Checklist For Starting a
Graphic Design Business

Define Your Niche

- ○ Identify your specialty
- ○ Research market demand
- ○ Analyze competitors

Business Planning

- ○ Create a business plan
- ○ Set business goals
- ○ Choose a business structure

Legal and Administrative

- ○ Register your business
- ○ Obtain necessary licenses
- ○ Secure copyright protections

Workspace and Equipment

- ○ Set up a home office or studio
- ○ Invest in professional software
- ○ Acquire hardware

Building Your Portfolio

- ○ Develop a diverse portfolio
- ○ Include case studies
- ○ Highlight successful projects

Marketing and Branding

- ○ Create a strong brand identity
- ○ Launch a professional website
- ○ Utilize social media platforms

Client Acquisition

- ○ Network with potential clients
- ○ Offer competitive pricing
- ○ Provide excellent customer service

Go-to Resources for Starting a Graphic Design Business

Design Tools

- Adobe CC
- Sketch
- CorelDRAW

Website and Portfolio

- Squarespace
- Wix
- Behance

Business & Accounting

- ZenBusiness
- Northwest Registered Agent
- FreshBooks
- MyCorporation

Useful Tools
- Invoice Generator
- Lean Canvas Generator

*All of the resources are clickable links

step
by step
business