

# Checklist For Starting a Crystal Business

## Research

- Define your niche
- Research crystal sources
- Understand the market
- Identify your target audience

## Business Setup

- Formulate a business plan
- Choose a business structure
- Register the business
- Apply for an EIN

## Sourcing and Inventory

- Establish reliable suppliers
- Decide on inventory size
- Consider ethical sourcing
- Plan storage solutions

## Legal Compliance

- Obtain necessary permits
- Understand import regulations
- Secure business insurance
- Review resale regulations

## Branding and Marketing

- Create a brand identity
- Design a logo and packaging
- Develop a marketing strategy
- Set up social media accounts

## Sales Platform

- Build an e-commerce website
- Choose sales channels
- Set pricing structures
- Implement a POS system

## Customer Experience

- Design an engaging website
- Plan customer service policies
- Offer educational content
- Create loyalty programs

## Go-to Resources for Starting a Crystal Business

### Educational Resources

- [MindBodyGreen](#)
- [Energy Muse](#)
- [Crystal Vaults](#)

### E-commerce Platforms

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

### Business & Accounting

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

### Useful Tools

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

\*All of the resources are clickable links