



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

Care Cards & Packaging Inserts Starter

Five print-ready inserts for handmade orders — fill in the blanks and print.

Care · Thank-you · Review · Welcome · Discount



The cheapest marketing in your whole shop

The most emotional moment of an online order happens with you nowhere in the room: the unboxing. A small printed card is the one thing that gets to be there for it — and it costs pennies. It's how a faceless order starts to feel handmade, and how you nudge the review, the repeat order, and the follow that a handmade shop runs on.

THE ONE RULE

An insert should make the customer feel something before it asks them for anything. Lead with care and thanks; let the review or discount come second. A card that only asks reads like a bill — a card that gives first earns the ask.

What's in this free starter

Five ready-to-print inserts, one from five of the seven families in the full pack: a product care card, a thank-you note, a leave-a-review card, a first-order welcome card, and a return-customer discount card. Each is a real, white-label card — the next pages show them at A6 size, the way they print.

Wherever your own detail goes — shop name, website, discount code, a burn time — the card prints a clean write-on line, never a placeholder. Print on cardstock at 100% (actual size) and handwrite or stamp the lines, or type them first in the full pack's editable Word file. The “make it yours” note under each card tells you what to fill in. The closing page has the full pack and a tip on keeping those details organized.

PRODUCT CARE CARD

for candles & home scent

CARE & SAFETY**Caring for your candle**

A few small habits help a hand-poured candle burn cleaner, last longer, and stay safe.

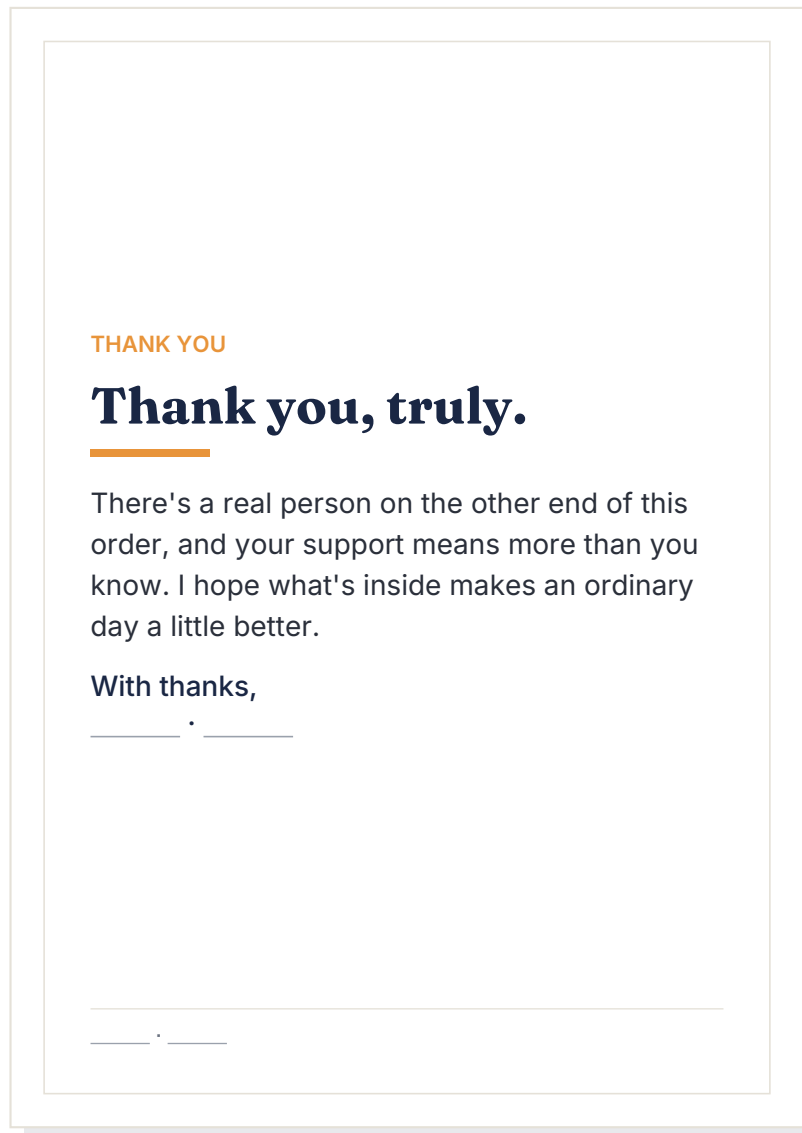
- First burn: let the wax melt all the way to the edge before you put it out — about _____ hours. It sets an even pool and prevents tunneling.
- Trim the wick to about a quarter inch before every light. A long wick smokes and soots the glass.
- Burn for no more than _____ hours at a time, then let it cool before relighting.
- Stop burning when about half an inch of wax is left — the jar gets hot near the bottom.
- Keep the flame away from drafts, anything that catches, and out of reach of children and pets. Never leave a burning candle unattended.

Hand-poured by _____

Reuse the empty jar — it makes a great little pot. • _____

Make it yours: Fill in your real first-burn and max-burn times. If your wax or vessel needs a specific instruction (wood wick, double wick, ceramic), add one line in your own words — care buyers trust a maker who is specific.

THANK-YOU NOTE
for every order



Make it yours: Sign it with your actual first name — a handwritten name, even printed, is the whole point of this card. The warmer and less corporate it reads, the better it works.

LEAVE-A-REVIEW CARD

for after the sale

A QUICK NOTE

**Your review helps us
keep going.**

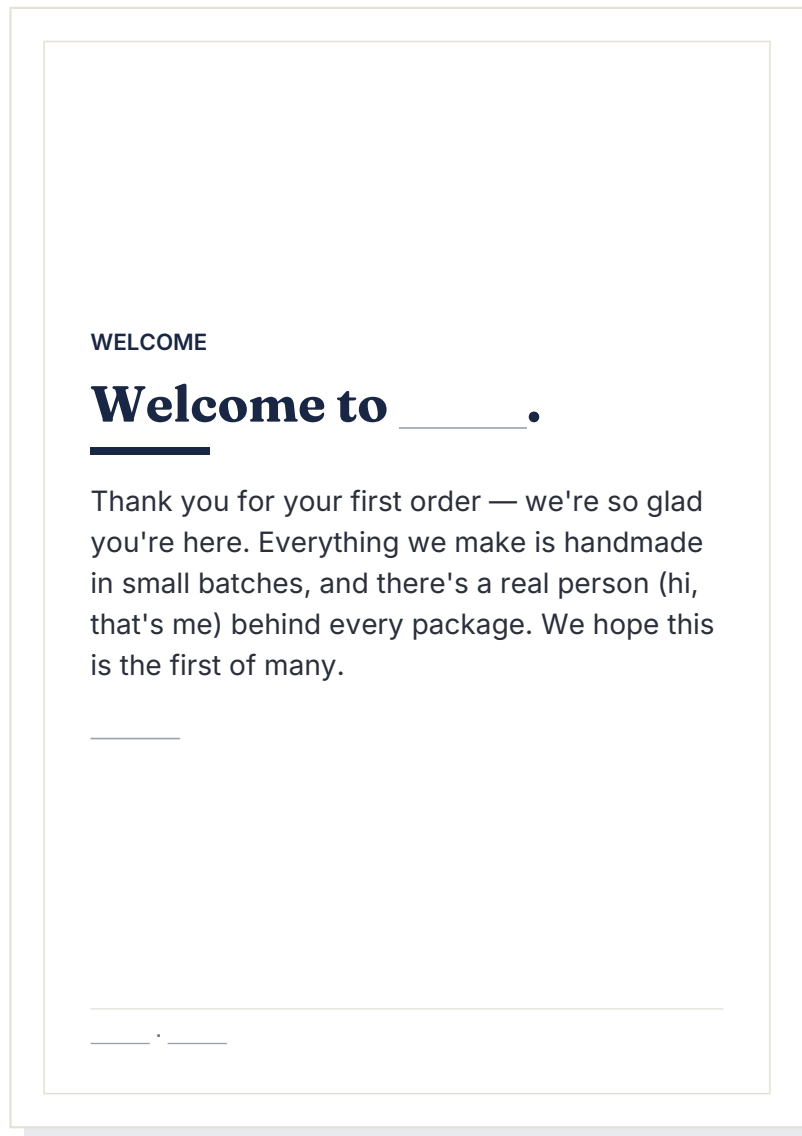
We won't pretend otherwise: reviews are what keep a small business visible and growing. If you're happy, we'd be so grateful for one. And if anything's not right, please message us first — we'll make it right.

Review or reach out: _____

Make it yours: The "message us first if something's wrong" line is the single best way to head off a bad review — it routes unhappy buyers to your inbox instead of the public rating. Keep it.

FIRST-ORDER WELCOME CARD

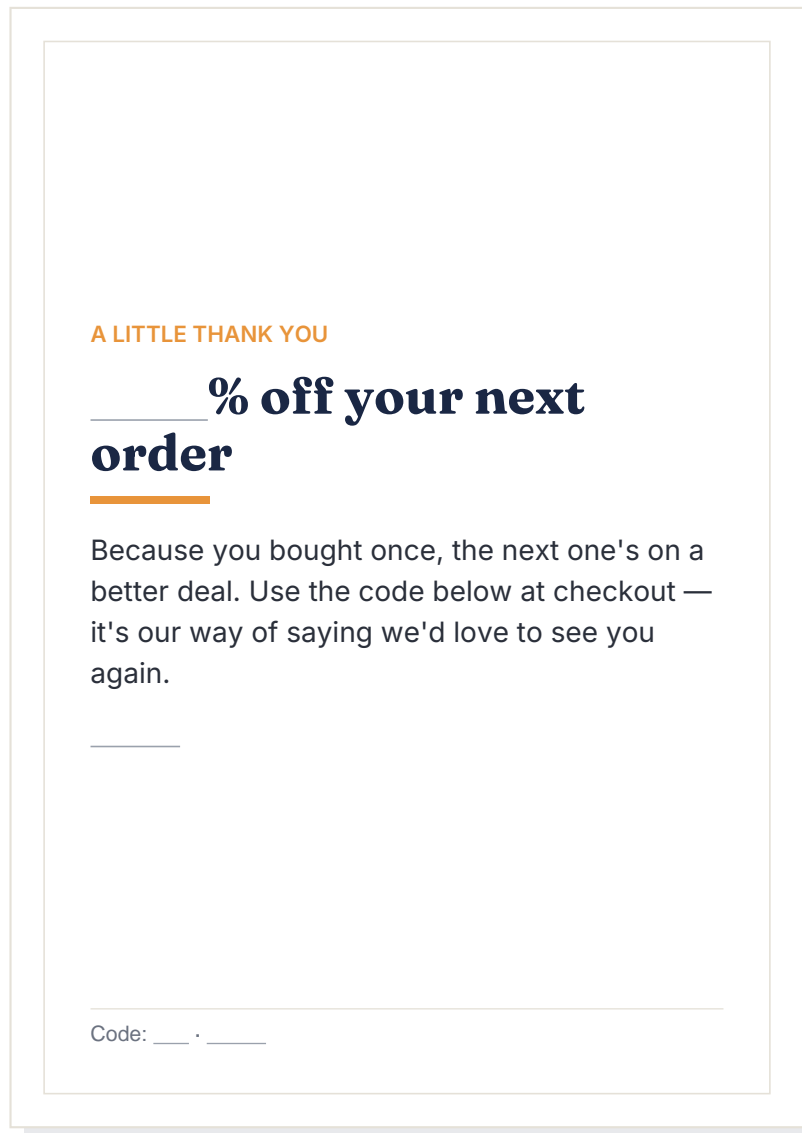
for a first-time customer



Make it yours: First-order cards set the tone for the whole relationship. Sign with your name and keep the focus on welcoming the person, not selling the next thing.

RETURN-CUSTOMER DISCOUNT CARD

for winning the second order



Make it yours: Set a real, working code and a discount you can afford on repeat orders (10–15% is common). A code printed on a card you can hold beats an email that gets buried.

Want all 38 inserts?

This starter is five inserts. The Maker's Care Cards & Packaging Inserts Pack is the full set: 38 print-ready designs across seven families — product care & safety cards for eight kinds of product, plus thank-you notes, leave-a-review cards, return-customer discount cards, refer-a-friend cards, first-order welcome cards, and packaging & unboxing inserts — each in the print sizes that suit it (business card, square, A6, and postcard), with print-at-home sheets, an editable Word file, and a Start Here playbook.

GET THE FULL INSERT PACK

Available on the Ardent Workshop storefront. [See the full pack >](#)

The shop behind the box

A care card needs your real burn time or ingredients. A discount card needs a code you can track. A what's-inside insert needs to match what you actually packed. Those details are quick to drop in when they live somewhere you can pull them up — and slow when they live only in your head.

MEET ARDENT SELLER

Ardent Seller is inventory, product, and sales software built for makers. It keeps every product, variant, ingredient, price, and stock count in one place — so the details that go on your cards and in your boxes are organized, and you always know what you can actually sell. There's a free plan to start. [Start free at ardent seller.app >](#)

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