

Checklist For Starting a Craft Business

Define Your Craft and Niche

- Identify your craft specialty
- Research market demand
- Analyze competitors
- Target a specific audience
- Create a unique selling proposition

Business Planning

- Draft a detailed business plan
- Choose a legal structure
- Register your business
- Set clear business goals
- Plan for growth and scalability

Workspace and Materials

- Set up a dedicated workspace
- Source quality materials
- Invest in tools and equipment
- Organize storage for supplies
- Ensure a safe working environment

Product Development

- Design and prototype products
- Test products for quality
- Develop a product line
- Price products appropriately
- Plan seasonal items or collections

Branding and Marketing

- Create a brand identity
- Design logos and packaging
- Build an e-commerce website
- Utilize social media platforms
- Participate in fairs and markets

Sales and Distribution

- Choose sales channels
- Implement an order system
- Set up payment processing
- Organize shipping and handling
- Manage customer service

Go-to Resources for Starting a Craft Business

E-commerce

- [Etsy](#)
- [Shopify](#)
- [BigCommerce](#)

Marketing Tools

- [Canva](#)
- [Mailchimp](#)
- [Hootsuite](#)

Business & Accounting

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

Useful Tools

- [SWOT Analysis Generator](#)
- [Lean Canvas Generator](#)

*All of the resources are clickable links