

# Checklist For Starting a Calligraphy Business

## Skill Development

- ☐ Practice various calligraphy styles
- ☐ Attend workshops or courses
- ☐ Continuously improve your skills

## Market Research

- ☐ Identify target markets
- ☐ Analyze competition
- ☐ Determine niche opportunities

## Business Planning

- ☐ Develop a business plan
- ☐ Choose a business structure
- ☐ Plan for initial and ongoing costs

## Legal Requirements

- ☐ Register your business name
- ☐ Obtain permits and licenses
- ☐ Consider intellectual property rights

## Workspace and Equipment

- ☐ Set up a dedicated workspace
- ☐ Invest in quality tools and materials
- ☐ Ensure proper lighting and seating

## Portfolio Development

- ☐ Create a diverse portfolio
- ☐ Showcase different styles and mediums
- ☐ Include contracted and personal projects

## Branding and Marketing

- ☐ Develop a unique brand identity
- ☐ Create a professional website
- ☐ Utilize social media platforms

## Sales and Distribution

- ☐ Set up an online store
- ☐ Consider partnerships
- ☐ Offer custom and ready-made pieces

## Customer Engagement

- ☐ Provide excellent customer service
- ☐ Offer consultations and custom quotes
- ☐ Collect and act on client feedback

## Go-to Resources for Starting a Calligraphy Business

### Skill Development

- [Skillshare](#)
- [The Calligraphy Guild](#)

### Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

### Marketing Tools

- [Etsy](#)
- [Instagram](#)

### Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

\*All of the resources are clickable links