



# Craft Business

## START-UP CHECKLIST

### Planning Stages

- Create a Business Plan
- Choose a Business Name
- Estimate Start Up Costs
- Research Your Competition
- Choose Your Product Line
- Define Target Audience

### Product Line

- Create Your Workspace
- Order Materials & Supplies
- Create Inventory List
- Make Sample Products
- Create a Price List
- Photograph Your Products

### Business Essentials

- Set Up Your Legal Structure
- Register Your Business Name
- Obtain Necessary Permits
- Set Up Accounting System
- Apply for EIN Number
- Buy Your Domain Name
- Open Business Bank Account
- Create a Website
- Set Up Business Email
- Create Social Media Accounts

### Marketing Plan

- Design Logo
- Choose Brand Colors
- Create a Tag Line
- Order Business Cards
- Build Your Email Mailing List
- Plan Social Media Schedule
- Create Social Media Graphics
- Join Networking Groups
- Start a Blog
- Send Contacts Business Info

Notes:

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