

STARTING A CRAFT BUSINESS CHECKLIST

NUMBERS (to track)

- Startup costs & budget
- Financial goals
- Pricing & profits
- Work hours

LEGAL (steps to consider)

Determine if you need to:

- Register your business
- Register for a tax ID number and charge & remit tax
- Apply for licenses & permits
- Follow regulations
- Buy business insurance

WHO (you'll target)

- Define a target market by a commonality your customers share
- Describe your ideal customer or brand ambassador
- Uncover target market's pleasures & stressors
- Learn what preconceived notions your target market has about your business

WHY (people will buy from you)

- Research competition & identify market gaps
- Define benefits your business/products offer (that customers will buy because of)
- Explore your USP, UBP & UVP (unique selling/buying/value proposition)
- Develop a brand that will help your business and products stand out among competition

WHAT (you'll sell)

- Choose 1 product category to focus on (don't try to sell everything you **can** make)
- Narrow down 3 – 5 products you'll focus on
- Develop a signature style your business will become known for & that appeals to your target market
- Create a product collection to launch with (consider entry-level, up-sell, and add-on products)

HOW (you'll reach your customers)

Determine marketing channels & methods you'll use to promote your business/products. Such as:

- Search engine optimization (SEO) (essential for online stores)
- Email marketing
- Social media (choose 1 or 2 to focus on)
- Paid ads
- Print marketing (business cards, flyers, signs, lookbooks, etc.)
- Press releases
- Blogging

WHERE (you'll sell your products)

Determine the sales channels you'll focus on. Such as:

- Etsy or other online marketplaces
- Building a website
- Craft shows, markets, festivals, etc.
- Selling wholesale to retailers

WHEN (you'll get things done)

Create a schedule that includes:

- Quarterly reviews & goal setting
- High-value tasks (creating, marketing, selling & admin tasks)
- Product launches, promotional events, & projects that boost sales

Visit Made Urban for detailed instructions:

www.madeurban.com/blog/checklist-for-starting-a-craft-business