

Checklist For Starting a Greeting Card Business

Market Research

- Identify target market
- Analyze competitors
- Gauge demand trends

Business Planning

- Define business model
- Outline operational plan
- Project financials

Design and Production

- Develop card designs
- Select production method
- Source materials

Brand and Marketing

- Create brand identity
- Develop a marketing strategy
- Establish online presence

Sales Channels

- Set up online store
- Partner with retailers
- Explore craft fairs

Legal and Administrative

- Register the business
- Obtain necessary licenses
- Manage finances

Go-to Resources for Starting a Greeting Card Business

Design Software

- [Adobe Illustrator](#)
- [CorelDRAW](#)
- [Canva](#)

E-commerce Platforms

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

Business & Accounting

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

Useful Tools

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

*All of the resources are clickable links