at night, flash, clutter behind the piece.

1 Daylight, not sun

Next to a window, **between 10 a.m. and 3 p.m.** Direct sun makes hard shadows. Turn off the ceiling light.

2 A white board

A **white foam or poster board** from the dollar store under the piece. Lean another one on the side to bounce light.

3 Tilt for the shine

Move until the window reflects on the resin. **That glow is what says "glass"** and makes people stop scrolling.

4 Wipe the lens

Your phone lives in your pocket. **One wipe with your shirt** and the photo goes from foggy to sharp.

◆ EMMA'S TIP

Shoot **5 photos of every piece**: the whole piece from above, at an angle, a close-up of the gold, the piece in use with a cup or a plant, and one in your hand to show the size.

Show 3 to 6 pieces, not 30

A small portfolio looks **chosen**. A big one looks like leftovers. Pick your best pieces and put them in **one place** where people can see them all.



Ocean serving tray
18 in · from $280 · ready in 10 days



Small vessel sink
From $340 · ready in 2 to 3 weeks



Round ocean tray
12 in · from $95 · ready in 7 days



Coasters and keychains
Set of 4 from $45 · ready in 5 days

WHERE YOUR PORTFOLIO LIVES

- A Facebook **album called "Order a piece"**, pinned to the top of your profile
- Instagram **Highlights**: Trays, Sinks, Gifts
- The same photos saved in a **phone album** to send in seconds

UNDER EVERY PHOTO, WRITE

- The **size** in inches
- The **colors** it can come in
- The price as **"from $95"**
- How long it takes: **"ready in 7 days"**

◆ EMMA'S TIP

Don't have 3 pieces yet? Use your first piece and the pieces you make this week. **Real photos of your own work** beat any picture from the internet, and you never post a photo that isn't yours.

3 CHAPTER 3 OF 5

Ready-to-send replies

Most sales are lost in the reply, not in the post. Copy these, change the names and the prices, and **answer within one hour**.

1 · "HOW MUCH IS IT?"

Hi Megan, thank you! The 12-inch ocean tray is **$95**, made in the colors you choose, with real gold leaf. **Do you want it for yourself or as a gift?**

Always end with a question. A price alone ends the conversation.

2 · "CAN YOU MAKE IT IN OTHER COLORS?"

Yes! Every piece is made to order. Tell me the room it's for and I'll send you 2 color ideas. **Sizes: 12, 16 or 18 inches.**

3 · "THAT'S A LITTLE EXPENSIVE"

I understand! This one is one of a kind, nobody else will have it. If you want something smaller, **the set of 4 coasters is $45** and has the same look.

Offer a smaller piece. Never a discount on the same piece.

BONUS · "CAN I PUT FOOD ON IT?"

It's made for serving and decor: drinks, candles, perfume, keys. **For food, place it on a napkin or a small board**, and wash by hand with mild soap. No dishwasher, no hot pans.

Honest answers prevent returns. Hot pans and the dishwasher can mark resin.



Reply fast and warm. The one who answers first usually gets the order.

◆ EMMA'S TIP

Answer with **a question, not a price list**. "Is it for you or a gift?" turns a curious person into a buyer who is already picking colors.

From “maybe” to a name in your queue

4 · CLOSING THE ORDER

Perfect! Here is your order: **16-inch ocean tray, teal and gold, $160**. I take a 50% deposit to save your spot, so **$80 today** and $80 at pickup. **Your pickup date is Saturday the 14th.** Can I send you the payment link?

5 · SHE WENT QUIET FOR 2 DAYS

Hi Megan! I’m planning my pours for next week and I have **2 spots left**. Do you want me to save one for your tray?

6 · WAITING LIST

My queue for this month is full, thank you so much! **I can start yours on the 21st.** Want me to put your name on my list? No deposit until I start.

7 · READY FOR PICKUP

Your tray is ready and it came out beautiful! **Pickup Saturday between 10 and 2.** When you post it, would you tag me? And if a friend wants one, **she gets $10 off and you get $10 off your next piece.**

SMALL WORDS THAT COST YOU SALES

INSTEAD OF	SAY
~~Sorry to bother you, just checking…~~	I have 2 spots left next week.
~~It’s only $95, is that ok?~~	The 12-inch tray is $95.
~~I’m still learning, so…~~	Every piece is made by hand, one of a kind.

◆ EMMA'S TIP

Keep every message **short enough to read on a phone screen**. Three lines, one question, one date. Long messages look like a sales pitch.

4 CHAPTER 4 OF 5

Pickup dates, your queue and your waiting list

A custom piece is never “for tomorrow”. Nobody expects it to be. **A clear date makes people wait happily** and lets you work on your own schedule.

PIECE	YOUR WORK	DATE YOU PROMISE
Keychains, coasters (set of 4)	1 to 2 nights	5 to 7 days
Small tray, 12 in	2 nights	7 days
Large tray 16 to 18 in, wall clock	2 to 3 nights	10 days
Small sink, vessel sink	3 to 4 nights	2 to 3 weeks
Large vanity sink, side table	1 week	3 to 4 weeks
River coffee table	2 weeks	4 to 6 weeks

Resin feels dry in about 24 hours and reaches full cure in about 72 hours at 75 to 85 °F (24 to 29 °C). The promised date already includes that wait and 2 extra days of safety.



Pickup day: the moment she becomes your best advertisement.

“I NEED IT BY FRIDAY!”

I can do a rush order for this Friday: **it’s 25% more**, because I move your piece ahead of the others in my queue.

HOLIDAY CUT-OFF DATES

From October on, add to every post: **“Christmas orders close December 1.”** A clear last day makes people decide now.

◆ EMMA'S TIP

Always promise **2 days later** than you think you need. Delivering early makes a fan. Delivering late, even by one day, makes a complaint.

One line per order. Nothing gets lost.

Print this page or copy it into a notebook. **Every order gets a line the moment the deposit arrives.** When the lines for the month are full, new people go to the waiting list.

#	NAME	PIECE	COLORS	DEPOSIT	POUR ON	PICKUP	PAID
1	Megan R.	Tray 16 in	Teal, gold	$80	Tue 10	Sat 14	Yes
2							
3							
4							
5							
6							
7							
8							
9							
10							

HOW MANY LINES PER MONTH

With **1 hour a night**, most of my students fill **3 to 6 big pieces** or about **12 small ones** a month. Start with 5 lines. Add more when you feel comfortable.

PICKUP OR DELIVERY

Porch pickup with a set time window, or **local delivery** for $10 within 10 miles. Meeting a stranger? Many police stations have a **safe exchange spot**.

◆ EMMA'S TIP

Your queue is yours. **How many lines you open each month is your call**, not the method's. Some of my students stay at 3 on purpose. Others go to 12. Both are right.

5 CHAPTER 5 OF 5

Deposits and getting paid

A deposit is not rude. It is what turns "I want one" into a real order, and it pays for your materials **before** you spend a cent.

1 ## 50% to save the spot

For every custom piece, **half when she orders, half at pickup**. No deposit, no line in the queue.

2 ## 100% for small pieces

Anything **under $60** is paid in full when ordered.

3 ## Deposit is not refundable

Say it when she orders: **"The deposit saves your spot and buys your materials."**



The deposit notification: the piece is officially sold.

HOW TO GET PAID

METHOD	HOW IT WORKS	WHAT IT COSTS YOU
Venmo business profile	Payment link or QR code	1.9% + $0.10 per payment
PayPal Goods and Services	Invoice by email	About 3% to 3.5% per payment
Zelle	Only with people you know	No fee, and no protection if something goes wrong
Cash at pickup	The second half, in person	No fee

Fees as published by Venmo and PayPal in 2025 and 2026. They can change: check the app before you start.

◆ THE RECEIPT MESSAGE

When the deposit arrives, reply: **"Got it, thank you! $80 received for your 16-inch tray. Pickup Saturday the 14th, $80 left."** No confusion later.

It doesn’t have to be perfect. It has to be sold.

If your piece came out like the one in the lesson, **it is already at the standard people pay for**. That is the whole point of the mold: the mold does the work. Put a price on it and offer it today.

Ready to sell

- The surface is **hard and not sticky** anywhere
- It sits **flat** on the table, no wobble
- Edges sanded, **nothing sharp** to the touch
- A few tiny bubbles **inside** the waves: that is the ocean look

Fix it first

- **Soft or sticky spots**: give it 2 more days, then decide
- A **hair or dust** on the top: sand and add a thin top coat
- A sharp drip on the edge: **sand it smooth**
- A crack or a piece that bends: **keep it** as your practice piece

“Emma, I charged $280 for a tray and the customer didn’t even ask for a discount. Did I charge too little?”

You charged the minimum, and the minimum already gets you there. A custom piece has nothing to be compared to. In Order Queue Advanced I show you when and by how much to raise it.



◆ EMMA'S TIP

Price your first piece with the **minimum price formula** in Order Queue Advanced, not with your fear. Selling it is what gives you the courage for the second one.

YOUR FIRST WEEK

Your first 7 days

One task a day, **about one hour**. Tick the box when you finish. By day 7 you know where your buyers are.

DAY 1 **Photos**	Shoot **5 photos** of every piece you have. Make the album “Order a piece”.	☐
DAY 2 **Your circle**	Post on your profile. Then message **3 people** from Circle 1, one by one.	☐
DAY 3 **Groups**	Post in **2 local groups** and list **1 piece** on Marketplace.	☐
DAY 4 **Replies**	Answer every message with scripts 1 to 3. **Follow up** with whoever went quiet.	☐
DAY 5 **Businesses**	Visit or message **2 businesses** from Circle 3 with a piece in your hands.	☐
DAY 6 **First deposit**	Send the closing message, **take the deposit**, write the first line on your queue board.	☐
DAY 7 **Review**	Count your lines. **Open the waiting list** if you need it. Ask for a referral.	☐

HOW I SPLIT MY ONE HOUR

20 min · Messages

Replies, follow-ups, new names. **Phone in hand.**

30 min · Resin

Pour, demold or sand. **Pour last**, so it cures while you sleep.

10 min · Photos

One good photo a day. **The portfolio grows by itself.**

◆ IF THE WEEK ENDS QUIET

No order by day 7? Go back to Chapter 1 and **double Circle 3**. Businesses say yes slowly, then order again and again.

BEFORE YOU CLOSE THIS GUIDE

Your queue starts with one name

- [ ] I wrote my **20 names** in three circles
- [ ] I have **3 good photos** and my album "Order a piece"
- [ ] I saved the **7 replies** in my phone notes
- [ ] My **queue board** is printed or copied
- [ ] I know how I take the **50% deposit**
- [ ] I did **day 1** of my first 7 days

◆ A NOTE FROM EMMA

The piece was never the hard part. The mold does that. What changes everything is the moment you stop hoping and start booking. One name, one date, one deposit. Then the next one.

Emma Miller



Next: Order Queue Advanced. Your minimum price, why custom pieces don't get haggled, when to raise prices and what to do when more orders come in than you can make.

Results vary from person to person and depend on your effort, your area and your prices. Prices in this guide are examples, not a promise of earnings.